



Strategic Plan

2024-2026

Executive Summary

Exercise & Sports Science Australia has unveiled a new era for its members and accredited professionals with the release of its Strategic Plan 2024 to 2026.

The Strategic Plan serves as a framework for launching the next phase of growth for the industry. It outlines key initiatives to propel ESSA forward in achieving its mission and 10-Year Outlook, while building upon its foundations in evidence-based best practice, robust self-regulation and member-focused culture.

The primary focus of the Strategic Plan is to emphasise the value of exercise and sport science in the approach to healthcare and human performance, and position ESSA to capitalise on emerging opportunities and address potential challenges.

The goal is for our professions to be at the forefront of preventative health, leading industry standards, connecting expertise with business discipline, and forging a path underpinned by scientific evidence that embeds exercise and sports science as a cornerstone for all Australians.

From 2024 to 2026, ESSA will focus on four strategic objectives.

1. Strong workforce
2. Bold advocacy and promotion
3. Embrace technology and innovation
4. Leverage green and gold

Our strategic objectives will be enabled through:

- » Strong culture
- » Operational excellence
- » Sustainable growth

Our Plan and Outlook have been developed following comprehensive consultation with members and key stakeholders. This involved industry roundtables, member surveys and feedback, as well as analysis of industry trends.

Delivering against these priorities across the next three years will help create a more sustainable sector and a more active nation. Our vision is to empower Australians to embrace exercise and sport science as part of their life journey, for the benefit of individuals and the country.

Core Functions and Responsibilities

The strategic plan builds on these solid foundations.



ESSA MEMBERS

Support, empower and advance the professions we serve and govern. Our members are at the centre of everything we do, and this underpins key priority areas and decision-making.



ROBUST SELF-REGULATION

Commitment to empowering our professions to deliver safe, high quality services, to elevate national standards of care through robust self-regulation.



INDUSTRY LEADERSHIP

Bold industry leadership and collaboration with policymakers and partners to amplify the voice of the profession and demonstrate the value they bring to the areas of healthcare, exercise, and sport.

4 Strategic Objectives

From 2024 to 2026, ESSA will focus on 4 strategic objectives.



STRONG WORKFORCE

Strengthen the capacity and capability of our accredited professionals to cultivate a skilled, diverse, and readily available workforce.



BOLD ADVOCACY AND PROMOTION

Advocate for and promote the value of our accredited professionals through bold and visible efforts, to raise the profile at both national and international levels.



EMBRACE TECHNOLOGY AND INNOVATION

Leverage technology and innovation for transformative impact to enhance the performance of ESSA and broaden opportunities for its members.



LEVERAGE GREEN AND GOLD

Leverage the Brisbane 2032 Olympic and Paralympic Games events and program opportunities to showcase the expertise and value of our professions.

Enablers

ESSA's strategic objectives will be enabled through the following practices.



STRONG CULTURE

Instil a culture of boldness and curiosity that aims to attract and retain exceptional, diverse talent and empowers our staff and members to shape the future of the profession.



OPERATIONAL EXCELLENCE

Strive for operational excellence by creating fit-for-purpose systems, facilities, and processes to maximise organisational efficiencies and support a flexible, adaptable workforce.



SUSTAINABLE GROWTH

Drive sustainable growth of our professions and ensure organisational longevity by addressing the impact of our operational practices on the industry, community, and environment.





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