

AUSactive Strategic Plan 2022 – 2024



Our Vision Activating Every body, Every way, Every day

Our Purpose Supporting our members to improve the health and wellbeing of Australians

Our Values



Leading

We are taking the lead in improving Australia's health by empowering, supporting and enabling AUSactive members to provide quality services for their local communities



Trusted

We are honest and dependable always acting with integrity



Professional

We listen to our stakeholders and provide opportunities to sustainably grow the industry and deliver best practice outcomes



Passionate

We are passionate about our industry and approach our work with a focused and energetic enthusiasm



Inclusive

We support and advocate for equality and recognise different strengths to enhance a sense of belonging and purpose within the industry

Objectives

Preventative Health

Become a key player in Australia's preventative health strategy

Build the AUSactive brand to inspire respect and credibility within the preventative health sector

Members

Provide membership offerings that are highly valued, engaging and meet the needs of our members

Develop new membership offerings to the broader active health and exercise industry with an enhanced value proposition

Standards And Quality

Protect, promote and enhance the integrity of the active health and exercise industry through the development of standards and education

Expand the quality assurance framework to achieve service excellence through certification and accreditation

Research

Understand the emerging issues in the active health and exercise industry and demonstrate the value of exercise in improving physical and mental health outcomes

Optimise data to provide a strong foundation for research excellence

Advocacy

Enhance and extend the policy and advocacy work that AUSactive undertakes on behalf and for the benefit of members and the wider Australian community

Influence all levels of government, including relevant government agencies, to support and advance the active health and exercise industry

Partners

Collaborate with key stakeholders to provide benefits for our members and increase supporter engagement and loyalty

Secure new partnerships to diversify our revenue streams and support our strategic priorities

Inclusivity

Foster diversity and inclusion by engaging with all voices in our community

Remove barriers that may prevent Australians from accessing and participating in the services offered in the active health and exercise industry

To achieve our goals, we do this through attracting and retaining a talented and diverse workforce equipped for the future, underpinned by transformational leadership. We enable our people to deliver our strategic priorities by fostering an innovative, agile and flexible culture.