

Vision

That sport inspires action on the environment and climate.

Purpose

To lead, educate and empower the sport ecosystem to take action for and influence a sustainable and regenerative future.

Values



We **care** for people and the environment



We **explore** the new and different



We **listen**, learn and work together



We **act** for positive change

Engage, Educate and Empower

Deliver a strong value proposition to enable stakeholders to take action.

1. Develop a clear value proposition for each stakeholder group.
2. Refresh the SEA membership model and membership categories.
3. Develop a suite of resources and events to support members and the industry so they are informed and enabled to take action.

Leadership, Influence and Advocacy

Share knowledge, know-how and insights for reach and impact.

1. Develop a plan to extend our reach and engagement to new stakeholders.
2. Establish a SEA Accreditation Scheme.
3. Create advocacy and influence programs that inspire change.

Future Focused

Invest to grow and enable a shared future.

1. Diversify our revenue base.
2. Develop a Workforce Plan, including volunteers, to support the business.
3. Explore opportunities to work with like-minded philanthropists on mutually rewarding and beneficial projects.
4. Identify consulting and advisory opportunities where SEA can play an influential role.
5. Refresh the SEA Partnerships Strategy.