



# The British Association of Sport and Exercise Sciences

– the professional body for sport and exercise sciences



## Strategy 2008 -2010

### Mission

Promoting excellence in sport and exercise sciences

### 2008 Priorities

Health Professions Council application, accreditation, membership recruitment and retention, public relations and marketing

### Vision

The professional body leading excellence in sport and exercise sciences through evidence-based practice

#### Research, evidence-based practice and distribution of knowledge

- Deliver high-quality CPD events – conferences, workshops and forums
- Maintain our publication portfolio
- Launch position statements to provide authoritative views on contemporary issues
- Recognise excellence in research through awards and grants
- Invest in [www.bases.org.uk](http://www.bases.org.uk) to enhance user experiences
- Launch member networking online
- Secure a major sponsor for the Annual Conference

#### High professional standards

- Become a regulated profession under the Health Professions Council
- Provide the professional accreditation scheme for UK sport and exercise scientists
- Enhance the consultant finder to promote accredited individuals
- Increase the number of BASES undergraduate endorsed courses
- Review the Code of Conduct and develop ethical guidelines

#### Represent sport and exercise sciences

- Increase membership recruitment and retention through enhanced services and marketing
- Develop a public relations and marketing strategy to increase our profile
- Build relationships with key stakeholders
- Provide expert advice particularly to Government agencies, the media and practitioners
- Reduce our impact on the environment
- Engage and respond to the student voice
- Develop a London 2012 Strategy

**The promotion of research in sport and exercise sciences**

**The encouragement of evidence-based practice in sport and exercise sciences**

**The distribution of knowledge in sport and exercise sciences**

**The development and maintenance of high professional standards for those involved in sport and exercise sciences**

**The representation of the interests of sport and exercise sciences nationally and internationally**