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PRESIDENTS REPORT 2002

KAREN INGE PRESIDENT

SDA has had another year of significant development and achievement. The Board envisaged this year as one of consolidation and the expansion of professional recognition for the organisation. In terms of consolidation, this was achieved primarily in the areas of financial stability and constitutional changes (refer to Director of Finance and Director of Strategic Planning Reports.)

With respect to the expansion of professional recognition, our focus has been in two main areas:

- Review and further development of our academic program (refer to Education Portfolio Report.)
- Increasing the profile and recognition of the organisation within Government, Sporting and general community, Industry and the media (refer to Director of New Business Development and Director of Corporate Management reports.)

However, we clearly did not lose sight of our vision for 2002, which was developed by the Board at the beginning of 2001. In fact, we have progressed in every aspect of our vision.

1. Develop professional recognition and professional excellence of SDA and Sports Dietitians.
2. Build the profile of Sports Dietitians and SDA with athletes, coaches, professionals, consumers and the media.
3. Build a business base and create job opportunities for sports dietitians.
4. Expand the financial base to ensure the ongoing viability and growth of the organization.
5. Educate Australians on the 'Good Health' message: Nutrition and Physical activity are key factors in attaining good health and improved performance.
6. Use relationships and knowledge from working with Australia's leading athletes to encourage better eating habits, more activity and improved health for all Australians.

The reports, which follow from each of the directors, provide a description of what can only be described as a full and exciting year.

One of the highlights of SDA's year have been the Childhood Obesity Summit.

SDA's involvement in this NSW Government initiative gave us an opportunity to have a resolution passed that could allow us to fulfill one of our goals and

re affirms the commitment and important role SDA can have in the prevention of obesity in this country. It also highlights how important our earlier work in this area has been.

The resolution that forms part of the communiqué to the government reads as follows:

“That the NSW Government works with sport and recreation organisations, venue operators, sports nutrition experts and the food industry to develop and implement a ‘healthy model food policy’ for use at sporting venues and events in NSW that meets the needs of sports participants and spectators”

SDA has also enjoyed the opportunities that our partners, Goodman Fielder–Uncle Tobys and the Gatorade Company have presented to us (refer to Director of Corporate Management report).

The involvement with the Uncle Tobys Tennis Tour creates an enormous opportunity for our members to set up an innovative re–fuelling and rehydration program at all tournaments around the country in metropolitan and regional centres.

The Brett Lee Tour to the Gatorade Sports Science Institute in Chicago, US was also a highlight for SDA. Opportunities such as this offered by Gatorade for one of our members to accompany Brett Lee (Australian Cricketer) as a media spokesperson for Gatorade and SDA are highly valued and very much appreciated.

SDA would like to welcome the involvement of Meat and Livestock Australia with our organisation. Our members enjoyed working on the development and conducting of the Celebrity Vitality Makeover program and felt the message on eating lean red meat 3 to 4 times a week is an important one for athletes as well as the general community. SDA also appreciates the support of MLA for our Iron fact sheet and the SDA Gala Dinner.

I would like to take this opportunity to thank the Executive Committee and all the State Directors and board members for their hard work over the past two years. I would like to make specific mention of Ruth Logan, Director of Finance who has managed her portfolio with great expertise and has been a tremendous support to me personally. Also two younger members of the Board who have demonstrated strong leadership qualities, Anthony Meade and Alison Walsh. I would also like to acknowledge the contribution of Lorna Garden, Vice President who retired after the first year of this two–year term. Lorna has helped SDA enormously and her expertise and creativity were sadly missed. I would also like to thank our accountants Bruno Antonucci and Ermis Yianni from Yianni and Co for their excellent advice and generous support. I would also like to thank Secretariat Administrator, Gitte Schroder for her commitment to SDA, her ability to work independently and her willingness to take on any challenge and her personal friendship. Thank you also to the Victorian Institute of Sport who provide subsidised accommodation for our secretariat. I must re–iterate that SDA would not be viable without the generous support both financially and in kind from our corporate partners, The Uncle Tobys

Company / Goodman Fielder and The Gatorade Company. SDA very much appreciates all the opportunities you create for us.

We've worked hard this year to raise our profile amongst our own professional colleagues, Government organisations and the media. This is to help pave the way for further developments and opportunities within Australia and beyond.

As retiring President and Board Member I would sincerely like to thank all the members of SDA for your support over the years and your belief in the organisation. I would also like to acknowledge the contribution of the other retiring Board members, Fiona Pelly for managing her portfolios so competently and her brilliant work with the website. We also would like to thank you together with Helen O'Connor for involving SDA in the Sydney 2000 Olympic Nutrition Kiosk. Thankyou, also to Glenn Cardwell, our Newsletter editor and Director of Merchandise, Julie Meek and all your hard work organising the SDA merchandising, Kylie Whitten assisting with Special projects and her role as state Director for NSW, Julie Tatnell and Carole Richards for their work over the years.

The future for SDA is exciting. We, as Sports Dietitians have an enormous contribution to make to the community that can and will make a difference to the health and fitness of all Australians. But remember, no matter how challenging the issues, they are easier to overcome when we work as a passionate team. I would once again encourage as many members as possible to become involved in SDA as active members, rise above the challenges we face and help take sports nutrition and our organisation to the next level. I wish the new Board every success and I am confident that the passion for our profession and the work we do will go on forever.

Karen Inge
Retiring President



RUTH LOGAN
DIRECTOR OF FINANCE

It is with a certain sense of satisfaction that I present this annual report to members, as I witness the growth of SDA and our ability to consolidate our position as a leader in the field of sports nutrition both in Australia and overseas, and I personally believe our organization is situated to reach greater heights in the years ahead.

Financially SDA is in a sound position. We remain grateful to our major sponsors Gatorade and Uncle Tobys for their continued support and belief in our organization, and are encouraged by the support shown by other organizations during the past year. This has been expressed in the form of smaller sponsorship arrangements and project work and includes Australian Youth Swimming, Meat and Livestock Authority, Protein Technologies, and Rosscraft. Our contracts with both major sponsors will require renewal during the forthcoming financial year, and it is hoped that these will be renegotiated successfully, and that additional sponsorship can be obtained to assist in the production of new fact sheets and other projects. Income raised from membership is relatively small in context of the overall budget required to run the organization, however the decision was made to keep the membership contribution 'as is' this year to encourage increased membership during the transition to the web based newsletters and information.

The accounting process has been relatively simple since the need to report and review 3 monthly was implemented with the new tax system. I am appreciative of the assistance provided by my trusty bookkeeper Marg, and the accountants Bruno and Ermis who are always at the ready to offer advice and assistance as requested.

The office will continue to be housed at the VIS although there is talk of a move to new premises with the VIS, in late 2003. I wish to thank the VIS again for their continued support of SDA. Gitte continues to provide excellent service to the organization and her commitment and dedication to SDA remains untiring. On behalf of all the executive and members I thank her enormously for all she does to keep the organization operational.

The expense account for SDA has been trimmed a little during the past financial year with reduced teleconferences, however there is a definite need to keep lines of communication open and the face to face contact between board members twice yearly is essential to the ensure long term viability of our organization. During the past financial year only several board members could attend the last AGM however a full complement of the board attended the planning meeting in Melbourne during February. This incurs a large cost each year however is vital to the running of each board members portfolio. State budgets have remained at \$500 for the year as

during the past financial year little of this money was used for state activities. This has however changed for some states this year! Please ensure the members in each state are rewarded in some way through the use of these funds annually. It is also important to support the new web site as it is now offering excellent opportunities for member communication and dissemination of information in a cost effective format.

The sports nutrition course has been under review and following a meeting in Melbourne in August; there are plans for a 'new format' course to be run in Canberra in February 2003. Thanks to Louise, Anthony, Deb and Helen for their work in this area. The administration of the course will now be arranged through Gitta at the SDA office, due to changes within the AIS structure. We thank Louise and her staff, especially Kim Horne for the many hours of work put in behind the scenes in arranging the previous courses for SDA. The inaugural planning meeting for the new board will be held in conjunction with this course to allow greater interaction between potential new members and the board members. This will also be cost effective for lecturing.

The Fit Kids project is currently nearing completion with royalty payments for the SDA contribution being received as this goes to print. Our gratitude to Jo at Curry Kenny for assisting with the closure of this project.

A range of merchandise is currently being finalised – note pads, 'post it' notes, mouse pads, and T-shirts are in production and will be available to members at affordable prices. It is envisaged that members will be able to purchase the shirts to wear when working for SDA e.g. when speaking to Camp Australia groups. SDA drink bottles are also in the production line and will offer great advertising and education potential to members.

As Director of Finance, I hereby present the official Auditor's and Financial report for 2002, prepared by accounting firm Yianni and Company. My thanks to Bruno Antonucci and Ermis Yianni for their assistance in the preparation of these reports.

Those members who read the fine print will have noticed a reduction in the profit margin during the past financial year. This is a result of delays in our contract negotiations and subsequent payment from Gatorade, which then led to some of the 250 hours remaining unused at the end of the financial year. A proportion of the sponsors hours have therefore been deferred until 2003 resulting in a transfer of income to the next year.



DR LOUISE BURKE and ANTHONY MEADE
DIRECTOR & ASSISTANT DIRECTOR OF EDUCATION

1. SDA COURSE 2002

The continuing education course was held at the Australian Institute of Sport in March. A report for this course has been prepared by Kim Horne, course administrator, and marks her final involvement with this course (see appendix). The new edition of Clinical Sports Nutrition was used as the text for the course, and was sent to participants in advance of the course. The multiple choice Continuing Education Update and Answer Booklets were used to evaluate the knowledge transfer achieved by the course, with participants taking home the Update for completion and being presented with their certificate of completion of the course on receipt of the returned answer sheet.

2. WORKING GROUP ON CONTINUING EDUCATION STRATEGIES FOR SDA

A subcommittee of Anthony Meade, Deb Kerr, Helen O'Connor (supported by Gitte Schroder) was formed to develop a strategic plan for the SDA course and bigger issues of continuing education. This subcommittee met via a phone link up and one-day planning meeting to develop an operation plan for 2003. The following outcomes resulted:

The SDA course

The present SDA 4-day course for Continuing Education in Sports Nutrition, run at the Australian Institute of Sport, has been refined and evolved over the past 10 years into a successful course that generally meets the demands of participants and SDA. Features that make it successful include:

1. compact presentation (4 days),
2. opportunity to network with experienced SDA members who lecture at the course
3. practical workshops and creative learning opportunities
4. opportunity to spend time at the AIS, immersed in the culture of sport

The main issues that need to be addressed are:

1. An improvement in the administration on the course so that no longer requires such a heavy input from the AIS for administration or lecturing
2. Greater involvement and "ownership" by SDA
3. Better reward to course lecturers so that their continued involvement can be ensured
4. Improvement in the delivery of the "exam" so that it is more

creatively presented as a self-learning or self-evaluation tool rather than an exercise to be feared

5. Continued “tweaking” of course contents

The subcommittee felt that there was no current need for a complete overhaul of the course. Rather, a series of steps could be undertaken to strengthen the existing course:

1. Use seeding money offered by SDA (\$5000) to allow meetings of the subcommittee to update the course program, and to invest in enhancements such as an online or more creative presentation of the course exam
2. Continue to run the course at the AIS, with a new administration plan based on the paid involvement of Gitte or SDA secretariat, working through the commercial/conference arm of the AIS
3. Organise future courses to include a 1-day “update” program involving topical themes or visiting lecturers. This 1-day Update would be advertised to existing members as further continuing education and could be run conjointly with the 4-day program. (i.e. the 4-day course and 1-day Update would overlap for some sessions, allowing some Hot Topics to be provided within the 4-day course, and some intermingling of participants). The presence of senior dietitians at the Update would allow them to be used as lecturers in the 4-day course.
4. Run the course in conjunction with the Board Planning Meetings so that the Board Members could be used as course lecturers, or at least feel more connected to the 4-day course.
5. Continue to provide a program that mixes participants of varying goals (e.g. new graduates wishing to specialise in sports nutrition versus older dietitians wanting a brief overview of sports nutrition to incorporate into their general practice).
6. Re-organise course finances so that it operates on a “break even” basis and can better reward lecturers and administrators, but includes a “reinvestment” charge built into the course budget so that some funds are committed from each course towards ongoing development.

The subcommittee planned a program for the 2003 SDA course, to be held at the AIS from February 7–10. The program includes a one-day update (February 8) on the theme of “hot topics in sports supplements”, which will be offered to full members of SDA. Board planning meetings will take place on February 9–10.

The bigger picture of Continuing Education for SDA members

The subcommittee discussed the need for SDA members to continue to undertake continuing education, from specialised sports nutrition courses or units, to attendance at key conferences such as SMA and ACSM. At present there is no real awareness by SDA of the opportunities that already exist. These opportunities are important:

- At the Board level for strategic planning. SDA is currently not making use of opportunities to provide direction to its members, or to create strategic

alliances with agencies that are providing these opportunities. This includes opportunities to have input into units and course, and finding alternative routes for achieving Full Membership of SDA.

- At the member level. SDA members currently have an ad hoc approach to their continuing education

Strategies that could help to overcome these limitations are:

1. Development of a comprehensive database of existing courses/units in sports nutrition in Australia (continuation of a project started by SDA Membership group). These opportunities could be accredited towards:
 - Achievement of Full Membership (including the possibility that Dietetic Students who undertake an appropriate unit on sports nutrition within their course might qualify for Full Membership on successful completion of both this unit and the Dietetic Course)
 - Continuing Education
2. Development of the Fellowship category of membership of SDA with clearly defined levels of achievement, including an individualised commitment to continuing education. This would encourage SDA members who are focused on a career in sports nutrition to place themselves on “Fellowship Track” and make an ongoing commitment to continuing education within their individual circumstances.

Compilation of the database of 2003 sports nutrition education opportunities is presently being undertaken as a paid project by SDA members from Victoria.

Recent voting by members accepted the principle of a new category of Fellow within the SDA membership. Work will now commence to develop criteria for members to receive this award under various categories of contribution, such as Research and Education, using a model similar to the American College of Sports Medicine.

Appendix 1.
SDA COURSE SUMMARY 2002

The March 2002 SDA Sports Nutrition Further Education course was held during the period 8–11 Mar 02 at the AIS. As in previous years, there had been strong interest in the course resulting in 27 dietitians attending. Twelve of the course participants were already associate members of SDA. Lecturers included Louise Burke, John Hawley, Greg Cox, Helen O'Connor, Vicki Deakin, Ruth Crawford, Gary Slater and Michelle Minehan. The course administrator was Kim Horne.

There was a diverse range of course attendees, with one third being international dietitians. Dietitians from Mexico, Argentina, New Zealand (4), England, Norway and Singapore attended the course. The majority of domestic dietitians were from the Australian eastern seaboard. The course outline was based on outlines from previous years with minor changes due to availability of lecturers and feedback from previous courses. Salient points are noted:

- The course did not contain a discrete anthropometry component but an anthropometry update.
- Current issues were included in the program as ‘Hot topics’ – “Ironman Eating”, “Feeding athletes”.
- Course program inclusions of note for this course were:
 - A lecture on ‘Working/travelling with a team’ presented by Michelle Minehan,
 - An ‘Protein/Bulking Up’ lecture by Greg Cox,
 - An ‘Ergogenic Aids’ lecture by Gary Slater,
 - A ‘Carbohydrate and the Athlete’ workshop by Louise Burke.
- “Clinical Sports Nutrition, 2nd edition” was the course text. This was again mailed out to course participants prior to the course. Lecturers were requested not to have lecture handouts but to base their lectures on the text to encourage students to consult it.
- The rewritten SDA update was used as a ‘take home exam’. This was a new initiative this year. When the exam was returned, the participant’s course certificate was issued. To date there are still a number of exams outstanding.
- Athletes were again paid for their participation in the counselling sessions as an incentive to attend.
- Lecturers’ evaluations were again compiled and completed for each session by each student.
- A course questionnaire was again conducted at the conclusion of the course to gain feedback from participants.
- A selection of resources was made available for purchase by students.
- A comprehensive course package was sent out including course outline, maps, accommodation advice etc.

Overall, the course ran extremely well and the level of satisfaction was high from course participants. This occurred despite the incapacitation of the course administrator for 3 weeks in Feb, which did provide some ‘hiccups’ in the pre-course administration. The file contains copies of all correspondence and thus provides a comprehensive guide for the next course.

Finances

A comprehensive financial statement has been made available to SDA. The course again made a useful profit – \$3,321.89. The cost of the course was \$605 (incl. GST) for non-SDA members and a discounted \$550 (incl. GST) for current SDA Associate members. It is worth noting that the course fee has not changed in the four years that I have been involved with the course excepting a rise due to GST.

Survey Comments

A survey was again conducted to ascertain feedback from course participants. Comments covered a range of course issues and some trends did emerge, particularly relating to the requirement for more practical/hands on sessions. Participants were again asked to identify where they first heard about the course, the following results were compiled:

	Feb 2001	Aug 2001	March 2002
SDA Newsletter	1	2	3
DAA Newsletter/Website	3	1	1
Professional Contact	9	12	15
Previous course attendee	9	3	7
Other	2	4	
SDA Website	1	3	1
Nutnet	1		
Own investigations	1		

Relevant points include:

- Most students on past courses thought that while the course was quite intense, it was the best compromise in view of work commitments, that is, to have four days encompassing a weekend. However, on this course perhaps due to the nature of course participants (international students etc) a significant number thought that the course could be extended to 5 days. It is worth noting that two international students were accommodated on the course on ‘compassionate’ grounds due to a misunderstanding with dietetics courses at another tertiary institution.
- The course text was sent in advance of the course and again this proved most useful.

- Some comments were raised about the lectures being 'straight out of the text' and the requirement for a greater practical component.
- Two suggestions were made for a later start to one of the days allowing sight seeing of Canberra.
- A couple of comments were made about the worth of the 'Calcium/Eating Disorders' lecture.
- The athlete counselling session was again considered to be extremely worthwhile.

Noteworthy Areas

Whilst the course received very positive comments from participants, I would like to make note of the following issues, which arose:

- There was less confusion surrounding the pre requisites for this course compared to previous courses although this is still open to subjectivity. Two participants had only recently graduated but had considerable experience prior to qualification. This again raised the issue whether the date of dietetic qualification or the 12 months dietetic experience is the key criteria. Often these are not the same.
- Queries were raised regarding course payment by credit card. This had already been discussed with the SDA Office Administrator for future courses.
- Course demand appears to fluctuate and from time to time there may be sufficient interest for 2 courses per year.

Recommendations

The following recommendations are made:

- Again emphasize in the mailout letter of the requirement for pre – course reading to be undertaken by those dietitians who have been out of the field for some time,
- Firm up the issue of pre course requisites,
- Whilst the 'take home' exam eased the time constraints of the course on the last day, it has raised the issue of whether attendees have completed the course if they do not return the exam. To date there are still 7 exams outstanding (nearly 25% of the course).
- That there be some flexibility to manipulate the content to keep the course up-to-date.
- Include more interactive/practical sessions rather than straight lectures.

A copy of this summation will be sent to Louise Burke and file.

Kim Horne
SDA Course Administrator



DR DEB KERR
DIRECTOR OF STRATEGIC PLANNING

A planning meeting was held in Melbourne on 22nd & 23rd February 2002. The Theme of the meeting was “Where to from Here?”. The SDA board continues to work to improve communication between the board and our members. We are continually planning new and innovative ways that we can function more effectively as an organisation. As a result, a key outcome of the planning meeting was to re-structure our board to a more workable number of 12 directors (this is to be voted on at a general meeting in September 2002). The board portfolios were also re-visited and a revised version of the new board structure is designed (see ‘Board Structure’). We have also identified a number of key areas and projects to achieve outcomes for the next year.

PRESENTATIONS BY CORPORATE PARTNERS:

A critical part of the planning process was to have the input of our corporate partners at our planning meeting. We acknowledge the time and on-going commitment to SDA that both our partners have demonstrated.

GATORADE PRESENTATION

Our corporate partners were invited to present to the board. Lisa Yates and Eithne Cahill from Michels Warren and Josh Black from Gatorade presented the new projects and highlighted SDA’s potential involvement. A number of potential projects were presented, one of which has already been completed. An SDA member, Glen Cardwell, went to the Gatorade Sports Science Institute with cricketer Brett Lee. Members have also been involved in writing articles for the “Coaches Edge’ newsletter (see report on Gatorade partnership).

UNCLE TOBYS PRESENTATION

Louise Macan from Uncle Tobys presented the new structure of Uncle Tobys and GoodmanFielder as well as the new directions and future projects where SDA will be involved. Many of these projects will open up exciting job opportunities for members (see report on Uncle Tobys partnership). Louise indicated that SDA have done 12–14 Healthwatch columns and are on pack on 35 SKU.

Key strategic outcomes until October 2002

Overall Outcome: All board members are experiencing being passionate about sports nutrition, are empowered in being a leader and committed to building a legacy for SDA built to last.

A summary of the projects are outlined in the table below, some of which are already underway and will be reported elsewhere (see Education, Membership reports).

A future strategic planning meeting is planned for February 2003. Members' input on the future direction of SDA will be obtained prior to this time. The board values the on-going feedback and input from our members and we continue to strive for innovation. I invite you to 'have your say' in SDA and be part of the process for the future planning and direction of SDA.

Key strategic outcomes until October 2002

Portfolio project

Key Outcome of Project

1. EDUCATION

1.1 Professional Education

To developed an advanced training course for members

1.2 Community Education

To have developed a new course for the public on sports nutrition and have set a date for the implementation of the pilot course

2. MEMBER SERVICES

2.1 Revision of board Structure / constitution

Discussion paper to alter constitution regarding board structure

2.2 Associate Membership expansion

To expand the Associate membership criteria (to be consistent with DAA changes)

2.3 Merchandising

Finalise quotes for merchandising including hug-fit t-shirts, polo shirts, small notepads and post-it-notes

2.4 Young Members services

To train young / new sports dietitians in the area of sports nutrition, providing credible, correct advice and ensuring ongoing viability of the profession

Arrange guidelines / for each state to get together with new members. To discuss issues and concerns of young members,

Request each state appoint a young member rep to report to national rep

2.5 student membership

Continue to increase student members by:

1. ensuring SDA members lecturing to dietetic students have lecture kit
2. contact each state director to hold a student breakfast to foster relationship with SDA and increase membership

3. CORPORATE MANAGEMENT

3.1 Gatorade Partnership

1. To develop a working partnership with Gatorade
2. To develop new projects:
 - Sweat force
 - Coaches edge articles contribution by members
 - Brett Lee Cricket Tour
 - Gatorade hydration kit

3.2 Uncle Tobys partnership

1. To develop a working partnership with Uncle Tobys
2. Increase work opportunities for members
3. Health Watch columns and brochure and revision of on-pack info

3.3 Camp Australia

1. to continue with and increase role of SDA
2. Utilise recommendations from 2001-2 Camp Australia series to improve/further develop for future program

4. BUSINESS DEVELOPMENT & SPECIAL PROJECTS

4.1 Meat and Livestock Australia

MLA vitality make-over project

4.3 Maintenance of website

1. Improve operation and security of site
2. Addition of research articles

4.4 sponsorship for fact sheets for website

Obtain sponsorship for future fact sheets

4.5 policy on response to special projects

Assess and respond within 7 days to new business opportunities



FIONA PELLY
DIRECTOR OF CORPORATE MANAGEMENT

SDA continues to have a highly successful relationship with both of our founding corporate partners, the Gatorade Company and Goodman Fielder (Uncle Tobys). This has enabled the continuation of several projects commenced prior to this year and commencement of a number of exciting new projects. SDA was also asked to work on a special project (a vitality makeover) for Meat and Livestock Australia (MLA).

Details of these projects are as follows:

Gatorade

Coaches Edge articles

Several SDA members have contributed to Gatorade's on-line magazine 'The Coaches Edge'. Titles include: Drinking on the Job- you Legend by Bronwen Greenaway and Helen O'Connor; Energy Drinks by Helen O'Connor and Terreen Stenvers; Losing to Win by Helen O'Connor and Deborah Kerr; When is Diet a risky Business by Alison Walsh; Carbohydrate -Connection to your personal best by Terri Bauer and Helen O'Connor.

It is our understanding that these articles are a valuable resource for Coaches.

Coaches Edge Seminars

Two coaches seminars were held, the first in Sydney and the second in Melbourne in February, 2002. The topic of the seminar was Total Preparation and involved a team approach to enhancing performance, including perspectives from the psychologist, the coach, the sports dietitian and the athlete. Dr Helen O'Connor presented on behalf of SDA in Sydney and Karen Inge presented in Melbourne. Both nights were well attended and very successful.

FOCIS Submission

SDA supported The Gatorade Company's proposal to the Federation of Canteens in Schools to make sports drinks available in school canteens.

SDA submitted our position on the use of sports drinks by children and young adults, which was prepared by Anthony Meade, Fiona Pelly and Dr Louise Burke. A letter of support from the organisation was written by Karen Inge. SDA is committed to ensuring that active children are well fuelled and well hydrated as these two factors maximise safety, enjoyment and performance of exercise by active children.

P.E. for Parents

A state of the art sports nutrition presentation for parents of high school aged children has been developed by Fiona Pelly. The planned launch date is November 2002. The presentation will be presented at a number of schools throughout NSW with the intention to eventually extend nationally. President Karen Inge and Helen O'Connor contributed to the nutrition component of a brochure on helping 'kids to get the most out of sport'.

Brett Lee Tour

SDA had the exciting opportunity to select one of our members, Glenn Cardwell to accompany star cricketer, Brett Lee on tour to the US to visit the Gatorade Sports Science Institute in Chicago. Brett underwent extensive testing with particular reference to hydration issues. The results were reported to the media with the assistance of Glenn Cardwell.

City to Surf

SDA representative Dr Helen O'Connor was involved in monitoring the hydration status of the one of the high profile City to Surf competitors during the race. Helen was interviewed by Channel 10 at the beginning and end of the race about fluid loss in runners at the City to Surf (Sydney).

Gatorade Product Distribution

In response to numerous requests for product by SDA members, Gatorade has generously provided each state with a Gatorade cooler and a supply of product. Members are able to access this to assist with the delivery of their services to athletes and the sporting community.

'Pee Chart'

SDA has assisted with the development of a urine colour chart which is an easy, practical tool to increase the awareness of dehydration issues among athletes, coaches and sports participants. This 'Pee Chart' is near completion and should be available in the near future.

Thanks to Dr Helen O'Connor for her outstanding commitment to managing the Gatorade portfolio.

Thankyou also to Eithne Cahill and Lisa Yates from Porter Novelli Public Relations for managing the partnership on behalf of the Gatorade Company.

Uncle Tobys

Healthwatch columns and on-pack information

SDA members have continued to write numerous Healthwatch columns for New Idea magazine as well as on pack columns for Vita Brits, Weeties Fruit and Nut, Muesli bars, Real fruit bars, Fruit twists and Breakfast on the Go bars. The redesigned format of the columns reflects the new Uncle Tobys slogan – Edge for Life and incorporates the SDA website address. This represents an excellent opportunity for SDA to raise our profile and help us disseminate reliable nutrition information.

Camp Australia

Uncle Tobys have supported the Camp Australia program for several years, however this is the first year that SDA has had the opportunity to become involved. Camp Australia runs holiday program activities for children aged between 8 and 15 years and Uncle Tobys have provided a range of their healthy snacks and breakfast cereals to the program. Uncle Tobys asked SDA to present a nutrition session at each of the camps during the Christmas holidays as well as in term holidays. This has provided a wonderful opportunity for our younger members to gain further experience in presenting to this age group in a somewhat challenging environment. In July, 2002, 9 sports dietitians conducted nutrition sessions at a total of 16 camps, 8 in Sydney and 8 in Melbourne. These were evaluated and SDA's recommendations discussed with Uncle Tobys and the Camp Australia team. SDA has found this project very worthwhile.

Uncle Tobys Tennis Tour

Uncle Tobys is the new major sponsor of Tennis Australia's satellite tennis tour for the next three years. The Uncle Tobys Tour comprises 26 events (15 for men and 11 for women) across 5 states of Australia. As part of Uncle Tobys commitment to the tour, SDA has been involved in giving a presentation to 600 competitors and their parents at the National Tennis Centre in Melbourne. This was given by Karen Inge. Karen on behalf of SDA has also written 3 articles for the Victorian Tennis newsletter, Fuel for tennis– the competitive edge, Keeping Cool on Court and Recovery.

There are also plans to set up refueling and rehydration stations at each of the tournament venues as well as develop sports nutrition resources to support the tour.

SDA has enjoyed working with Pernille Jensen while Karen Guest has been on maternity leave and extends a sincere thankyou to the Uncle Tobys team for their support of SDA especially, PJ, Kathy Usic, Karen Cartwright and Maigen Broose.

Thankyou, to Karen Inge for managing this portfolio and Alison Walsh for her assistance, in particular for her role in coordinating the Camp Australia component.

Meat and Livestock Australia (MLA) special project

It was with great excitement that SDA agreed to play a role in the 'Red Meat Feel Good' consumer campaign.

SDA members Jane Stormon and Kirsty Mehalski were part of a 'vitality makeover' for MLA as part of their 'Red meat feel good' consumer campaign. Two celebrities were consulted over an 8-week time period by the sports dietitians. The results, which clearly demonstrated the benefits of eating lean red meat 3 to 4 times a week particularly in terms of vitality. This project was coordinated by Dr Helen O'Connor and the media spokesperson for SDA for this project was Karen Inge.

Further media opportunities are still being explored. Both MLA and the celebrities felt that the program was a great success.

Thankyou to Andrea Mortensen form MLA and Kelly Drew from Fleishmann-Hilliard and Stratcom.



MIA SADLER
DIRECTOR OF BUSINESS DEVELOPMENT & SPECIAL PROJECTS

Towards the end of 2001 Susie Parker had the opportunity to follow her Olympic Dreams and take up a U.S. based position as a Sports Dietitian with the Winter Olympics. This made an opening on the SDA board for the Director of Administration. Following some reshuffling of portfolios at the annual SDA planning meeting in February 2002, this position was replaced with a new position – Director of Business Development and Special Projects.

The purpose of this new Director role was to encourage both short-term revenue (e.g. via special projects), long-term revenue (e.g. via new sponsorships) and to develop business systems that are conducive with the long-term viability of the organisation. As this position was vacant for the first third of the year, several special projects were already underway at the time of appointment – these will be discussed elsewhere in this report.

SPECIAL PROJECTS

1. Fact sheet sponsorship

SDA introduced a SDA sponsor program, whereby some (not all) fact sheets are sponsored by companies / organisations with similar goals to SDA. This year SDA gained sponsorship for two fact sheets: one on Iron sponsored by Meat and Livestock Australia; and one on Soy sponsored by Protein Technologies International. SDA also received an in kind offer for sponsorship of a third fact sheet on anthropometry. Additional sponsorships are being sought for future sheets – ideas and expressions of interest are welcome!

2. NSW Obesity Summit

SDA was invited to attend the NSW Obesity Summit – a closed meeting with only 150 delegates brought together for the purposes of providing an agreed framework for the government to consider when planning strategies to combat childhood obesity.

A SDA working group met to discuss this special project and determine the SDA position on childhood obesity. It was agreed that SDA was in a unique position to assist in delivering education programs to our youth by educating them about balancing physical activity with energy intake. SDA sought permission to send additional delegates to the summit.

Karen Inge attended the summit and presented on behalf of SDA. Kirsty Mehalski, Helen O'Connor and Kylie Whitten attended as observers. Further information on the SDA's success at the summit is outlined in the president's report.

BUSINESS DEVELOPEMENT

As SDA is such a dynamic and growing organisation, there has been an increasing need to streamline business management processes to cope with the volume of SDA activities. Preliminary plans have commenced to expand on existing procedures and policies to enable SDA to maintain its high standards of professionalism in conducting business and generating work opportunities for members. Further information will become available for the members throughout the coming year including information about SDA's schedule of fees and policies and procedures for member participation in SDA project work.



NICK WRAY
DIRECTOR OF MEMBERSHIPS

The past 12 months has been hectic in terms of the many proposed changes to SDA's membership structure, in order to ensure our organisation continues to move forward. By now, Full SDA members have been asked to vote on proposed constitutional changes which will possibly enable SDA to offer 2 new membership categories. Firstly, within the Associate membership, the board has proposed a non-dietitian category where applicants who are members of DAA's non-dietetic Associate membership, will qualify for SDA Associate membership. This will enable well-qualified and experienced non-dietitians with extensive nutrition expertise, to be actively involved in SDA as Associate members. The second new category proposed, is the creation of the SDA Fellowship, to recognise Full SDA members who have made outstanding contributions to either research or education in the area of sports nutrition and exercise science.

From a membership perspective, SDA continues to grow. As of June 2002, our total membership has increased by 6% to be 261. Full membership has increased by 5% (131) with the main increase being in overseas membership (up 43% to 21). The success and exposure of our website can certainly be attributed to the increase in our overseas membership numbers, and may well be the major growth area of our membership base in the coming years. Over the past 2 years, SDA's total membership has grown by 11% which is a good achievement given the numerous changes to SDA's structure over these years.

My goal for the past year was to work hard to specifically increase student membership numbers, as they are indeed our future members, Directors and President's. Whilst numbers have not declined, nor have they increased which is disappointing. Our SDA members, who lecture to the dietetic courses in each state, have continued to push the SDA message. However each state was asked to hold a student breakfast to encourage dietetic students to join SDA. Only Western Australia and South Australia held these breakfasts, which were very successful and well attended. Our student numbers in the Eastern states in particular, need to be increased so I am sure these states will work hard in the coming year to increase student membership.

With the website constantly developing and expanding, and our hits to the website increasing, SDA can certainly look forward to continued exposure and membership growth. With the proposed changes to our membership categories, we will have the structure to satisfy this growth and development.



GLENN CARDWELL
DIRECTOR OF COMMUNITY EDUCATION

This year saw a change in format of the newsletter. From the quarterly paper version, it is now an on-line version delivered electronically every two months. It includes book reviews, video reviews, interviews, articles and snippets on sports nutrition. It no longer includes reports from state representatives or the president as these are available elsewhere on the SDA website.

SDA produces a fact sheet every three months and these are now available as a pdf file from the SDA website. All the past fact sheets are also available as a pdf file. To date 17 fact sheets have been produced on different topics of sports nutrition interest. The last three were on:

- Increasing muscle mass
- Iron and athletes
- Soy and athletes

Meat and Livestock Australia sponsored the iron fact sheet and Protein Technologies sponsored the soy fact sheet.



ALISON WALSH
YOUNG MEMBERS REPRESENTATIVE

The last year saw the development of this role, and began with Alison joining the SDA Executive teleconferences to give the “young members” perspective on various issues. (A “young member has been defined as someone who has been an SDA full or associate member for less than three years.)

Before the planning meeting last November, Alison surveyed the young members to find out what they wanted from SDA and to find ways to get younger members more involved. The response was a bit disappointing as only six members gave their feedback.

Below are some of the points that were raised:

- Need a formal mentoring system
- They value the website, fact sheets and the job opportunities that are advertised
- Would like workshops/brainstorming sessions on specific sports, recreational / elite
- Concern that SDA is “top heavy”
- A number of young members would like to get involved in projects but often work is for full members only. The 12 months waiting period to do the SNC is seen as a problem
- Regular updates like DAA’s twice yearly updates should occur to maintain up-to-date knowledge
- Would like to see SDA more vocal in the media
- Would be beneficial to have sports dietitians names in a directory

It was decided that Alison and Deb Kerr would develop a “mentoring” program within SDA. The first proposed step was to prepare a discussion paper on what “mentees” want – this is still in working progress.

To assist with increasing the involvement and voice of Young Members, a young member representative has been chosen at each state level: Renee Bowman (Victoria), Nick Petronuff (NSW), Kellie Hogan (Qld), and Karina Butcher (SA). These members will assist to co-ordinate events for young members, and provide feedback to Alison. These members are currently in the process of organising a Young Member’s get together in each state, to allow for a comfortable environment to voice their opinions, and meet a few more experienced members.

Projects such as “Camp Australia” sponsored by Uncle Toby’s have provided wonderful work opportunities for all members, in which many of the Young Members have been involved. SDA is continually striving to service its members, and Young Members are an important part of the membership as they represent the future of the organisation.



JULIE MEEK
DIRECTOR OF MERCHANDISING

Member opinion regarding the types of merchandise desired was sought during 2002. As a result of feedback from members and consultation with SDA board members merchandise ordered to date is:

- Note-pads
- Post-it-notes
- Mousepads
- Collared fitted shirts
- Water-bottles

These items will be completed and available by the AGM in October 2002. Evaluation of this merchandise will be performed following its distribution.



STATE REPORTS

ACT – Carole Richards

The ACT group has held one meeting during the year. In early June we held an updating meeting on iron supplements in athletes that was well attended. The talk was given by Keiran Fallon. The membership remains at about 8 in the ACT. We struggle to make arrangements more regular, but the group here is supportive of other members and active professionally.

New South Wales – Kylie Whitten

Another year has flown by and the board is up for election again. SDA NSW has some wonderful up and coming sports dietitians whom I can envisage as potential board members. Who knows, one of them may well write this column next year! The SDA NSW meetings have continued approximately bimonthly this year and the organisation of each meeting has been shared amongst members. I would like to thank Nick Petrunoff and Bronwen Greenaway for their assistance with organising many events this year – I could not have got by without them.

Last year ended with the AGM and then our Christmas dinner at a Tapas restaurant in Glebe. We enjoyed great food and a wonderful flamenco dancing demonstration from Michael Tesoriero, sports dietitian with the Swans. We have heard from some very interesting speakers during the professional development component of our meetings. Dr Jenni Saunders spoke about athletes with fatigue related illnesses, Penny Cooper from Heartbeat filled us in on her market research into consumer attitudes to health and well being, Nathan Chang taught us how to more effectively promote our business using Guerrilla marketing strategies and we heard about the ins and outs of the NSW enterprise workshop course that assists with making a small business highly successful.

David Driscoll has featured regularly at our meetings, keeping us up to date with the latest in sports nutrition supplements. With the assistance of SDA, David subscribes online to supplementwatch.com and has become the resident supplement guru. Thankyou, David, for your ongoing contribution to the professional development of NSW members.

NSW members contributed to FILEX02, Camp Australia and our ultimate goal of holding a state conference was achieved! The day was a huge success with 4 members; Nick Petrunoff, Kirsty Mehalski, Sarah Dacres–Mannings and David

Driscoll presenting. We will be holding next year's sports nutrition update as a component of the SMA NSW conference. Another goal for next year is to improve our student membership. Currently we don't have students regularly attending our meetings, so we really need to do some promotional work.

I have enjoyed my two-year term on the board as the State Director. I would like to express a sincere thankyou to the SDA executive, the NSW members and Gitte Schroder for teaching me so much during this time. I look forward to continuing to share the passion of sports nutrition with you all in 2002-2003.

Northern Territory

No state director in Northern Territory hence no annual report submitted.

Queensland – Ruth Logan

The past year has seen a resurgence of interest in SDA in Queensland, with numbers at meetings swelling from 4 to an average of 14 or 15. This in itself reflects the renewed level of enthusiasm. Thanks to the web site and to Kellie Hogan for regularly reminding members of meetings and posting minutes onto the bulletin board after each meeting, communication lines have reopened for our state members. Regular meetings have offered increased opportunities for local members to network and update. Several guest speakers have been invited to address meetings during the past year – Mark Osborne from QAS (caffeine update), Jeff Combes from UQ (antioxidants and colostrum update), and Les Harris a retired jockey, recently contributed his experience to an update on "Making weight strategies". We also arranged two dinner meetings and plans are on the board for a 'break up' Christmas get together in November to coincide with a breakfast meeting on eating disorders at QAS. Thanks to Kerry Leech, the opportunity for members to network with the QAS and encourage liaison with other sports professionals has significantly improved during the past year. Presentations to meetings from nutrition students at QUT have been appreciated and offer an opportunity for student members to meet with practicing members.

The aim is for SDAQ in the year ahead is to continue it's growth in number of members attending meetings by offering regular updates and improved networking, and increase job opportunities for members throughout the state.

My thanks also to Holly Frail who has been assisting in the running of state matters due to the absence of any other Q members on the board. I am expecting this situation to change at the AGM.

South Australia – Anthony Meade

SDASA has continued to grow from the previous financial year, with new student members coming on board and new graduate members continuing their involvement by becoming associate/full members. There was once again a change of State Director early 2002, with Keryn Woodhart taking over from Anthony Meade who has increased commitments with SDA National.

SDASA continues its strong association with SMASA. Our achievements over the past 12 months include:

- Presentation at the SMA SA conference by Anthony Meade, Karina Butcher, and Kathryn Jackson.
- Continuing to conduct the sports nutrition lectures for the sports trainer's courses.
- Development of a lecture payment scheme with continuing annual review.

SDASA once again represented and promoted SDA at the DAA SA 2002 conference through a display stand manned by SDASA members. SDASA hosted a breakfast for all Flinders University Nutrition and Dietetics students to promote SDASA and encourage new student members. A significant number of students expressed great interest in the breakfast however, disappointingly only 3 students attended.

Another successful SDASA annual Christmas dinner was held at the Seacliff Hotel.

SDASA continued its commitment to continuing education with many diverse and interactive sessions throughout the past 12 months. These included:

- A very valuable session on Media Training by Hitaf Rasheed, Public Relations for Port Power.
- A presentation from John Buckley on his research on Colostrum supplementation.
- Presentations of student projects (supplement use in triathletes, caffeine consumption in children and complementary therapies in diabetes).
- A brainstorming session for the Food For Your Sport contributions to the SDA website.
- As well as a presentation from Guy Smallacombe on the challenges of working with Jockeys.

SDASA members (including student members) have also made many contributions to the SDA website through Food for Your Sport articles and product reviews.

SDASA has continued to increase its profile with networking and forming new relationships with organisations such as the Office For Recreation and Sport and becoming involved in regular coaches update courses in the area of Sports Nutrition.

Plans for next year include

- Maintaining continuing education opportunities for members.
- Getting new graduate/associate members into courses to become full members.
- Increasing SDASA local community profile through SMASA and other networks.

Tasmania

No state director in Tasmania hence no annual report has been submitted.

Victoria – Kerry Otto

The Victorian Branch has enjoyed an active year with meetings at the VIS every 6 weeks. Attendance at these meetings has increased and we have welcomed a number of students and continue to encourage them to come along and see how we function. Our AFL Dietitians also meet on a regular basis – usually after the SDA meeting.

Job opportunities have been many and varied and have included providing speakers for the Uncle Tobys Camp Australia school holiday program in NSW and Victoria. This was coordinated by Alison Walsh in Victoria – Alison deserves a big vote of thanks for the amount of work she has done for SDA here in Victoria. An exciting opportunity was provided in conjunction with the VIS who wanted SDA Dietitians to work with various VIS teams. A comprehensive training program was provided and has proved a great success for all involved.

We have had a wide variety of speakers this year including:

John Deane from Deakin University – “Sports Management in Australia. A Tertiary Perspective”

Kerry Otto – “Where To From Here? An overview of the SDA Board planning meeting”

Andrea Braakhuis – “An insight into life in the midst of elite athletes as a Fellowship student at the AIS and her work on Error In Analysis of Food Diaries by Dietitians”

Lisa Sutherland & Alison Caiafa – “Sports Nutrition Direct Program with the VIS”

Andrew McAinch – “Fat Loading – Andrew outlined the work he is doing on Fat Loading for his PhD”

Kerry Otto – “Eat & Run – an outline of the conference in Sydney in June”

Thanks to all the speakers and to the speakers we have lined up for future meetings and a BIG thank you to Gitte who keeps it all together for us. We look forward to the next chapter of SDA and hope you will join us.

West Australian members continue to meet every 6 weeks, with a group of 10–12 members regularly attending meetings. Meetings are held informally over breakfast and consist of professional development activities such as journal presentations, case reviews, product reviews and guest speakers. This year, we have had three excellent guest speakers. Jodi Moyle, a clinical psychologist, who spoke to the group about motivational interviewing. Stanley Tan is an Olympic Lightweight Yachtsman who discussed the nutritional challenges and issues in his sport. Paul Fournier, Senior Lecturer from the Department of Human Movement and Exercise Science at The University of Western Australia discussed his recently published articles on carbohydrate loading and glycogen storage.

Inaugural Student Breakfast

This year we held a Students Breakfast and invited Dietetic students to come along and learn more about SDA and the benefits of becoming a student member. The breakfast was very well attended and several students have subsequently joined SDA. These students have also assisted at SDA events

City to Surf

SDA ran two seminars “Nutrition and Running Performance” for City to Surf participants in August. 6 members presented to approximately 35 participants. Thank you to Glenn Cardwell, Julie Meek, Nikki Cummings, Ros Soanes and Sarah Keper who volunteered to present at these seminars.

SDA Columns

We are currently planning to develop a regular SDA column in two local sporting organisation newsletters. Members will rotate the writing of these articles, which will be edited by Deb Kerr. Thanks to Sarah Keper and Bianca Miles who have contributed articles.

Sports Nutrition Course

The Western Australian members of the board took on investigating the feasibility of developing a SDA Sports Nutrition Course for the community, an idea that was discussed at the board meeting in March. The pilot course was run in Perth in early August with 15 participants attending. Participant feedback was very positive and evaluation of the course is currently being undertaken. Thank you to Glenn Cardwell, Nikki Cummings, Deb Kerr and Julie Meek for their generous contribution to the planning and development of the pilot course.

Auditors Report

SPORTS DIETITIANS AUSTRALIA LIMITED
A.C.N. 075 825 991

FINANCIAL REPORT
FOR THE YEAR ENDED 30 JUNE, 2002