

Sports Dietitians Australia

Annual

Report

2003

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**RUTH LOGAN
PRESIDENT**



SDA is once again proud to report a year of significant development and achievement. The new board of directors was reduced in numbers (12) but the addition of several new 'younger' members injected renewed enthusiasm and energy to achieve further growth and development for the organization, especially in the areas of financial consolidation and improved business systems. Lines of communication within the board were rearranged in the hope of achieving a more even structure, and portfolios rearranged in line with the changing needs of the organization. New areas included were Website management and Public Relations.

Due to the growth of the organization since it's inception, it became obvious that the foundations of business needed ongoing attention. In terms of improving business systems, this was achieved primarily in the area of Business Development and the documentation of processes.

With respect to the financial consolidation please refer to the Auditors and Financial Reports. SDA continues to be well served by our Accounting experts (Yianni and Co.) and our efficient Director of Finance Deb Kerr. I wish to pay a special note of thanks to Bruno for his extremely generous support and ready availability to SDA at all times. Forward planning of finances has enhanced our accounting processes and the centralisation of the accounting process has also increased efficiency for SDA. We thank Gitte for developing this new area of expertise.

SDA continues to offer members the opportunity to participate in the specialist Sports Nutrition Course run at the AIS. One of the highlights for SDA during 2003 was the introduction of the One Day Member update and directors planning meeting to coincide with this course. This innovation proved very successful and will be repeated in February 2004. Our appreciation of the efforts of Louise Burke and Anthony Meade is ongoing. The process of reviewing the current membership categories is nearing completion and we anxiously await the introduction of a Fellowship category.

SDA is grateful to our corporate partners PepsiCo (Gatorade) and Goodman Fielder (Uncle Tobys) for continuing their commitment to the future development of the organization and look forward to finalizing both the partnership agreements in the very near future. Our team members are planning for a busy year ahead attending to the requirements of these agreements and offering ideas for potential expansion and development of the partnerships.

SDA's involvement with the Uncle Tobys Tennis Tour created an opportunity for members to be involved on a stand at the Sydney Junior Tournament. There are plans in place for further involvement of members during the Hardcourt Championships in early 2004. Ongoing opportunities for members to develop their writing expertise exist with the 'on pack' and literature requests from UT.

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 members have been very busy assisting in the writing of Coaches Edge articles during the past year along with the many other activities as listed in the report.

SDA would like to acknowledge the ongoing involvement of Meat and Livestock Australia with our organisation. Our members enjoyed working on the media projects outlined in the Special Projects report. SDA appreciates the support of MLA with fact sheet sponsorship and the SDA Dinner at this years SMA conference.

SDA recognized the limited media 'experience' of the current board following. In response to this it was decided to offer media training to some of the current directors. Lisa, Ruth and Sharon participated in a very challenging but rewarding day with media professional Doug Weller and now feel better prepared to act as media spokespeople for SDA.

The reports, which follow from each of the directors, provide a clear description of what can only be described as a busy and exciting year. I would like to take this opportunity to thank all the Directors of the board and state representatives for their commitment and hard work during the past year. I would also like to thank my 'tower of support' – Secretariat Administrator, Gitte Schroder for her commitment to SDA, her ability to work independently, her willingness to accept any challenge, her intuition and clear thinking. Thank you also to the Victorian Institute of Sport who provide accommodation for our secretariat. We sincerely hope that it is possible to renegotiate our situation satisfactorily once the VIS relocates. 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.

SDA will continue to work hard to raise our profile amongst our own professional colleagues, Government and sporting organizations, the general sporting public and the media. I recently attended a Summit organized by Sports Industry Australia at Parliament House, and it's through these opportunities that SDA can promote its position as a leader in the field of sports nutrition. Along with the redevelopment of the web site, these activities pave the way for further developments and opportunities within Australia and beyond.

As the current President I accept this opportunity to sincerely thank all the members of SDA for your support and once again acknowledge the contribution of all the Board members. I appreciate the difficulties faced by such busy professional people performing many hours work each week, on a voluntary basis for SDA. Some trying to achieve the balance of work, family (young babies) and SDA! Thank you, also to Glenn Cardwell, our Newsletter editor and Media guru!

The future for SDA is exciting. We all can make a difference as Sports Dietitians each working hard to create a community that can and will make a difference to the health and fitness of all Australians. But remember, particularly during challenging times, that the issues are easier to overcome when we work as a dedicated team. I encourage as many young members as possible to become involved in SDA, as you will be instrumental in helping to take sports nutrition and our organisation to the next level. The world is waiting for our input and Australia's elite athletes will require our care and dedication to enhance their performance in readiness for the Athens Games in 2004! I sense that the year ahead will be busy and productive for each and every Sports Dietitian in Australia and for our overseas members. My best wishes to you all!



DEB KERR
DIRECTOR OF FINANCE & STRATEGIC PLANNING

At the end of the financial year for 2003, SDA's financial position was very strong. During this year we have had no major expenditure. Due to the AGM being held in October and a planning meeting in February meeting, costs for two meeting expenses were incurred in this financial year. Income raised from membership is relatively small in context of the overall budget required to run the organization. The decision was made by the board in February to make a small increase in the membership fee for the next financial year. The transition to the web based newsletters and information for members was reduced the printing costs substantially. The ongoing financial support from our corporate partners Uncle Tobys and Gatorade provides us with many exciting projects, without which SDA would not be able to continue to operate effectively.

SDA office

The office will continue to be housed at the VIS. There are plans for the VIS to move in 2004 and it is hoped that the VIS will be able to accommodate SDA. I wish to thank the VIS again for their continued support of SDA. Our executive officer Gitte Schroder continues to manage the SDA with efficiency and commitment. On behalf of all the board and members I thank her enormously for all she does to keep the organization operational. I would also like to acknowledge Gitte personally for her assistance with managing the accounts and BAS statements. This has considerably reduced the workload of the treasurer.

Accounting system

With the change in board members, I took up the position of treasurer in October. The accounting process has now been centralised to the SDA office. Gitte Schroder was trained in the MYOB accounting system. We are grateful to Gitte for managing the BAS and accounts. Gitte has been very well supported by our accountants Bruno and Ermis who have provided additional assistance for the completion of the BAS every quarter. Gitte continues to do an outstanding job in this area as always.

Annual Dinner

With the hard work of our out-going president Karen Inge, sponsorship for the dinner was obtained from Meat and Livestock Australia, Apple and Pear, Mars, Uncle Tobys and Gatorade. With the sponsorship, the cost of the dinner was fully funded and the cost for members to attend was substantially reduced. The dinner was extremely successful and was a great opportunity to showcase SDA to members and our corporate partners. We are very grateful to Uncle Tobys for assisting us with having Kieren Perkins speaking at the dinner.

State budgets

State budgets have remained at \$500 for the year as during the past financial year little of this money was used for state activities. Please ensure the members in each state are rewarded in some way through the use of these funds annually.

Sports Nutrition course

The sports nutrition course and one-day professional update was run under the new format for the first time in Canberra in February 2003. The board also met for a two day planning meeting at this time. This provided an opportunity for the board to meet with members and course participants. Thanks to Louise Burke and Anthony Meade for their work in this area. Gitte at the SDA office is now managing the administration of the course. We thank Louise Burke, Anthony Meade, Greg Cox and the AIS Sports Nutrition staff for the incredible amount of work that went into coordinating the course and the update. Financially the format was very successful and the board has agreed to continue with this format and meet for a planning meeting in February 2004.

Planning meeting

The Board met for their annual planning meeting in February 2003 in Canberra. As the new Board had taken up their portfolios in October 2002, much of the meeting was dedicated to reviewing the structure of the Board. The Board number has been reduced to 12 and the executive structure has been removed. The objective of this was to improve communication of the board. This will also reduce the financial cost of teleconferences and face-to-face meetings. The outcome of the planning meeting was to increase membership fees. As a commitment to student members it was agreed that a student breakfast would be funded in each state as opportunity to grow our student membership. Thank you to Mia Sadler for her assistance in improving the business systems and reporting methods for SDA. It was agreed that the next formal planning meeting would take place in February 2004 in conjunction with the Sports Nutrition Course.

Financial Forecasting

With the assistance of Bruno Antonucci, Ruth Logan and Gitte Schroder a budget projection was completed for the financial year of 2003-2004. All portfolio managers on the board were asked to put in a budget for the upcoming financial year. It is now planned to track the financial status in line with the forecasting.

As Director of Finance and Strategic Planning, 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.



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

Objectives:

To provide SDA members with education opportunities and rewards through:

1. SDA 4-day Sports Nutrition Course
2. SDA 1-day Continuing Education Update (New)
3. Arrange for SDA courses to be accredited by Fitness Australia for Continuing Education Points
4. Initiate SDA Fellowship criteria and details for application
5. Find and accredit alternative sports nutrition courses to the SDA 4-day SNC that could be used as a method of meeting eligibility criteria for SDA membership
6. Contribution to the Aust. Conf. Science and Medicine in Sport (ACSMS) & other conferences

Performance against objectives:

SDA Sports Nutrition Course (SNC) 2003

- The continuing education course was held at the Australian Institute of Sport in February 2003.
- The current 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 completing the Update on the final afternoon and being presented with their certificate of completion of the course on receipt of the returned answer sheet

Changes from the 2002 to 2003 courses included:

- An improvement in the administration on the course such that Gitte Schroder, SDA Secretariat took over course administration (previously Kim Horne at the AIS Nutrition Dept).
- Shift in ownership of the course from the AIS Nutrition Dept to SDA
- Increased financial rewards for lecturers with the course still “breaking even” financially.
- Changed focus of the delivery of the “exam” so that it is presented as a self-learning or self-evaluation tool rather than an exercise to be feared
- Continued “tweaking” of course contents, delivery and timing
- inclusion of the 1-day Update (see below) in conjunction with the 4-day SNC

1-day update

- A new initiative in response to member demand was to incorporate a Professional Update Day for full SDA members in to the current SDA 4-day Sports Nutrition Course (SNC).
- Full members were able to attend the Saturday of the SNC as a 1-day update
- The focus of the day was Supplements and Sports Performance.
- Presenters included Kevin Tipton, Inigo Mujika, Gary Slater, Louise Burke as well as a Q&A time at the end of the day.
- 36 full SDA members + 30 SNC participants attended the 1-day update
- Feedback questionnaires showed encouraging responses and support for the concept.

Sports Dietitians Australia 4 day Course Accreditation by Fitness Australia

- SDA was approached by a SDA member to have the SNC accredited by Fitness Australia for SDA members who would like to claim the SNC for Continuing Education Points required as a Personal Trainer.
- SDA completed the specified application and to current knowledge the SNC is now accredited for CE points for SDA members who are personal trainers.

Sports Dietitians Australia Community Education Course Accreditation by Fitness Australia

- WA members have designed and implemented a successful Sports Nutrition Community Education course designed to be a comprehensive course in Sports Nutrition for target groups such as Sports Trainers.
- SDA has successfully applied for Continuing Education Points from Fitness Australia

Sports Dietitians Australia Accreditation of University Courses in Sports Nutrition

- The SDA Education Portfolio undertook the task of trying to identify sports nutrition further education courses that could be suitable as an alternative to the 4-day SNC, for eligibility for full SDA membership upon completion.
- Victorian SDA Members developed a comprehensive list of further education courses in Sports Nutrition that were available in Australia in late 2002. The list included TAFE, University undergraduate and postgraduate subjects and units within courses/subjects. The list however was quite difficult to combine, and the information was noted to be quickly out of date as courses changed for 2003. It was also deemed unrealistic to attempt to accredit every course.
- At the 2003 SDA Board Planning Meeting it was decided to streamline the process of accreditation, by attempting to accredit University Courses that were identified after requests from students undertaking or graduated from these courses.
- Deakin University and QUT were approached in regard to their Units in Sports Nutrition. The process of accreditation was stalled during the year for numerous

reasons, however the aim is to have both courses accredited by SDA and approved at the 2003 SDA AGM. This will allow SDA to advertise these courses for 2004 for potential SDA members on the SDA website.

- Education Portfolio to oversee the re-accreditation of courses in years to come

Sports Dietitians Australia Fellowship

- Fellowship proposal developed by Anthony Meade and Louise Burke at the 2003 SDA Board Planning Meeting.
- Proposal to be fully endorsed at the 2003 SDA AGM
- Proposal, criteria and procedures see appendix one

Contribution to the Australian Conference of Science and Medicine in Sport

- Louise Burke and Anthony Meade represented SDA on the organising committee for the 2002 and 2003 ACSMS.
- The 2002 Conference in Melbourne was well attended by more than 40 Sports Dietitians. A number of innovative sessions including a session of case studies from extreme sports and events were well received.
- The 2003 Conference in Canberra will include a number of innovative sessions for clinical sports dietitians including workshops on media skills, practical sports dietitian skills, free papers and a hypothetical session entitled "The Fat Australian - Who's To Blame?"

Future initiatives / Directions

SDA course 2004

- The 2004 Course will run from Feb 20-23 at the AIS, Canberra
- Course planning is well underway with registration forms sent out in September 2003, with a plan to have registrations completed by November 2003, well before the course dates.

2004 1-Day Update

- Planning for the 2004 1-day update day in conjunction with the 2004 SNC is well underway. The theme is "Physique & Performance".

2004 ACSMS & Other Conferences

- The 2004 ACSMS will be held in Alice Springs, NT in October. The conference will be smaller than normal due to the timing of the Summer Olympics and an opposing conference likely to draw away the physiotherapists that normally make up a large bulk of conference delegates. Anthony Meade is representing SDA on the conference organising committee.
- SDA has been approached by numerous conferences in 2003 for partnership and support. SDA has opted to continue supporting the Sports Medicine Australia (SMA) ACSMS. However with the increasing number of conferences being

organised in the nutrition and Sports Medicine Arena, SDA will need to be strategic in the commitments, both financially and personnel wise.

SDA has indicated to SMA that it is interested in the option of a biennial ACSMS that would allow SDA to run its own conference on the alternative year. This may in fact allow SDA to place a bigger emphasis on the 1-day update in that year.

SDA Fellowship & DAA Professional Recognition Model for Advanced Practice

- SDA responded to DAA with an offer to be the pilot group for its Professional Recognition Model. In 2004 SDA needs to continue to liaise with DAA to promote SDA as an ideal “pilot” group for this process.

Appendix One

PROPOSAL FOR FELLOWSHIP CATEGORY TO BE ADDED TO SDA MEMBERSHIP

Prepared by Education subcommittee, February 2003

Summary:

- That the membership categories of Sports Dietitians Australia be expanded to include a Fellowship category, to encourage and reward career excellence in sports nutrition.
- That the achievement of Fellowship status be considered annually, by a panel constituted by SDA, for members who submit a formal application to document their achievement of key criteria set by SDA in the areas of Education or Research.
- That Fellowship be awarded to successful applicants annually at the Annual General Meeting

Background:

Although the membership of SDA will include dietitians who are interested to have a broad understanding of sports nutrition within their general practice, there is a need to nurture the development of SDA members who wish to specialise in sports nutrition practice. The strategic plan of SDA should encompass activities to promote Continuing Education by these members, and to encourage and reward excellence in sports nutrition practice.

One way to undertake such an activity is to create a Fellowship membership category, which is awarded to sports dietitians who have achieved markers of excellence in their chosen practice, as well as service to SDA. This should be seen as recognition for the significant achievements of the founding members or pioneers of sports dietetics in Australia, as well as a long-term aspiration for new members and young dietitians. The key criteria will help to provide an incentive or pathway for SDA members who wish to consider themselves on "Fellowship Track". Achievement of Fellowship status will require the member to lodge a formal application that includes documentation of their achievement of these key criteria, a Curriculum Vitae, and references/recommendations from two existing Fellows*. A panel will be set up by SDA to judge the merits of these applications on an annual basis. This model is based on the Fellowship scheme undertaken by the American College of Sports Medicine.

*in the first year of awarding Fellowships, references from existing Fellows will not be required in support of the application

Background to Key Selection Criteria

1. 7 years membership SDA

- Significant number of years membership, greater than the current number of years of SDA's current existence, therefore no members currently eligible

2. 200 hours continuing education

- equivalent to 30 hours per year for at least 7 years
- 30 hours per year is target for APD status
- can be greater than 7 years

3. Attendance at >4 SMA National Conferences

- Significant support of SMA
- In line with ACSM requirements

4. Scientific Presentation or invited presentation at >3 SMA National Conferences

- In line with ACSM requirements

5. Authorship of >20 papers related to sports nutrition in peer-reviewed (PUBMED cited) journals.

- 20 peer reviewed papers in sports nutrition would be a significant achievement over many years of research

6. Authorship of >20 substantial education resources or opportunities (books, videos, collections of fact sheets, media activities, courses)

- 20 substantial education resources in sports nutrition would be a significant achievement over many years of education



TERREEN STENVERS
DIRECTOR OF COMMUNITY EDUCATION

Community education is one of SDA's key strategic areas and SDA remain committed to this by regularly producing fact sheets and further developing the public sports nutrition course.

The Public Sports Nutrition Course

This course aims to:

- provide credible up to date sports nutrition information to the public
- increase the profile of SDA and the expertise of sports dietitians
- provide job opportunities to full members

The course is still in the pilot stages of its development, however since the last AGM another course has been run in WA and one is planned to run in Queensland in the near future. The target audience for the course is coaches, fitness leaders, personal trainers, athletes and possibly their parents. Fitness professionals have made up the majority of participants in the two pilot courses run in WA.

Participant feedback was extremely positive with the majority of participants rating the course content as above average or excellent in terms of being relevant to their learning needs. Participants also rated the presenters as above average or excellent in terms of pitching the content to the knowledge level of the group.

The next step is to produce a Course Leaders Manual, which will be a practical guide that would assist SDA members to run the course and currently sponsorship is being sort to fund the production of this resource.

Fact sheets

Fact sheets are also still on the SDA agenda, with a new fact sheet "The overweight child – a family approach" being launched at the SMA conference in October. Another new fact sheet "Sports Drinks" is in the final stages of editing and the "Fluids in Sport" fact sheet is currently being updated and will be released by the end of the year. Thanks to Glenn Cardwell for his continued role as editor of the fact sheets.



**MIA SADLER and LISA SUTHERLAND
DIRECTOR & ASSISTANT DIRECTOR OF BUSINESS
DEVELOPMENT & SPECIAL PROJECTS**

Objectives – Business development:

1. To renew contracts with existing partners (i.e. Gatorade and Uncle Tobys) for 1–2 years on similar terms as last financial year (F'03).
2. To establish / grow relationships with up to two new strategic partners so that the combined revenue represents at least a 50% increase in total partnership revenue in F'03.
3. To secure sponsorship for four of the eight SDA Facts Sheets to be released over 2003 / 2004.

Performance against objectives

1. Existing partnerships:

At the time of writing this report SDA were:

a) In the final stages of renegotiation with Gatorade for renewal of the partnership agreement for 1 year on similar terms as the previous year and;

b) In discussion with Uncle Tobys regarding renewal of the partnership for 1+ years on similar terms as the previous year, but with an opportunity to increase partnership fees to correspond with increased endorsement of Uncle Tobys products and product categories.

2. New business opportunities:

SDA identified four partners / prospective partners all, which sit comfortably with SDA in terms of synergy in sports nutrition messages. Two of the prospective partners are unable to be actively pursued by SDA due to the exclusivity clause in the Uncle Tobys contract. Opportunities with the other partners Meat and Livestock Australia and a joint initiative with Fitness Australia & Australian Sugar Industry have been explored and executed (see special projects).

The combined revenue from these new business opportunities fell short of the targeted 50%, although additional funds may be attained if other prospective partnerships can be achieved.

3. Fact sheet sponsorship

SDA has secured sponsorship of one fact sheet on protein and weight loss to be sponsored by MLA.

Future initiatives

1. Finalise both Uncle Tobys and Gatorade contracts by November 2003.
2. Pursue prospective / new partnerships with like companies in order to reach the 2003 revenue targets.
3. Secure three more fact sheet sponsors for 2004.

Objectives – Business operations

1. Establish business systems that support more efficient and effective capture of time billing data for SDA partners.
2. Streamline SDA internal and external communications through standardising selected procedures.

Performance against objectives

1. Installed and set up new MYOB software to capture time billing data on all corporate partners.
2. Developed standard templates for internal and external communications (to be discussed at SMA annual conference)

Future initiatives

1. Establish SDA operations intranet that serves as knowledge bank of SDA procedures and policies.
2. Twice yearly meetings with all SDA corporate managers to share experiences and processes for management of SDA corporate partners.

Special projects

MLA PR

SDA has collaborated with MLA to voice opinions on the role a balanced diet (and more specifically lean red meat) plays in the everyday performance of active people. Timely opportunistic press releases were distributed with SDA contributing nutrition quotes and media spokespeople.

Programs include:

- a) Back-to-school Red Meat Feel Good campaign
- b) The “natural” vitamin approach – launched following Pan Pacific product recalls.

Football Australasia Conference (23–25 September 2003)

Lisa Sutherland was the SDA representative on the Scientific Committee for the Football Australasia Conference. The conference was highly successful overall, with over 250 delegates in attendance (predominantly sports physicians and physiotherapists).

The nutrition session at the conference consisted of two sections:

1. 'Are supplements worth the investment?'
2. 'Is fat good or bad for footballers?'

The supplement section involved 4 x 10 minute presentations by experts in the field (Dr Peter Larkins, David Buttifant, Michelle Cort, Dr Ken Fitch) followed by panel discussion. David Cameron-Smith provided a 15-minute presentation for the fat section.

An informal nutrition workshop, 'Hydration and Recovery', conducted by Michelle Cort and Lisa Sutherland, was positively received by participants.

Gatorade was a sponsor for the conference and offered work opportunities for SDA members over the three days as part of their trade exhibit.

The conference is not an annual event but it is likely that SDA will be invited to take part in future events.

Good Nutrition Project – Fitness Australia/Sugar

SDA are currently involved in a collaborative project with Fitness Australia and Sugar to provide consumers and fitness professionals with credible nutrition and exercise information. The resources SDA are involved in developing and reviewing are:

- Consumer Guide
- Professional Guide
- Nutrition Seminar for Professionals
- Nutrition content for the project website.

SDA members will present the Professional Seminars in Brisbane, Sydney and Melbourne for the launch in November 2003.

SDA hope to develop our Public Nutrition Course in other states as an ideal follow-on to the Professional Seminars conducted.

The relationship with Fitness Australia and Sugar will be ongoing and a great opportunity for SDA to promote good nutrition messages to the general public and fitness community, as well as providing potential work opportunities to SDA members.



KIRSTY MEHALSKI
DIRECTOR OF CORPORATE MANAGEMENT – GATORADE

The election of a new SDA board has meant that we now have a team of Sports Dietitians based in Sydney able to work on Gatorade-derived projects, as well as being able to access Sports Dietitians around Australia as the need arises. The central team consists of Kirsty Mehalski (the main coordinator), Bronwen Greenaway (Acting Coordinator while Kirsty completes her PhD Thesis), Dr Helen O'Connor, and Fiona Pelly. This team met with Lisa Yates and Eithne Cahill of Porter Novelli in November 2002 to discuss progress to date and plans for 2003. Since then, Kirsty Mehalski and Ruth Logan have met with Porter Novelli and Gatorade twice, and Kirsty has met with Lisa Yates. In our previous contract all contracted hours were utilised by Gatorade, plus 4.5 additional hours, which have been debited to our current contract hours balance.

More recently contract negotiations have hindered progress on Gatorade contracted work. However these issues are close to resolution and we are restarting Gatorade activities now. Achievements to Sept 03 are outlined briefly below:

Coaches Edge:

Ten Coaches Edge articles were written in the 12 months to July 2003. We have also advertised some Coaches Edge writing and reviewing work to the wider SDA membership, providing job opportunities to our members. Two articles are planned for the next three months, and a list of suggested topics have been provided to Porter Novelli & Gatorade.

GSSI Tour:

Glenn Cardwell attended Brett Lee's tour of GSSI & wrote an article for Coaches Edge based on that visit & an interview with Brett Lee. Glenn also wrote an article for the SDA newsletter regarding Brett Lee's hydration practises in training and for games.

Gatorade Hydration Kit:

This kit was completed & released in April 2003. This has been distributed to SDA board members, NRL teams and other Gatorade sponsored teams, as well as being available to coaches & athletes through the Coaches Edge Website. To view a copy, ask your local Board representative.

Project White Line:

This presentation has been written by SDA for Gatorade, and has been visually enhanced to produce a very professional, interesting & generally appealing presentation targeted at Rugby League, Triathlon, Soccer and V8 Supercar Racing.

The presentation addresses the importance of hydration during exercise, and features joint SDA and Gatorade logos. A pilot presentation is planned to the Manly Sea Eagles by Kirsty Mehalski in early November, and distribution to other teams (with opportunities for SDA members to present) in the months following.

As part of our contract renegotiations with Gatorade SDA suggested further involvement ideas, including hydration & fluid based research, presentations at conferences and state meetings, joint media releases, sponsorship of the SDA owned & developed Public Sports Nutrition Course, sponsorship of sports drinks and hydration related Fact Sheets, SDA website revision & promotion, education of athletes & coaching staff in advance of the Athens Olympics. We await the response from Gatorade as to their priorities for SDA involvement. We anticipate further job opportunities for SDA Full members as a result of this partnership, and look forward to member involvement in joint projects. Keep an eye on the SDA website!



ALISON WALSH
DIRECTOR OF CORPORATE MANAGEMENT – 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, Breakfast on the Go bars, Breakfast on the Go Smoothies, Le Snack rice crackers with salsa, and 3 varieties of the “Chewy” muesli bars. The redesigned format of the columns reflects the new Uncle Tobys slogan – Edge for Life and incorporates the SDA website address. These were written in the form of Q + A, quick quizzes, as well as standard prose. These articles and on-pack information represent an excellent opportunity for SDA to raise our profile and help us disseminate reliable nutrition information.

Also updated was the Kid’s snacking brochure – which incorporated the old “Munchin’ and Movin’ brochure”.

Camp Australia

SDA again participated in the Camp Australia program on behalf of Uncle Tobys, for the September and January school holidays. Uncle Tobys asked SDA to present a half hour nutrition session at each of the camps.

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 to the program. 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. SDA’s role at both of these camps was evaluated and recommendations were discussed with Uncle Tobys and the Camp Australia team. SDA has found this project very worthwhile, however due to the number of hours required to deliver such a program, this involvement in no longer occurring.

Uncle Tobys Tennis Tour

As part of Uncle Tobys commitment to the tour, SDA has been involved in running a stand at Homebush during the junior tennis tournament, involving many of our NSW members.

SDA has also written articles for the Tennis newsletter: Weight management, Tucker for Touring (travel nutrition), Sports Supplements, and Fluid intake for competition. Shorter articles have also been written for the UT tennis Hard court competition in Jan 2004.

Swimming Australia

A nutrition for swimming brochure was developed by SDA.

Web site product reviews

Kellie Hogan, SDA board member, has done a wonderful job in coordinating members from different states to review many of the SDA endorsed Uncle Tobys products, for our website.

SDA has enjoyed working with Kathy Usic and Pernille Jensen and extends a sincere thankyou to the Uncle Tobys team for their support of SDA especially, Pernille Jensen, Kathy Usic, Karen Cartwright, Maigen Broose, and Christina Walker. SDA is committed to fulfilling an active partnership with UT during the next year as the partnership agreement has been renewed for 2003/2004.

Thank you, to Ruth Logan and Sharon Rochester for their assistance with this portfolio, as well as Karen Inge, past president, for providing valuable advice from the SDA / Uncle Tobys historical relationship perspective.



NICK WRAY
DIRECTOR OF MEMBERSHIPS

SDA has been going through some changes over the past 12 months, particularly with the redevelopment of the website. Despite these interruptions, it is pleasing to be able to tell you that membership has remained stable, increasing by 2% overall.

It is particularly great that there has been such a growth in student membership. Increasing student membership has been the main focus of membership services over the past 2 years. To help increase student numbers, each SDA member who lectures to dietetic students has been provided with relevant SDA promotional resources to promote the benefits of membership to students. Furthermore, this year each state was encouraged strongly to arrange a free student breakfast to introduce students to local sports dietitians. The feedback received from all states has been extremely positive, and we have had numerous new student members comment on how welcoming they have been made to feel. Thank you to all state coordinators who arranged the breakfasts. Your efforts have helped increase SDA student membership by 68%!

SDA Membership Numbers as of June 30

Membership Category	2002	2003	% Variation
TOTAL	261	277	Up 2%
FULL	131	125	Down 5%
ASSOCIATE	68	56	Down 18%
STUDENT	40	67	Up 68%
OVERSEAS	22	29	Up 32%

It is also very pleasing to see overseas membership increasing again – 2 years ago SDA only had 12 overseas members, so our network seems to be expanding globally. In terms of where SDA can improve its membership status, we need to implement a system of tracking student members, who graduate, to ensure they rejoin SDA as an Associate member and ultimately as Full members. Fortunately our new members have exceeded our outgoing members, however we need to work harder to retain more of these outgoing members.

Our SDA Constitution has needed some updating due to recent changes in the Corporations Act. Members have been asked to vote on these changes at the SDA AGM, ensuring we continue to operate in a legally acceptable fashion. With our membership numbers remaining stable over the past 12 months, SDA can look forward to further membership growth, particularly with the redevelopment of our new look website.



LISA SUTHERLAND
YOUNG MEMBERS REPRESENTATIVE

A young member has been defined as 'someone who has been an SDA full or associate member for less than three years'.

The role of the Young Members Representative (YMR) over the past 12 months has been to encourage participation of young members in SDA activities and promote development of sports nutrition knowledge and skills. The YMR is also involved in recruitment of new SDA young members.

A previously identified need of young members is a formal mentoring system and this was established early in the year. SDA has a database of dietitians who are prepared to act as mentors for young members and we have mentoring system guidelines in place. So far there have been very few young members who have taken advantage of this opportunity, however we may be able to further promote mentoring via the new website.

SDA currently have a Young Member Representative in the following states: Lauren Hallyburton (Victoria), Nick Petronuff (NSW), Kellie Hogan (Qld), and Karina Butcher (SA). These members have done a fantastic job coordinating student breakfasts and young member activities throughout the year. We had an excellent response to student breakfasts in all states (including WA) and SDA will continue to plan the breakfast around the Sports Nutrition lecture provided to students at universities offering the dietetics course.

Lauren Hallyburton has recently put together a survey that is to be distributed to young members in the near future to further refine their needs and interests.

Previous and current investigations indicate that young members have a number of suggestions regarding how SDA can better service members:

- Would like more 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.
- Concern re: lack of work opportunities for young members

Recent discussion among board members about work opportunities for young members has led to the realization that young members need to make themselves known to SDA board members and state directors.

A goal for the year ahead is to increase the number of young members attending SDA meetings and taking on voluntary and paid work opportunities.



KELLIE HOGAN
DIRECTOR OF WEBSITE MANAGEMENT

Following the planning meeting in Canberra in February 2003, it was decided unanimously that a dedicated position on the board, along with a working party which consists of Kellie Hogan, Nick Wray, Gitte Schroder and Bronwen Greenaway, for the website was required. The website was in desperate need of attention from a content and functionality/administrative point of view. To this end, a comprehensive website review was undertaken by NSW State Coordinator, Bronwen Greenaway. A copy of this report can be made available to interested members. In the report is outlined a frank assessment of the current SDA website in terms of content, readability, appeal and ease of use. To summarise, currency and turnover of content on the website was deemed the most pertinent issue along with the need for a more advanced on-line transaction (e-commerce) facility. Member satisfaction Surveys from the states showed that generally members were happy with the “look and layout” of the SDA website. A strategic plan (which is to be further developed in October and November this year) will look at a content management system for the site, proposed methods for this have been suggested and need to be finalised. Of note though is the recognition that state members in coming months and then from here on in, will play a vital role in submitting content for the website, thus assisting SDA to remain, current, relevant and dynamic in the eyes of our current and future members, other professions and the general public. Each State Coordinator will receive a “State responsibility sheet” outlining their duties and timelines.

There are two new ideas for sections on the website currently in their infancy in terms of development. These ideas include a Kids Section, which will focus on information for children and parents with regards to Nutrition and Physical activity and a Travel section to assist coaches, managers, parents and athletes with the challenges of eating abroad. We will require sponsorship to get these sections developed and maintained.

In her report, Bronwen also assessed two quotes from separate website development companies. After deliberation it was decided that Morpheum who have both Sydney and Melbourne bases were successful.

The website redevelopment has occurred over the last three months and has involved 2 face-to-face meetings with the website sub committee and Morpheum in August and October. There have also been two teleconferences throughout this time. The design and graphics are now finalised, as are the functional issues for the site, which took a little longer than expected. Some of these functional issues include the bulletin board, creating instant messages and email databases, e-newsletter generation, the online transaction facility and exclusivity and access

issues to different parts of the website (ie general public and members sections) It is expected that these functions and facilities among many others will reduce the administrative workload on the SDA secretariat.

Future Projections:

All members of website subcommittee have been trained in Lantern, the website content management system. SDA has been given, on October 16th, access to the site and will now begin the laborious task of transferring all content from the current to the new website. The website as it stands now, will not be “down” at any time throughout this process and will continue to function as usual until such time as we are ready to “go live” with the new site.

As previously mentioned, a strategic plan for the future management of the website will be finalised following a meeting at the SMA conference in October this year.

Ideas will continue to be developed for the new sections so that as soon as funding or sponsorship for the sections is confirmed, work can begin straight away on this.

Many thanks to Nick Wray, Gitte Schroder and in particular, Bronwen Greenaway for their generous contribution to the planning and re-development of the SDA website.



SHARON ROCHESTER
DIRECTOR OF PUBLIC RELATIONS

The last year saw the development of this role, and began with Sharon joining the SDA board and organising a calendar of PR events across each state. It was then identified at the planning meeting that SDA needed to increase the profile amongst the media to better service its members and corporate sponsors.

A media-training day was held in Melbourne, with Sharon Rochester, Ruth Logan and Lisa Sutherland attending. This day covered interviewing skills and press release training. PR opportunities were also discussed.

Following the media-training day it was decided that:

- SDA keep a track of all media activities from members across the country. A media monitoring system has been set up, where members are to send in clips of media activities to the SDA secretariat.
- Media network has been set up to collect names of journalists requesting interviews. Sharon is to keep file of all interested journalists.
- A list of sports dietitians with media skills will be collated for people interested in speaking on behalf of SDA on selected topics.
- A media section is to go on the website with past press releases and contact phone numbers for journalists to visit.

We are aiming to send out a press release each month in order to continue to increase the profile of SDA. This will cost approx. \$3000 per year.



STATE REPORTS

ACT – Greg Cox

The ACT branch of SDA has a small number of members, many located at the Australian Institute of Sport. The main aim of our branch over the past twelve months has been to organise further development opportunities that exist at the Australian Institute of Sport and open these to all ACT SDA members where possible. This has occurred on a number of occasions throughout the past year.

Activities have included journal review meetings and guest lectures –

- Prof Kieran Fallon – Nutrition related medical case studies
- Dr Rebecca Hill – Using doubly labelled water to measure the validity of self reported energy intakes.

Other SDA Activities performed by ACT–SDA members have included:

- Written articles – Many of the SDA/ACT members have contributed articles for both the SDA monthly newsletter and for Gatorade – the “Coaches Edge”
- Student Seminar – Members have also conducted a student information session regarding sports nutrition for Canberra University students undertaking nutrition related courses.

Professional Seminars – Members were also involved in the SDA 1–day update seminar, along with the 4–day introductory course offered to Dietitians wishing to gain full membership to SDA.

New South Wales – Kirsty Mehalski & Bronwen Greenaway

SDA NSW has a core group of sports dietitians contributing regularly to our meetings. This year we have experimented with a new structure of meetings, in that every second meeting is a Business Meeting/Administration, held at Sydney city restaurants (including Kylie Whitten’s house), and every other meeting is Professional Development, held at the University of Sydney’s School of Molecular & Microbial Biosciences. SDA NSW would like to take this opportunity to thank the School for their continued support & allowing us to use their facilities to hold our meetings.

Involvement of our members has slowed this calendar year, with a central group of core dietitians contributing regularly, and fewer other dietitians taking an active part in SDA activities. Having said that, we still entertain more members at Professional Development meetings in particular. While the restaurant venues have been a great luxury for our business meetings, we feel that the often, noisy environment and

comparative lack of table space makes conducting meetings difficult! We are currently requesting feedback from our members for other options for our meetings structure that would encourage greater attendance. Thanks must go to Nick Petrunoff for the unenviable task of choosing restaurants for these meetings this year; they have all been great fun with wonderful food (and we love great food!!).

The Professional Development/Continuing Education program this year has been exceptional, with some well-qualified and highly regarded presenters. Many thanks to Bronwen for organising these meetings! Topics have included:

- ★ Insight into Rowing by Kirsty Mehalski, SDA
- ★ Behaviour Modification by Judy Hatswell, registered Psychologist & Teacher
- ★ Insight into Rugby League by Bronwen Greenaway, SDA
- ★ Insight into Aussie Rules (Sydney Swans) by Michael Tesoriero, SDA
- ★ Corporate Challenge – Team Building by Corey Hinde, SDA
- ★ Children, Eating Disorders, Disordered Eating & Physical Activity by Kylie Whitten, SDA
- ★ State Conference:
 - Fatty acids and joint pain – practicalities of usage for the aching athlete, by Dr Dianne Volker, Senior Lecturer & Dietitian, Human Nutrition Unit, The University of Sydney
 - Oxidative stress, antioxidants and exercise, by Trent Watson, PhD Candidate, The University of Newcastle
 - Supplement Update: glucosamine, testosterone boosters & more, by David Driscoll, SDA Member & Exercise Physiologist
 - Females, bone development and training, Professor Geraldine Naughton, Australian Catholic University & CHISM.
- ★ Still to come this year:
 - Low GI, high protein & weight loss by Joanna McMillan, PhD Candidate, Human Nutrition Unit, The University of Sydney
 - Anthropometry, an Introduction to Lifesize by Nick Petrunoff, SDA

Unfortunately poor attendance at our SDA NSW State conference, despite a collection of high calibre presenters, lead to the conference making a small loss. SDA NSW members are currently being surveyed to investigate changes to the structure or timing of the conference to encourage attendance next year.

NSW members contributed to FILEX02, Camp Australia and our state conference, as well as participation in the City to Surf, which we hope is a tradition to continue. Student membership remains a priority for SDA NSW, and we have welcomed new student members who are taking an active part in SDA business. Many thanks again to Nick Petrunoff for organising these. A student breakfast has been held in Wollongong, with one planned shortly for Newcastle and Sydney.. We are also on the lookout for opportunities to involve our rural members.

Kirsty's first year on the board has been an amazing learning curve, and has presented great opportunities for personal development. Bronwen has also taken on a lot more responsibility with both SDA NSW and SDA National activities, which she handles very adeptly and with great professionalism. Between the two of us we are hoping for a great year in 2004, with some exciting projects looming for SDA NSW.

Northern Territory

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

Queensland – Sharon Rochester & Kellie Hogan

The last year has seen a great increase in numbers attending our state meetings. A regular representation from student members has added enthusiasm and provides encouragement for future growth of SDA QLD. Our state meetings have doubled as QAS network meetings, which has added benefits for local members. Several guest speakers have been invited to address meetings over the last year – Kellie Edmiston and Mark Osborne (fluid balance), Greg Shaw (fluid balance), Michelle Cort (AIS supplement program), Belinda Dalton (Eating Disorders in athletes). We have two meetings planned for the remainder of the year, which includes a Christmas 'get together'. Many thanks to Kellie Hogan who organized a very successful student breakfast, attended by a large number of prospective members. The success of this morning is reflected in the high numbers of student members from the Queensland branch. Kellie also organized a Fit Kids day – a public education event held during National Nutrition Week, initiated by Nutrition Australia with the support of SDA and Uncle Tobys. Many thanks also to Kerry Leech who has had significant input to the state meetings via the QAS network. The QAS provides many employment opportunities to members and the meetings are a great networking opportunity for students to meet with practicing dietitians. SDA QLD would also like to express their gratitude to the QAS for allowing our meetings to be held at their office. The Gatorade container and product generously supplied by PepsiCo, was well used earlier in the year by Ruth Logan, Sharon Rochester and Lorna Garden. The Gatorade Hydration Kit was also well received by many Queensland football teams throughout the season and is a useful support tool in the quest to achieve and maintain good hydration in our athletes.

It has been a welcome change for QLD to be so well represented on the SDA board with three state representatives currently involved. It is our goal that increased opportunities will arise for members to be involved with SDA activities during the next year. Stay tuned to the state reports, come to the meetings and keep in touch with Sharon and Kellie if you wish to take a more active role in SDA.

South Australia – Keryn Woodhart

2002–2003 financial year has been another successful and busy year for SDASA. Keryn Woodhart continued in the role of state coordinator with Anthony Meade and Nick Wray remaining involved with SDA National. 2002–2003 saw the return of some previous SDASA members who have moved back from The Eastern states, however it also resulted in losing some SDASA members to explore work opportunities interstate and country SA.

SDASA was fortunate to have 3 associate members participate in the AIS Sports Nutrition Course therefore gaining full membership status. Feedback from the attendees was very well received with other SDASA associate and student members very keen to participate in the 2004 course.

SDASA continued its strong association with SMASA, with Marcelle Duff now participating on the education committee and Anthony Meade acting as the SDA representative on the National SMA conference committee. SDASA members have continued to regularly conduct sports nutrition lectures as part of the SMA sports trainer's courses as well as having SDASA members involved in some of the continuing education sessions conducted by SMASA.

SDASA also continued to build on the network established last financial year with The Office for Recreation and Sport through conducting coaches update courses as well as presentations by Karina Butcher, Julie–Anne McWhinnie and Keryn Woodhart at the 2003 Participation and Sport Conference hosted by Office for Recreation and Sport.

SA was also very fortunate to host an ISAK Level 1 anthropometry course in June 2003, with 3 SDASA members attending and gaining their level 1 qualification.

Promotion of SDASA continued to be a priority in 2002–2003. The annual student breakfast hosted by SDASA for nutrition and dietetic students at Flinders University to encourage new members was a great success story with 15 students attending a buffet breakfast at Pier One Bar. SDASA will also have a stand at the 2003 DAA state conference promoting sports nutrition and membership to SDA.

As always, another successful SDASA Christmas dinner was held at The Rising Sun Inn, with great attendance from members.

Tasmania

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

Victoria – Kerry Otto

This year Victoria has continued with 6 weekly meetings at the VIS and while the education sessions have been extremely worthwhile attendance has been poor. We are currently canvassing members to see if we can change times/days to increase attendance.

On a more positive note this year we have seen more students attending the meetings and we encourage them to do so. Lauren Hallyburton arranged 2 student breakfasts in July, which were well attended. Thank you, Lauren who is our new Young Members Rep.

Also on a positive note there have been many job opportunities for our members and most of us seem to be very busy.

The education sessions have been varied this year and included:

“Are you getting your message across? Key steps to presenting with passion” – Bernie Murphy from Deakin University.

Overview of the 1-day SDA update on Supplements – Kerry Otto

Summary of the SDA Planning meeting – Lisa Sutherland

“Disordered eating in the Female Athlete” – Belinda Dalton and Fiona Sutherland

The Vicfit Active Script Program – Catherine Lombard

“Assessment and Management of Dehydration” – Meg Jones from the VIS.

“Dealing with the Media” – an outline of a workshop attended by Lisa Sutherland and Alison Walsh.

SDA Vic have also been involved with the SMA Vic Conference and joined forces with Gatorade at the Australasian Football Conference.

Thanks to all the speakers and of course we must also thank Gitte for all her efforts on our behalf. We are very fortunate to have her and hope she can continue to cope with us.

We look forward to next year and hope more members can become involved at various levels of SDA Vic.

Western Australia – Jane Porter & Terreen Stenvers

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 had excellent guest speakers and topics:

Kim Howe – Commonwealth Pole–vaulter,

Terry Boland – Nutritional strategies for the Avon Descent

Deb Kerr – 4th year project “Pre event Eating for Rowers”

Student Breakfast

We again held a Students Breakfast this year and invited all 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.

City to Surf

SDA ran one seminar “Nutrition and Running Performance” for City to Surf participants in August. 4 members presented to participants. Thank you to Glenn Cardwell, Bronwen Masters, Bethanie Allanson and Deb Kerr who volunteered to present at these seminars.

Sports Nutrition Course

After last years highly successful Sports Nutrition Course, it was again run this year with many participants attending. Participant feedback was again very positive. Thank you to Glenn Cardwell, Terreen Stenvers, Deb Kerr, and all others who were involved for their contribution to the planning and running of the course.