



FUELLING FITNESS FOR THE FUTURE

SportsDietitians
AUSTRALIA

ANNUAL

REPORT

2004

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PRESIDENTS REPORT 2004

RUTH LOGAN PRESIDENT

The growth and development of SDA has continued during the past year and it is with great pleasure that I present this annual report. I feel proud of what has been achieved and the position SDA now finds itself in is due to the ongoing dedication and commitment shown by the hard working board members and our corporate partners. Many hours of contribution has resulted in major developments within the infrastructure of the organization. The goal is to continue this work and expand the opportunities for members not only within Australia but also globally within the coming years.

There has been continued development of the business systems and an overhaul of the strategic plan was initiated using a business consultant firm (Cognitium) at the annual planning meeting in February. This is an ongoing process which requires further implementation and review. SDA thanks Mia Sadler in particular for her expert advice and assistance with this process, along with her guidance in the business development of SDA generally. You will see from her report that there are numerous business opportunities for 2004/05 regarded as "work in progress". Lisa Sutherland has worked alongside Mia in this area and her expertise in the joint areas of sports nutrition and exercise has been invaluable in the development of the SDA/ Fitness Australia project – Get Active for Life.

As always the board has been very aware of its financial responsibility and under the guidance of Deb Kerr as Director of Finance and our accountants, Yianni & Co (especially the never ending support we receive from Bruno Antonucci), you will see that the finances have been expertly managed and the organization is in a sound financial position at the end of June 2004. The incoming board has been left with a small financial surplus however with ongoing changes to both the income and expenditure; this portfolio requires vigilant management to achieve continued financial growth and security for the organization.

On behalf of the board I wish to thank our corporate partners PepsiCo (Gatorade) and Goodman Fielder (Uncle Tobys) for their continued commitment during 2004 to SDA. I hereby announce that after 8 years of being one of our founding corporate partners Goodman Fielder and SDA have not renewed an agreement for 2005; however we look forward to working with Uncle Tobys on projects in the future. I take this opportunity to sincerely thank all the people who have worked for both organizations over the years to achieve so many significant outcomes in sports nutrition. We all recognize that without the support both financial and "In Kind" from both our corporate partners, SDA would not be the recognized authority in Sports nutrition that we see today. We have successfully renegotiated our agreement with PepsiCo and our Gatorade team members are planning for a busy year ahead attending to the requirements of the new agreement and offering ideas for further development of this partnership. Please refer to both of the corporate directors reports for full details of activities conducted during the past year. I am sure you will agree that these reports reflect what has been both a busy yet productive period of activity and we thank Kirsty, Bronwen and Lisa for their management and direction. Their tireless dedication is to be commended. My thanks also to Alison Walsh who managed the Uncle Tobys portfolio until her retirement from the SDA board in January 2004.

The Education portfolio has been a hive of activity during the entire year and my sincere thanks to both Louise and Anthony who continue to contribute maximal effort even under difficult circumstances. We eagerly look forward to the induction of SDA's inaugural Fellow. Members appear to appreciate the update initiative which was a resounding success in its second year. The specialist sports nutrition course was held again and has undergone significant review. Thanks to our SNC sub committee including Dr Helen O'Connor and Dr Deb Kerr, Louise and Anthony, there will be a new format for the course to be held in 2005. Your feedback is always welcomed and this is an example of how seriously the board takes your comments and attempts to address ideas for change. Community education has continued thanks to Terreen. There have been new fact sheets written and original ones updated and revised during the year. We see this as a very important member service and the plan is to continue developing new fact sheets in the years ahead. Terreen and her WA colleagues have also been instrumental in the development of the Public Sports Nutrition Course which has now been held on three occasions in two states. With additional support we would hope this will be further developed during the year ahead.

I would also like to use this time to thank Anthony for his contribution and input to SMA especially in respect to the annual conference program. Those members attending the SMA conference in Canberra last October thoroughly enjoyed the SDA dinner and I wish to once again thank MLA for their continued support of this event and SDA generally. It has been recognized that more members now attend the update in February and in 2005 SDA has plans to increase the profile of the update dinner thanks again to the generous support of MLA.

The major project for 2003 was the launch of the new website. SDA must recognize the enormous contribution from Bronwen, Kellie, Gitte and Anjea to achieve such a fabulous result for our members and the public at large. We sincerely hope our members are utilizing this facility and encouraging clients to refer to the site for additional sports nutrition information. It appears that the site is experiencing increased traffic as reflected in Bronwen's regular statistical reports. With further plans of expansion I suggest you stay tuned for more great developments. On behalf of all members I thank all involved for such a wonderful initiative – worthy of an award of excellence!

Our Membership director, Nick Wray, instigated a survey of members to ascertain their level of satisfaction with their membership. My thanks to you Nick and also to all the members, who gave us vital information which was addressed at the annual planning meeting. It appears that our member numbers remain quite constant which is pleasing although our desire of course is for continued growth. The board aims to continue offering job opportunities and professional development opportunities for members as these were highlighted as key areas of concern. I am sure you will all join with me to once again express our appreciation to Glenn Cardwell who has repeatedly entertained and educated us with each new issue of Fuel – thanks for a great read esteemed Editor Glenn!

Development of the public profile and professional recognition of SDA and its members has also been highlighted as important. During the past year Sharon Rochester has been developing her portfolio – Public Relations. This has proved frustrating at times due to financial constraint however she did manage to have some great coverage of hydration issues during the Australian Open tennis and SDA had a stand at the All Sports Expo in Melbourne. I wish to thank Sharon for her contribution to this area and sincerely hope that SDA continues to further develop this portfolio.

In conclusion I must express my sincere gratitude to all the board members for their support and dedication during my term as President. It is not easy maintaining the level of productivity required at times when each of us is busy with other life issues. In particular I wish to give Gitte my heartfelt thanks for always being there for me in particular, but for all the board. She is a tireless worker and in recognition of her huge workload the board decided to employ an administrative assistant – Anjea who I also sincerely thank. Anjea sadly has decided to return to WA after serving SDA in a part time capacity for the past year. We will all miss you Anjea and wish you well in your life beyond SDA. Gitte I say nothing more than “You have been my life saver”. On top of their normal work load Gitte and Anjea had the added responsibility this year of relocating the SDA office with the VIS. I must also use this opportunity to thank Jim Dean and the VIS staff for their ongoing support of SDA.

Lastly but not least, I give my best wishes to the incoming SDA board members and express my gratitude to both Helen O’Connor and Karen Inge for their guidance and direction as consultants to the board and myself and also to Lorna Garden for her creative genius and inspirational ideas and for initiating and implementing the pilot “SDA Breakfast Club Program”. In closing I say the last 5 years of being on the SDA board has been a wonderful experience for me and has allowed for more personal growth and development than I ever imagined possible. The time has come for me to move on and spend more time on new adventures and although I have a touch of sadness I am looking forward to enjoying my membership of the PPC (the Past Presidents Club)!

My best wishes to you all



FINANCE & STRATEGIC PLAN PORTFOLIO REPORT 2004

DEB KERR DIRECTOR OF FINANCE & STRATEGIC PLANNING

As the Director of Finance for the past two years I am pleased to present this report and acknowledge the invaluable contribution of Gitte Schroder and SDA's accountants Bruno Antonucci and Ermis from Yianni and Co. SDA is very fortunate to have Bruno who continues to provide financial advice and guidance on cash flow and all accounting issues to Gitte and myself. I also wish to thank both Ruth Logan and Mia Sadler for the ongoing support and sound business and financial skills, which they have brought to SDA.

At the end of the financial year for 2004, SDA's financial position was sound. The major financial expenditures were the re-development of the website and the employment of strategic business consultants. We acknowledge important financial support from our founding corporate partners Uncle Tobys and Gatorade who have provided exciting work opportunities and profile for SDA. We look forward to our ongoing partnership with Gatorade and the many new exciting projects planned. I would like to take this opportunity to thank both Gatorade and Uncle Tobys for their eight years of financial commitment to SDA and hope that we will continue to work together on projects in the future.

SDA office

The SDA office continues to be housed at the VIS but now is at a new location. We appreciate that the VIS was able to provide a work-space for SDA at their new offices. I wish to thank the VIS again for their continued support of SDA. As we now have 2 work-stations this has enabled us to employ Anjea Travers to assist Gitte in the day to day management of SDA. Our executive officer Gitte Schroder continues to manage the SDA with efficiency and commitment. Gitte continues to expand her role and expertise with great enthusiasm and passion for SDA, which we are immensely grateful for. I would also like to thank Anjea Travers for her excellent work over the past year for SDA.

Accounting system

The accounting process is managed fully at the SDA office. We are grateful to Gitte for managing all of the day-to-day financial management incl. the BAS and MYOB accounting system, which has greatly reduced the work load for myself and freed up my time for financial planning. Gitte has been very well supported by our accountants Bruno and Ermis who have provided additional assistance in training Gitte in being able to manage the accounting system MYOB. Gitte continues to do an outstanding job in this area as always.

Financial Forecasting

With the assistance of Bruno Antonucci, Ruth Logan and Gitte Schroder a budget projection was completed for the financial year of 2004-2005. This has allowed for much better budget projection and has guided the board in financial decision making. A monthly cash management will be put in place to keep a closer check of the cash flow.

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

Education of our members is an extremely important role of SDA and we are grateful for the hard work of Louise Burke and Anthony Meade in the Education Portfolio. The sports nutrition course and one-day professional update was run for a second time under the new format in Canberra in February 2004. 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.

Website

The board committed funds for the re-development of the website by Morpheum. The new format includes on-line payment of membership and a shopping cart for SDA merchandise. I would like to thank the hard work and commitment of Gitte, Bronwen Greenaway and Kellie Hogan to the re-development and ongoing innovative improvements to make our website first class. Thank you also to Gitte and Anjea for having the foresight and energy to enter SDA in the Hesta Superfund website competition which we were awarded \$5,000. This is a perfect demonstration of our SDA values professionalism and innovation in action.

Membership

Revenue for full membership increased by approximately \$3,000 in 2004. Nick Wray has done an excellent job in continuing to be the 'members' voice' on the board. While membership fees contribute just over 10% of our total income, it represents a critical part of SDA. I would like to encourage all members to continue to promote the benefits of SDA membership to dietitians and students.

Planning meeting

The Board met for their annual planning meeting in February 2004 in Canberra at the same time as the sports nutrition course and one-day update. SDA took the step of engaging Cognitium Strategic planners. Thank you to Mia Sadler for her assistance in improving the business systems and reporting methods for SDA, which has improved our communication and efficiency.

As Director of Finance and Strategic Planning, I hereby present the official Auditor's and financial report for 2004, prepared by accounting firm Yianni and Co. My thanks to Bruno Antonucci and Ermis Yianni for their assistance in the preparation of these reports.



BUSINESS DEVELOPMENT & SPECIAL PROJECT PORTFOLIO REPORT 2004

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

Objectives – Business development portfolio

1. Successfully renegotiate agreements with existing partners / sponsors representing equal or greater financial return for SDA than the previous year.
2. To increase total SDA revenue by 60% via new strategic partnerships or project work.

Performance against objectives

1. Existing partnerships / sponsorships

Effective 1 September SDA was:

- a) signed under a new agreement with Gatorade for another 12–24 month term providing slightly greater financial return than in previous years.
- b) in discussion with Uncle Tobys regarding the completion of the existing partnership arrangement and continuation as a project partners for SDA. The financial return from Uncle Tobys under this arrangement is anticipated to be between 60–70% of revenue provided in previous years.
- c) in discussion with MLA regarding their continuation as sponsors of the SDA gala dinner.

2. New business opportunities:

SDA identified and pursued four prospective partners / sponsors all which sit comfortably with SDA in terms of synergy in sports nutrition messages. Three of the four prospective partners are still being actively pursued by SDA with opportunities identified for potential new partners / project work from late 2004 onwards.

The combined revenue from these new business opportunities fell slightly short of the target, due in part to the limitations of existing SDA contracts. These issues have recently been addressed and SDA are now pursuing the three viable new business opportunities.

SDA also attracted project work over the past year from clients including MLA, Fitness Australia and catering companies as well as sponsorship for SDA Fact sheets. These project work opportunities represent an increased and significant proportion of SDA revenue.

Special Projects

FITNESS AUSTRALIA

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 have been involved in developing and reviewing are:

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

SDA members presented Nutrition Seminars in Brisbane and Sydney in May 2004. The feedback from participants and Fitness Australia was excellent and the Sydney seminar was video-taped for distribution to rural fitness professionals. There is great interest of fitness professionals in credible nutrition information and there are significant opportunities for SDA to develop our Public Nutrition Course in other states as an ideal follow-on to the Professional Seminars conducted.

After initial hesitation from SDA board members with regard to involvement with Sugar as part of this project, the association has been a positive one and SDA have not been portrayed as 'supporters' of Sugar, but as the credible source of nutrition information for the project.

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.



EDUCATION PORTFOLIO REPORT 2004

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
3. Arrange for SDA courses to be accredited by Fitness Australia for Continuing Education Points
4. Initiate SDA Fellowship applications
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) 2004

- The continuing education course was held at the Australian Institute of Sport in February 2004. A report for this course has been prepared by Gitte Schroder, course administrator.
- 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

SDA SPORTS NUTRITION COURSE (SNC) 2005

The Education subcommittee of SDA met in Melbourne in May to revise and plan for the 2005 SNC and beyond. The education subcommittee included Dr Louise Burke, Dr Deb Kerr, Dr Helen O'Connor, Ruth Logan, Anthony Meade and Gitte Schroder, as well as input from Greg Cox.

The accreditation of several University based Sports Nutrition Units challenged the SNC to have a unique attraction with unique practical components. Feedback from course participants and course presenters was discussed in depth, and the following outcomes evolved:

- Development of SNC Objectives and Learning Outcome Statements
- Development of themes forming the basis of the curriculum
- A pre-course learning package be created to encourage course participants to start the SNC with a baseline of Sports Nutrition knowledge to allow more practical experiences during the 4 days of the SNC, and to encourage ongoing learning
- A change in assessment of the course from the post-course exam to the pre-course learning package
- Development of group exercises as a learning strategy during the course
- Continued incorporation of the 1 day Update – suggested rename to SDA Update – within the SNC.
- The SDA education subcommittee is currently working to achieve these outcomes for the 2005 SNC

1 DAY UPDATE / SDA UPDATE

- The 1 Day Update was held for the second year in a row.
- Attendance was again >100 full SDA members + course participants
- A small group were also involved in a tour of the AIS Exercise Physiology Labs on the Friday afternoon
- The focus of the day was Physique and Sports Performance.
- Presenters included Gary Slater, Helen O'Connor, Deb Kerr, Rebecca Hill and Belinda Dalton. A detailed interactive case study completed the day.
- Feedback questionnaires showed encouraging responses and ongoing support for the concept.

Sports Dietitians Australia 4 day Course Accreditation by Fitness Australia

- SDA is accredited for the SNC until 2005 for Continuing Education Points with Fitness Australia

Sports Dietitians Australia Accreditation of University Courses in Sports Nutrition

- The SDA Education Portfolio continued 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.
- Sports Nutrition Units from Deakin University, Sydney University and QUT were accredited at the 2003 SDA AGM. These units have been accredited for the next 2 years.
- The Education Portfolio will continue to oversee the accreditation of University Sports Nutrition Units as required as well as the re-accreditation of courses in years to come.

Special Consideration for SDA Membership

- The Education committee put a proposal to the SDA Board that SDA allow "special consideration" in exceptional circumstances for Dietitians to become members of SDA without having completed any of the accredited courses.
- The criteria for consideration include significant previous study in the field of Sports Nutrition (eg PhD) + greater than 200hours practical experience in Sports Nutrition in the previous 24 months. The Board approved the criteria and applications are available from the SDA secretariat.

Sports Dietitians Australia Fellowship

- Fellowship proposal endorsed at the 2003 SDA AGM.
- Applications called during July 2004.
- Applications to be processed prior to the SDA AGM for acceptance at the 2004 SDA AGM.
- Presentations to be made at the 2005 SDA dinner in February 2005 in Canberra.
- Background, criteria and procedures available on the SDA website.

Contribution to the Australian Conference of Science and Medicine in Sport

- Anthony Meade represented SDA on the organising Committees for the 2004 and 2005 ACSMS.
- The 2003 Conference in Canberra was well attended by more than 20 Sports Dietitians. A number of innovative sessions including a hypothetical chaired by SDA member Glenn Cardwell were well received.
- Other sessions included media skills, practical Sports Dietitian Skills, free papers.

Future Initiatives / Directions

2005 SDA Update

- Planning for the 2005 SDA Update in conjunction with the 2005 SNC is well underway. The theme is Micronutrients & Electrolytes. The SDA dinner will be held in conjunction with the SDA Update.

2005 ACSMS & Other Conferences

- The 2005 ACSMS will be held in Melbourne in October. The conference will be the “big” year for SMA due to the timing of the Commonwealth Games. Anthony Meade is representing SDA on the conference organising committee.
- SDA has been approached by numerous conferences for partnership and support. SDA has opted to continue support for the Sports Medicine Australia (SMA) ACSMS. A number of proposals regarding future conferences, Updates and SDA dinners have been put to the board for discussion in August 2004.



COMMUNITY EDUCATION PORTFOLIO REPORT 2004

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 running public sports nutrition courses.

The Public Sports Nutrition Course

This 2 day course has now been run by SDA members successfully in WA and Queensland to fitness leaders and personal trainers, with another course being planned in Queensland for February next year. The course provides credible up to date sports nutrition information on a range of topics to its participants, as well as promoting the expertise of sports dietitians and SDA.

Participant feedback has been 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.

SDA have tried unsuccessfully to obtain some sponsorship to further develop this course. Funding was sort to produce a Course Leaders Manual, which would be practical guide to assist SDA members to run the course. Further information about the content of the course is available to full SDA members by contacting the secretariat.

Fact sheets

It was very pleasing to get feedback from our membership regarding the usefulness of SDA's fact sheets. The membership survey that was given to members earlier this year highlighted that the majority of our members used the fact sheets on our website and found them a valuable resource. SDA remain committed to regularly producing fact sheets that are up-to-date and provide reliable information on a range of sports nutrition topics. All fact sheets are written by members of SDA and go through an extensive review and editing process.

Since our last AGM, we have produced fact sheet #19 "Sports Drinks" and we have updated our first ever fact sheet, "Fluids in Sport", which was originally produced in 1998. Fact sheet # 20 is under way and will be about the topical issue of high protein diets and weight loss in athletes. Fact sheet #5 "Protein and Athlete" is also currently being updated. Thanks to all our authors, Glenn Cardwell and Louise Burke, for their contribution to the production of our fact sheets.



CORPORATE MANAGEMENT PORTFOLIO REPORT 2004

KIRSTY MEHALSKI & BRONWEN GREENAWAY DIRECTOR & ASSISTANT DIRECTOR OF CORPORATE MANAGEMENT – GATORADE

This past year has seen the partnership between SDA and Gatorade move through a change in PR agency managing the contract, and as a result a vastly different, but mutually beneficial style of arrangement between SDA and Gatorade. With the Olympics sporting craze now upon us, the advice SDA has provided to the general sporting community via our articles on Gatorade's Coaches Edge website will have helped many a sports person, both recreational and elite, to maximise their nutritional and hydration preparation for training and competition.

I would like to take this opportunity to thank Bronwen Greenaway for her continued support and invaluable practical assistance in administering and coordinating the projects generated by this partnership, and am delighted to welcome her to the Board of SDA. Bronwen is a highly motivated, knowledgeable and organised Dietitian who puts in many hours for the benefit of the sporting public and for SDA members. Mia Sadler and Ruth Logan have both also contributed much expertise, opinion and guidance over the past year and are most deserving of our thanks also. Last but certainly not least, I would also like to thank our wonderfully productive SDA members who have contributed their expertise and 'coal-face' knowledge of the problems facing both the elite and recreational sports person, whether writing for Coaches Edge or providing seminars on behalf of both SDA and Gatorade.

In late 2003, Gatorade put out a tender for their PR agency, who effectively liaises with SDA on behalf of Gatorade when carrying out the allocated project work. Understandably while this tender process was ongoing, project work was temporarily halted, which resulted in a last minute flurry of activity for SDA once Fleishman-Hillard were appointed to complete as many hours of work for Gatorade as possible in the last few months of contract. Many members were involved at that time, and I thank you all for working so hard to deliver your briefs under difficult time-frames.

In the year 2003–2004 SDA have been involved in the following projects in partnership with Gatorade:

Project	Topics and Members involved
Coaches Edge articles	Alcohol in Sports, Jennie Goddard & Helen O'Connor Men's Health, Glenn Cardwell & Trent Watson Over-reaching and Over-training, Alison Walsh & Trent Watson Nutrition for Multidiscipline Events, Susie Burrell & Ben Desbrow Glycaemic Index, Ben Desbrow & Kirsty Mehalski.
Project White Line	Canterbury Bulldogs NRL and Junior sides, Helen O'Connor Manly Sea Eagles NRL and Junior sides, Kirsty Mehalski Souths Rabbitohs NRL , Bronwen Greenaway Triathlon, Lisa Sutherland East Sydney Roosters Junior sides, Sarah Dacres-Mannings
Gatorade Guide to Implementing Hydration Strategies	This is a document developed at the request of NRL coaching staff to support the recommendations made in the Project White Line presentation. Many thanks to Bronwen for developing this.
Football Australasia Conference Support	Gatorade donated 27 partnership hours to cover payment for SDA members to attend the SDA stand at the Football Australasia conference held in Melbourne in late September 2003. Our SDA members in attendance were Joanna Shinewell, Lauren Hallyburton, Kerry Otto, Michelle Cort and Lisa Sutherland.
SDA Fluid Consensus Statement	Gatorade donated 10 hours to support Louise Burke and Gary Slater independently review and update the SDA Fluid Consensus statement (last written in 1997!). Many thanks to Louise Burke for attending to this with the many other competing commitments a new family and an Olympic year bring!
Other projects	Partnership hours were also used to revise the Fluids in Sport Fact sheet, draft the Sports Drinks Fact sheet, for website product reviews, our Fuel newsletter and for media work involving Ruth Logan in particular.

The new partnership agreement with Gatorade has been signed and will provide some exciting new opportunities which will involve SDA members nationwide getting out and about at the coal face of nutrition education with five identified target sports. The sports targeted by SDA and Gatorade include Soccer, Cricket, Rugby League, Australian Rules Football and our other partners in sporting health, Sports Medicine Australia.

We will also continue to contribute to Coaches Edge (primarily by revising existing articles coming out of the Gatorade Sports Science Institute for the Australian market), contribute to media work as requested, and deliver Project White Line to more Rugby League teams and also to other sports.

We anticipate many more job opportunities, particularly delivering pre-written presentations nationwide for SDA Full members as a result of this partnership.

All jobs will be advertised on the SDA website, so keep checking!

Warm regards, and all the best for a fruitful & productive rest of 2004.



CORPORATE MANAGEMENT PORTFOLIO REPORT 2004

LISA SUTHERLAND DIRECTOR OF CORPORATE MANAGEMENT – UNCLE TOBYS

SDA has continued the successful relationship with our founding corporate partners, Goodman Fielder (Uncle Tobys).

SDA and Uncle Tobys have worked on a number of projects together this year and are looking forward to working on further exciting projects throughout 2004–2005.

Details of the projects are outlined below:

On-pack nutrition information

SDA members are no longer involved in writing the content for on-pack nutrition columns, however we review the columns of all endorsed products to ensure nutrition content is appropriate and correct. The SDA logo has been included on packaging and at the base of all nutrition columns indicating SDA approval. This represents an excellent opportunity for SDA to raise our profile and help us disseminate reliable nutrition information.

Due to the changing nature of the commercial environment SDA will not be endorsing particular products for 2004–2005 but may still be involved in approving on-pack nutrition information.

Camp Australia

Uncle Tobys have supported the Camp Australia program for several years. Last year SDA had significant involvement in the program with presence at school holiday sports camps, however this has not continued this year.

With the introduction by Camp Australia of after-school programs in 2005 (in addition to school holiday camps), UT and SDA will be meeting with CA to discuss further opportunities for nutrition education and provision of foods at these programs.

Uncle Tobys Tennis Tour

Uncle Tobys is a major sponsor of Tennis Australia's satellite tennis tour. As part of Uncle Tobys commitment to the tour, SDA has been involved in writing nutrition articles for the junior tennis newsletters and giving a presentation to athletes and their parents nationally, providing work opportunities for various SDA members.

Swimming

Uncle Tobys is a sponsor of the junior swimming programs. SDA members have been involved in nutrition presentations to junior swimmers and their parents/coaches.

Consumer Education materials

SDA have been involved in assisting Uncle Tobys to produce consumer education materials, with a focus this year on the importance of carbohydrates in the diet and dispelling the myths about low-carbohydrate diets.

Expos and conventions

SDA and UT have worked together to promote good nutrition at a number of expos and conferences throughout the year, including the All Sports Expo in Melbourne and Get Active Sydney (GAS) and Fitness First Convention in Sydney. Members were involved in promotional stands and displays, providing nutrition education materials and advice.



MEMBERSHIP PORTFOLIO REPORT 2004

NICK WRAY
DIRECTOR OF MEMBERSHIPS

In the past 12 months, SDA has unfortunately experienced a decline in total membership numbers of 7% (20 members in total). Whilst this is disappointing, when we look at membership numbers over the past 3–4 years, they have remained relatively stable. Pleasingly, we have welcomed 34 new members this year to SDA, so membership continues to turnover.

Full members have increased by 21 (17%) which is pleasing, highlighting the increasing number of Associate members completing their sports nutrition accreditation and actively becoming Full members. It is also pleasing to see our overseas membership remaining stable at 30, which represents 12% of total membership. I have no doubt that with the new improved website and our continued exciting continuing education and conference program, that overseas membership will continue to grow, and may well be a growth area to target in the future.

Surprisingly student membership has fallen 33% (down 22), despite each state continuing to spread the SDA word to its dietetic students through course lecturing and student breakfasts. I know of 2 states that are still to have their student lectures and breakfasts, hence this reduction in membership may well not reflect the true status of this membership category.

SDA Membership Numbers as of June 30

Membership Category	2003	2004	% Variation
TOTAL	277	257	Down 7%
FULL	125	146	Up 17%
ASSOCIATE	56	36	Down 36%
STUDENT	67	45	Down 33%
OVERSEAS	29	30	Up 1%

From the member survey in January 2004, it was very clear that you, the members, rated job opportunities and professional development as the two most valuable components to your SDA membership. The amount of jobs being posted on the SDA website has continued to increase, not to mention the quality. Members would certainly not have had such opportunities without such a service, so SDA is delighted employers are seeking placement through our organisation. Professional development continues to be a high priority of the Board. The annual SDA update course has been incredibly successful and of an extremely high quality. We certainly hope members value such opportunities, together with our ongoing commitment to supplying you with the latest sports nutrition information via our Fact Sheets, Fuel newsletter and on our website.



YOUNG MEMBERS REP PORTFOLIO REPORT 2004

LISA SUTHERLAND YOUNG MEMBERS REPRESENTATIVE

Young Members

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) is to encourage participation of young members in SDA activities and promote development of sports nutrition knowledge and skills. The YMR coordinates the Young Member Representative/s in various states. State YMR's organize activities for young members in their particular area and are involved in recruitment of new SDA young members, with a focus on students.

A formal mentoring system was established by SDA last 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 those who have found a mentor have been grateful for the opportunity and enjoyed the mentoring relationships.

SDA currently have a Young Member Representative in the following states: Fiona Ryley and Zoe Prohasky (Victoria), Sarah-Jane Becroft (NSW), Leanne Hammond (Qld), and Tanya Lewis (SA). These members have done a fantastic job coordinating student breakfasts and a range of young member activities throughout the year. We had an excellent response to student breakfasts conducted nationally thus far and SDA will continue to organize these breakfasts/morning teas to promote SDA to potential sports dietitians. Sports Nutrition lectures provided to students at universities offering the dietetics course also have an important role in disseminating information about our organisation.

This year has seen an increasing number of job opportunities arise both at state meetings and advertised on the website. This is great for young members as the lack of job opportunities has been a concern in the past. 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. Work opportunities often come up at the last minute and we often will call upon SDA members that have done work previously or have done some voluntary work.



WEBSITE MANAGEMENT PORTFOLIO REPORT 2004

BRONWEN GREENAWAY & KELLIE HOGAN DIRECTORS OF WEBSITE MANAGEMENT

This year has been a big one for this portfolio with the exciting launch of the new website. The website was created by Morpheum based on member feedback and has the benefit of being easily updated and changed in-house to keep the site dynamic and keep the costs down. This means that there is still plenty more to come and you can't afford to stay offline for too long or you might miss something! It seems like we are not the only ones to be impressed by the site. Earlier this year SDA won \$5,000 as part of the Hesta Superfund website competition. This money will be well spent adding more features to our website. Thanks to Gitte and Anjea for their foresight in entering this competition.

Proof, that the new website has more to offer members and the public, comes from the improvement in the average number of sessions per month from 1,675 in 2002 to 11,272 since the new site launch. Similarly the number of page views has increased from 9,061 to 56,862 over the same time period.

The website really is a team effort with many hours of work contributed by Gitte and Anjea as well as the Website Directors and other Board members. In addition many SDA members have contributed new content for the site without which it would be stale and lose its appeal. If you have something you would like to let other members know about the website is a great way to share this information.

In the year 2003–2004 SDA has been working on the following website projects:

Project	Details
Creation of the new site, overhaul of the old site content & planning	As well as finding a web development company to work with us on this project, all content previously housed on the old website was revamped to ensure all fresh content for our new start. A planning document was developed to regulate the review of website content to ensure it is kept up to date.
Kids Section	The kids section is still very much a works in progress but is the main priority for the website for the coming year. We are currently looking for sponsorship for this section of the website to enable this section to be original and a world leader. Several SDA members have already expressed their interest in being involved in the development of this section. Many thanks to Ruth Logan who has kindly allowed SDA to use her Feeding Active Kids booklets on our site. These are available as pdf's and are excellent resources.
Nutrition Abroad	This was a new section added to the site providing tips for athletes and dietitians travelling to locations they are unfamiliar with. This includes weather and climate, local food habits and which foods can be tricky to find!
Training track	The Training Track is designed to keep dietitians and the public up to date with sports nutrition by reporting upcoming courses or conferences, accreditation as a sports dietitian. There is also a “members training track” found within the members area which contains great continuing education information including bi-monthly journal reviews, information on anthropometric equipment and conference reports and will soon also include case studies.
Members Area	The members' area now offers more and more reasons to be an SDA member. There is a members' home page which better communicates the activities SDA has been involved in, the members training track as described above, State Branch pages which provide the contact details and meeting times for your area, the ability to manage your own details and a resources section available only to members. This part of the site will continue to evolve to ensure it meets the needs of members.
Stats reporting	In order to raise the profile of SDA we are undertaking monthly reporting on the website usage which can give us information about how many people use our site, which pages they use the most and which countries they come from. You might be surprised to know that our site is often used by people from China, Africa and Europe though our biggest users are from USA.
Promotion of site	Over the coming months SDA plans to promote the website by notifying National Sporting Organisations and other relevant sporting bodies of the great new site we have developed.



PUBLIC RELATIONS PORTFOLIO REPORT 2004

SHARON ROCHESTER DIRECTOR OF PUBLIC RELATIONS

This year has been the first year with a media and PR role for SDA. The year started with the organization of key events across each state for SDA to be involved in. These included the Gold Coast Marathon, City to Surf and Allsports Expo Melbourne.

A media monitoring system has been developed for SDA members to send in media activities across the country. SDA had planned to send out a press release each month to continue to increase the profile of SDA. Press releases sent throughout the year included an Introduction to SDA, Allsports Expo Melbourne and Tennis players at risk. Due to budget restraints we have not be able to send out monthly releases but plan to increase this in the following year.

SDA has aimed to be involved in a number of promotional stands throughout the country at events such as Gold Coast Marathon, Noosa Triathlon and City to Surf. Prices of the stands cost approximately \$800 – \$1000 per event. Unfortunately this year these stands had been cancelled due to budget restrictions.

SDA members are advised to let Gitte know if they are interested in being a media representative for SDA. Media training is essential. We look forward to having a more productive year ahead.

STATE REPORTS

ACT – Greg Cox

The ACT branch of SDA has grown slightly in number over the past twelve months, with new graduates joining the team. Despite small numbers however, the ACT SDA members have been productive in contributing to SDA newsletters and fact sheets for the SDA website.

Activities held this year include

- Journal Club – Held at the AIS weekly and open to all ACT SDA members. Members have been contributing to a review on fluid intakes and sweat losses of athletes.
- ½ Day workshop on Evidence Based Decision Making for Sports Dietitians. Held by Fiona Simpson from Royal North Shore, this workshop attracted a number of Dietitians from the ACT. The workshop focused on issues relating to assessing validity of peer reviewed journal articles.

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

- Written articles – Many of the SDA/ACT members have contributed articles for the SDA monthly newsletter and fact sheets for the SDA website.

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

New South Wales – Susie Burrell & Kirsty Mehalski

SDA NSW continues to have a core group of 6–8 sports dietitians who regularly attend both business and professional development meetings held throughout the year. In 2004, meetings have generally been held at the University of Sydney’s School of Molecular & Microbial Biosciences with the occasional business meeting held at an inner city restaurant.

SDA NSW has again given members an opportunity to experience updates from presenters highly regarded in their respective fields including presentations on:

- Drug testing in sport: What sports dietitians need to know: ASDA
- Running your own business: Mia Sadler
- Hydration with Dr Shi from GSSI Asia Pacific, PepsiCo Offices
- SDA/SMA State conference:

Upcoming sessions for 2004 include:

- Ice nutrition: Joanne Turner

SDA NSW members have continued to contribute to sports nutrition in NSW across a number of domains including:

- Presentations at FILEX
- Sun Herald City to Surf
- Student breakfasts at Sydney, Wollongong & Newcastle university

Although the core group of SDA NSW members who regularly attend both business and professional development meetings remains small, the professional development topics in particular remain popular with a larger number of NSW members. SDA NSW will continue to try and make these topics as interesting and relevant to sports dietitians as possible to encourage member attendance. A number of activities to raise the profile of SDA in NSW have been planned for the next 12 months.

Northern Territory

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

Queensland – Simone Abbott & Kellie Hogan

The SDA Queensland branch has seen a few changes this year with Simone Abbott recently taking over from Kellie Hogan as State Co-ordinator and also Leanne Hammond taking the role of Young Members Representative.

The scope of Queensland members means that unfortunately they are scattered throughout the state however there have been a number of new faces at our state meetings, particularly student members which has been great to see. Our State Meetings double as QAS Nutrition Network meetings and on an exciting note, this year saw the opening of the new QAS Headquarters at ANZ Stadium. This has been an exciting time for SDA members working with the QAS squads as we now have new kitchen/cooking training facilities (we got through a few minor teething problems!!) as well as other first class facilities for us to use. A big thankyou must go to the QAS for letting us use their facilities and also Kerry Leech who is the QAS Nutrition Network facilitator.

A few events that helped us increase the profile of SDA in QLD included:

- 1) The Fitness Australia Seminar
- 2) The Public Sports Nutrition Course.

Upcoming events include the student breakfasts organised by Young members' rep Leanne Hammond. We are also planning in the future more exciting events for the State Meetings such as Guest Speakers and Professional Development opportunities, as well as ways to stay in touch with our members from afar! So please contact Simone Abbott if you have any suggestions or would like a more active role in SDA Queensland and we look forward to seeing many new faces soon (maybe the Christmas Dinner!)

South Australia – Keryn Kondoprias & Kate Gallasch

2003–2004 financial year saw many changes in representative roles within SDA SA. Early in 2004 the coordinator role transferred from Keryn Kondoprias to Kate Gallasch. The imminent birth of a new baby saw Marcelle Duff hand over responsibility of the SMA education committee to Tanya Lewis. Tanya Lewis also volunteered her time to be the young member representative for SDA SA. Anthony Meade continues in his role with SDA National however with Nick Wray awaiting the arrival of his second child, is stepping down from his long service on the National committee. SDASA also has a new role providing a link for correspondence with members from the Northern Territory.

SDASA was able to partially fund one associate member and one full member to attend the annual Sports Nutrition Course at the AIS. This adds another fully qualified member to our team of 9 other full members, and 4 associate members including one from the NT.

The relationship between SDASA and SMASA continues to strengthen with ongoing representation at regularly run sports trainer's courses as well as at committee meetings. The content of the Level 1 and 2 sports trainers course was reviewed this year keeping the information up to date and interesting for budding sports trainers across SA. Particular thanks to Tanya Lewis and Tim Gore for their efforts. Marcelle continued to represent SDASA on the SMASA education committee which has resulted in promotion of sports nutrition at an education level. This year the SMASA conference included a nutrition session focusing on disordered eating behaviours in sport, with some fantastic guest speakers.

The solid link with SDASA and the Office for Recreation and Sport continued throughout the 2003–2004 financial year offering many more opportunities for members to facilitate education of coaches in many and varied sports.

Meetings over the financial year previous had a focus of continuing education to encourage attendance and student membership. Outside speakers who have expert knowledge or experience have been invited to speak on most occasions with a dietitian presenting a summary of relevant literature or a case study two of the topics were media training and hyponatraemia. This focus was maintained in planning the content and structure of the following financial years meetings.

Another successful year for SDASA was celebrated at the annual Christmas dinner. It was great to have most members and partners able to attend reflecting the tight spirit held within our group. The Earl of Leicester supported this hard work and enthusiasm with great food, wine and atmosphere.

Tasmania

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

Victoria – Kerry Otto

The Victorian Branch of SDA has enjoyed an active year and has been pleased to welcome a group of enthusiastic new graduates to our meetings.

Once again this year we have focused on education, informal mentoring and providing job opportunities as well as keeping members informed about the activities of SDA. We have also held 2 student breakfasts and been involved with the inaugural Sports Expo. The latter was held in April and provided a great opportunity for a number of new graduates to become involved with SDA.

Our speakers have been very varied and our education sessions started with Alison Walsh presenting a very informative overview of the usage of HMB and glucosamine [many of us are now taking glucosamine as a result of the session!!]. This was followed by an outline of the 1 Day Update for those who were unable to attend it.

Ingrid Phyland presented her work with Nutrition Australia on the Nutrition in Schools Advisory Pilot Project and the SDA accountant Bruno Antonucci gave us an update on Tax, GST etc and gave us an opportunity to ask all those tax questions we have been too afraid to ask. This was most helpful, especially for the new grads.

Fiona James [Sutherland] will present “Eating Disorders in Athletes’ at our final session in November.

Other highlights have been the move of the VIS and thus SDA in May. Our May meeting involved a guided tour of the new facilities and the VIS gym – the new home of SDA. This also provided an opportunity for members to meet Anjea.

We were fortunate to “rub shoulders “with the Victorian Olympic athletes who were at the VIS after our September meeting – this of course was a terrific opportunity.

On behalf of all Vic SDA members’ I would like to thank all the speakers for their input – it is greatly appreciated. Also a big thank you to Gitte and Anjea for their help and guidance as without them we could not possibly manage.

Western Australia – Bronwen Masters

Currently SDA WA has 14 members. This includes 2 country members. SDA WA meetings are held every 6 weeks and alternate between morning and evening meetings. In 2004 there were some excellent presenters and topics discussed, including:

Richard Sampson, Camilla Nyobe, Gilly Hendrie, Kristy Manner, Nicole Ross (3rd year Nutrition students):

- The effect of a high protein diet and high carbohydrate diet on body composition and exercise performance of trained male triathletes

Courtney Holloway, WIAS Rhythmic Gymnast and Simone Allen, Sports Dietitian and Rhythmic Gymnastics Coach:

- Provided insight into the training regime of elite rhythmic gymnasts. Simone further elaborated on the nutritional considerations for this group

Joint meeting of AESS (Australian Exercise and Sports Scientists)

- Terreen Stenvers – Sports scientists and sports dietitians working together – Terreen spoke about her experiences working with the sports scientists at the Eagles
- UWA Honours Student – presented results of caffeine research study – honours project but cant remember his name
- Deborah Kerr (Sports Dietitian Australian Men’s Hockey team) spoke on the results of pre-competition dietary screening
- Matt Spencer (exercise physiologist Australian Men’s Hockey team) spoke on the results of a caffeine trial in competition

Once again SDA WA ran one seminar “Nutrition and Running Performance” to a group of 25 City to Surf participants. Glenn Cardwell and Terreen Stenvers both gave informative presentations on eating before during and after the event.

The WA members also worked as a group on several fact sheets including, gymnastics and takeaway foods, thank you to everyone for their contribution.