



FUELLING FITNESS FOR THE FUTURE

**SportsDietitians**  
AUSTRALIA

# ANNUAL REPORT 2007

# VISION, MISSION & VALUES

## *Vision*

Sports Dietitians Australia is the peak organisation dedicated to advancing excellence in sports nutrition practice

## *Mission*

Sports Dietitians Australia is the peak organisation for sports dietitians, dedicated to inspiring, educating and empowering sports dietitians to be world leaders in sports nutrition practice

## *Values*

SDA will achieve its goals and maintain its integrity by adhering to the following values:

- Professionalism
- Innovation
- Excellence
- Teamwork
- Reward
- Making a difference

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## **PRESIDENTS REPORT 2007**

**President: Anthony Meade**

It is with some sadness that I write this report knowing that my time as President of SDA is almost finished. However there are so many achievements for SDA to be proud of over the past 12 months that overshadow any personal emotions! Having heard past presidents Helen, Karen, Ruth and Kirsty talk about how hard it is to walk away from SDA I now know what they meant.

This financial year started with 3 new additions to the SDA board in Sophy Porter, Simone Allen and Sonja Kukuljan and the departure of Mia Sadler, Meaghan Ramsey & Bronwen Masters.

The fresh faces on the board joined at a positive time as SDA and AAESS (Australian Association for Exercise and Sports Science) undertook our first major coordinated event together, the 2006 AAESS Conference and 4<sup>th</sup> SDA Update. The education report outlines more details; however the conference was without doubt a step forward in the relationship between SDA and AAESS and brought together AAESS and SDA members for some fantastic networking and sharing of knowledge. The conference had a strong sports science and sports nutrition program and was well supported by SDA members. Thanks must go to the AAESS board and office for inviting SDA to partner and for the majority of the organisation.

In December 2006 the new SDA Board met for a 2 day planning weekend at the SDA office in Melbourne. Thanks to Mia Sadler for going beyond the call of duty to facilitate the weekend. This planning weekend was very productive. Outcomes of the meeting included a revised mission and vision (see page 2) and a fresh strategic plan based on the mission and vision and the “pillars” of SDA’s core business. The performance against this plan is outlined in the portfolio reports and the follow up planning meeting in November 2007 will review this performance. The board left with a much clearer idea of where SDA was headed and a new approach to reporting for our regular board meetings.

As President, a major role was to continue to develop relationships with organisations identified as key strategic allies to deliver on our mission and vision.

The finalisation of a structured partnership program policy was a major achievement at the start of the financial year giving the SDA Board and all current and potential partners clear direction. A massive thankyou needs to go to Lisa Sutherland who spent countless hours completing the process.

Our relationship with founding partner Gatorade Australia continues to be mutually beneficial and has seen numerous new opportunities arise in the past 12 months including media training for a number of SDA members. We look forward to an ongoing positive relationship with Gatorade Australia.

Our relationship with Sustagen Sport has proven mutually beneficial, particularly for our education programs, with a renewed contract recently finalised.

Almond Board of Australia continues to work with SDA as part of its marketing program. SDA has also been approached by a number of other organisations with several new partnership opportunities currently being considered.

We have had 2 positive meetings with Dietitians Association of Australia Executive Officer and Board representatives since the last report. While there is no intention of SDA joining DAA there are very clear issues that affect the whole dietitian profession that SDA and DAA will continue to explore and collaborate on where required. The lines of communication have been opened considerably between SDA and DAA which I believe is crucial for our profession to continue to progress.

There are 2 examples of SDA and DAA working closely in the past 12 months. The first is SDA supporting the DAA stance on the Nutrition Society of Australia's planned Registered Nutritionist credential. SDA has supported DAA in discussions with the NSA to address the concerns of dietitians. The second example is DAA inviting SDA representation on a committee to develop a role delineation statement with AAESS for the delivery of medicare group services for people with diabetes. SDA is ideally placed to ensure the needs of both dietitians and exercise physiologists are met. This process is ongoing with expected release of the statement at the 2008 AAESS conference.

During 2007 we have attended the SMA Council of Disciplines meeting in Melbourne and held separate discussions with the SMA CEO. The relationship with SMA continues to be strong at an organisational level despite a decline in the number of SDA members who are also SMA members.

In addition a number of SDA board members have had discussions with various board members and staff from ACHPER (Australian Council for Health, Physical Education and Recreation) including a positive meeting with the national ACHPER board. We look forward to further exploring how SDA can collaborate for mutual benefit in the future, in particular how SDA expertise can be used to deliver education to ACHPER members.

The relationship between AAESS and SDA has continued to strengthen with SDA involved from the start in the planning of the AAESS 2008 conference which incorporates the 5<sup>th</sup> SDA update. This conference will again be a fantastic opportunity for sports science and sports nutrition to integrate. When the new AAESS board structure is finalised we will be able to meet to discuss mutual issues for our professions.

Education remains a core role of SDA and a lot of time has gone into the education portfolio in the past 12 months. In addition to the successful AAESS 2006 conference, we also ran successful SDA courses at the AIS and in New Zealand, The number of NES courses continues to rise and some important changes made to NES are outlined in the education report. Over the past 12 months the SDA education team have continued to review member categories, competencies and accreditation to create a clear career development path to meet the varied needs of SDA members that will be launched towards the end of 2007.

SDA would not function without the extremely loyal support from the SDA office staff. Gitte deserves special praise for her efforts to streamline SDA processes and keep us all on track and for all the headaches created trying to improve the functionality of the SDA website to make our business processes easier. Gitte has been supported this year by Clare Wood, Anjea Travers, Sandra Zlatanovski, Ola Luczak and we recently welcomed Shesiedo Ringdahl to the office in near full time capacity. A big thanks to Anjea as she changes her role with SDA to devote more time to her studies, and to Clare for her efforts in what is always a difficult first year of motherhood.

Lastly, big thanks to everyone from the board and to the past board members who have given freely of their time to guide our relatively young board. I am incredibly proud of the SDA board this year and know that the plans being made will keep us strong for many years to come.

## Education Portfolio

**Greg Shaw, Greg Cox, Janelle Barnard**

Another year gone and the SDA education portfolio are still as busy as ever. The team has worked like a well oiled machine this year and although we have had a lot of projects that have made us visible to our members there have been many others behind the scene activities that will hopefully take SDA into the next 10 years in a position to build upon.

### Our Objectives

#### Members Services

1. Resource Bank – Our goal over the last year is to collect all resources developed by SDA over its 11 year history and make them available from one central location.
2. International and National Courses– Our goal was to present education opportunities for Australian dietitians and international dietitians and nutritionists through practical sports nutrition courses. (4–day Sports Nutrition Further Education courses)
3. Conference – Sports nutrition focused programs –Our goal was to deliver world leading sports nutrition research in a conference setting.
4. GSSI Sports nutrition research Grant – Our goal was to provide our members with the opportunity to source competitive research funding through the GSSI research grant.

#### Improving SDA Profile

1. Improve SDA profile to the greater sporting community through the delivery of a practical sports nutrition course (Nutrition for exercise and sport courses.)
2. **Improve** SDA profile within the dietetic community in Australia through Case study based articles and abstracts in peer review settings.

#### Professional Recognition

1. Develop a Career pathway that provides sports dietitians in Australia with direction, leadership and professional recognition in the greater sporting community.

### Members Services

As our major focus of service delivery for 2007 the Education portfolio embarked on activities that would deliver valued services to our members. Our goal was to provide our members with services that were both practical and applicable to everyday practice.

#### *1. The Resource Bank*

It was our goal to develop a bank of resources that could be accessed by members for use in everyday practice enhancing membership benefits and allowing less experienced members access to quality resources.

To date all the current SDA website resources been tabulated and summarised. This has

allowed us to identify which resources would benefit from updating and highlighted areas where new resource topics require development.

The resource bank will be focused around the career development pathway enabling us to allocate resources based on SDA membership categories. The delivery and access to the resource bank is still being developed and negotiated with our partners and will be announced in conjunction with the career pathway. It is envisaged that SDA members will be asked to contribute to the resource bank on a volunteer basis and all members would benefit from other members experience and resource development savvy. Images have been donated to the resource bank from the following sponsors; the Almond Board, Gatorade and Sustagen.

### *2. SDA Sports nutrition further education Course Australia and New Zealand (2007)*

The SDA Sports Nutrition Further Education course continues to spread its wings. This year, SDA has held two four-day courses with the first being held at the AIS in Canberra from April 13 to 17. The second course was held in Auckland, New Zealand, at the Millennium Institute of Sport from June 29 to July 2.

The Canberra course again attracted big numbers, with thirty three dietitians attending for the four days. The usual high calibre lecturers presented making the course a valuable learning experience for all who attended.

The first NZ course was a result of our trans-Tasman relationship with some influential members of New Zealand's sports nutrition community such as Kristen MacKenzie, Ien Hellemans and Christine King. The course was held at the Millennium Institute of Sport and Health, home to the North Island NZ Academy of Sport. The Institute operates as a private facility, catering to the public while providing a training facility for elite NZ athletes. The course was extremely well attended despite being held only two months after the Australian course. Twenty-six participants attended the four days. As expected there was a large NZ contingent, although Australia and South Africa were well represented. The course outline was based on the structure of the SDA course held in Canberra, although we drew heavily on NZ home-grown expertise in presenting the lectures. A big thank you must go to Kristen MacKenzie at the Millennium Institute of Sport and Health, Auckland, New Zealand. Kristen played an integral role in organising the course, securing the venue, arranging accommodation and catering. It is also important to acknowledge the valuable contribution made by our SDA administration team - Gitte Schroder, Anjea Travers and Clare Wood who do a great job in organising the courses

With nearly 60 dietitians attending these courses it shows the desire of many to upskill their sports nutrition for application in everyday private practice. Feedback again this year has been very positive and has demonstrates we are on the right track. With planning for next years courses already well underway we hope to report in next years annual report another first for SDA's Sports nutrition further education course.

### *3. The Australian Conference of Science and Medicine in Sport*

After the great success of the SDA One-Day Education Update and AAESS conference it



has been a great challenge to continue the high level of sports nutrition education opportunities in 2007. The Education team has endeavoured to put together a group of international speakers focused on clinical application of research. The 2007 ACSMS conference in October is expected to be a well attended conference with some of the world leaders in sports nutrition presenting. We have 11 sports nutrition related sessions that will cover all areas of practice. We have been fortunate this year to secure a Sports nutrition keynote which Melinda Manore of Oregon State University will present on the "Female Athlete Triad". The conference will also coincide with the SDA dinner which will include the announcement and presentation of SDA fellowships for 2007.

#### *4. The Gatorade Sports Nutrition Research Grant*

The Gatorade Sports Nutrition Grant for 2007 was an initiative to encourage our members in research pursuits within the sports nutrition arena. It was publicly announced at the SDA 10 year Anniversary Dinner on September 28th 2006 and advertised throughout SDA networks, through university and DAA contacts, and by targeting dietitians known to be involved with Gatorade sponsored teams. Disappointingly, we received only two applications. After review of the applications, the grant was awarded to Ben Desbrow, who submitted a very high quality application on caffeine and performance. A further run with the grant would iron out problems with our first attempt at administering the grant. Potential identified problems included lack of exposure to the greater sports scientific community, poor timing in relation to university study funding cycle, and potentially unfamiliarity of the research process by non academic members of SDA. A letter was sent to Gatorade detailing changes that would be implemented for the next round of grant applications, and Louise Burke was contacted to enlist her support in this matter. Gatorade has unfortunately decided not to continue with research support for 2008.

### **Improving SDA Profile**

#### *1. Nutrition for Exercise and sport courses*

SDA has been trying to improve its public exposure over the last 3 years through the running of the Nutrition for Exercise and sport courses throughout Australia. In 2007 SDA has been able to run courses in every state. Victoria has been the driving force in running these courses and has been able to turn the course into a profitable venture for SDA.

Sustagen has again pledged its support to the NES courses throughout the rest of 2007 and into 2008. It is the endeavour of the education portfolio over the next year to improve the delivery of this course, to increase interest from a wide range of groups. We aim to provide a focused and practical course that will be targeted to specific groups within the sporting community.

At the end of October SDA will evaluate the current structure of the course based on feedback from a range of sources. We intend to develop the course further into a guided learning experience that is supported by other modes of education.

By improving the focus of the course and extending the scope of delivery we believe we

will be able to improve creditability and profitability, making the NES courses a permanent income source for SDA into the future.

## *2. DAA associated education activities*

### *(i) DAA conference*

During this year's National DAA conference, SDA presented a workshop for the broader dietetic community on contemporary sports nutrition practice. Anthony Meade and Janelle Barnard presented on SDA as an organisation and on the draft career development pathway. Presenters were SA member Tanya Lewis and Queensland members Ben Desbrow and Holly Frail. The presentations were mapped broadly against the career development pathway and different career choices sports dietitians may make within sports nutrition practice. Presentations on sports nutrition in mixed practice, research, and in partnership with teams were presented. The workshop was well received. Evaluation and feedback will direct any subsequent workshops. It is envisaged that a proposal will be put forward for the 2008 conference to be held at the Gold Coast.

### *(ii). Continuing Education Quiz*

A third and final continuing education quiz was published in the 64th edition of *Nutrition and Dietetics* (the journal for DAA).

## **Professional recognition.**

### *1. SDA Career Development Pathway*

SDA has identified professional recognition as an important goal of our organisation. It was decided at the SDA board planning meeting last year that a career pathway should be developed to provide direction for individuals aspiring to be world's best practice sports dietitians. This pathway would also demonstrate to other professions SDA member's level of expertise and knowledge. The task of developing such a pathway has been entrusted to the education portfolio. It is with great honour and respect that the education portfolio undertook this task, knowing full well the implications it will have for SDA in the future.

Along with the input of a steering committee representing leaders in the sports dietetic community we have developed a multi staged pathway that is progressive, practical and intuitive. Development of the pathway has been given a time line of 3 years from initiation to implementation. With the first stage of Pathway development coming to a close we move into the second phase of feedback. We plan on delivering the outline of the pathway at the ACSMS conference in Adelaide in October and at subsequent SDA state branch meetings over the months of October and November. Any comment from members will be welcomed at this point and re-evaluation will occur to ensure we are developing a pathway that meets both SDA's and its member's needs. After re-assessment of the pathway we will move into the implementation stage, which will entail the delivery and promotion of the pathway to members and also other relevant professional bodies.

We have worked hard on this pathway always trying to keep in mind all level of members. We hope that we have been faithful to SDA and its mission and look forward to comments in the coming months.

## **CLIENT MANAGEMENT**

**Lisa Sutherland, Andrea Pruscino and Sonja Kukuljan**

### **Introduction**

SDA Client Management has undertaken a number of successful projects and activities during 2007. In November 2006, the Client Management portfolio set a number of goals, all of which were achieved, according to the following SDA Pillars: 1) Management Excellence; 2) Increase SDA's Profile; and 3) Service SDA Member Needs. The client management goals relating to these pillars are listed below.

1) Management Excellence: client agreements were negotiated with Gatorade, Sustagen Sport and Almond Board Australia. Activity reports were also delivered back to clients. A 'Client Services' document was developed, which outlines the benefits and services of a relationship with SDA to all existing and potential clients.

2) Increase SDA's Profile: A calendar of events (sports nutrition related events) was developed and presented to clients.

3) Service SDA Member Needs: During 2007, a range of client projects were planned in conjunction with Gatorade, Sustagen Sport and Almond Board Australia. For Gatorade, these included: a) Project White Line (15); b) Coaches Education (40); c) FUEL articles (2); d) GSSI articles (6); e) Gatorade Triathlon Series Recovery Tent (QLD and VIC); f) SciClips (one per month in the e-newsletter); and g) Gatorade images for resource bank. For Sustagen, these included: a) the NES course re-launch and review; and b) Nutrition advertorials. Sustagen sport was also promoted to SDA members, healthcare professionals and consumers.

The following is a summary of the projects SDA has worked on with our partners.

### **Gatorade**

SDA has continued its successful relationship with Gatorade during 2007, our founding corporate partner. A new agreement is now in place, which will be active until June 2008. In addition, SDA's relationship with Gatorade has and will continue to Service SDA Member Needs and to Increase SDA Profile.

The following projects were completed in the 2006–2007 contract.

a) Project White Line (PWL) – as the PWL program continues to be very successful, our goal of 15 presentations was exceeded with 21 presentations completed to a variety of different sports.

- b) Coaches Education – only 6 presentations were completed this year due to difficulty in organising appropriate target groups for the project, therefore the goal of 40 presentations was not achieved.
- c) FUEL articles – the goal of 2 articles was achieved, with SDA members Bronwyn Lundy and Joanne Turner submitting articles on nutrition and hydration for SDA’s bimonthly newsletter FUEL.
- d) GSSI articles – no articles were completed this year as no appropriate articles were found by Fleishman–Hillard (Gatorade marketing company).
- e) Gatorade Triathlon Series Recovery Tent (QLD and VIC) – SDA’s goal was achieved with SDA attendance at most triathlons, either with presence in the recovery tent or delivery of Project Whiteline’s.
- f) SciClips – snippets of nutrition and hydration research continue to be included in SDA’s monthly member’s newsletter.
- g) Gatorade images for resource bank – images have been obtained from Gatorade for SDA’s resource bank (see Education portfolio).
- f) Other ad-hoc projects completed – these included member involvement in media issues, NRL sweat testing, presence at Port Macquarie Ironman, presentation at Sports Physician’s conference, Feeding Active Kids book reviews, and member presentation for Youth Off the Streets.

### **Sustagen Sport**

SDA have continued to develop a successful relationship with Sustagen Sport, incorporating a range of mutually beneficial projects and activities. The Nutrition for Exercise and Sport (NES) Course is growing nationally and SDA are thrilled to have Sustagen Sport as the major naming sponsor. SDA has also worked with Sustagen Sport to: a) promote the nutritional benefits of Sustagen Sport and potential range of uses to SDA members, healthcare professionals and consumers; b) develop advertorials for Sustagen Sport on various topics; and c) provide Sustagen promotion materials to all SDA members. In the future, SDA will work with Sustagen to develop additional opportunities to Service SDA Member Needs and Increase SDA Profile.

### **Almond Board Australia (ABA)**

ABA and SDA have worked together to promote almonds to Sports Dietitians and consumers as a healthy snack for active Australians. Activities have included; a) the development of a Netball Fact Sheet and contribution to nutrition content on ABA website; and b) promotion via SDA channels, which included the SDA website, education materials and other media activities. SDA’s relationship with ABA has and will continue to, Service SDA Member Needs and Increase SDA Profile via a range of projects.

### **Joint Projects**

*Calendar of Events:* An SDA Calendar of Events has been developed, in order to assist with planning of client projects and activities. Two documents exist, one internal

calendar (incorporating important dates, such as contract re-negotiations) and one which is appropriate for presenting to clients.

*City-to-Surf Perth:* SDA initiated a joint project with our 3 major clients (Gatorade, Sustagen Sport and ABA) to host a trade display as part of the City-to-Surf expo in Perth, August 2007. This event provided professional and brand support to our clients and helped to Improve SDA Profile and Increase Professional Recognition. Joint projects such as this will be pursued in the future.

### **AFL**

During 2007, SDA has continued to develop its relationship with the AFL. SDA provided credible nutrition articles for the 'Nutrition' section of the AFL website. A range of sports nutrition topics, player and Sports Dietitian profiles have been completed and links have been created to the SDA website. SDA members also reviewed the AFL coaching education manuals, and presented a sports nutrition session at the national AFL coaching conference in Melbourne. SDA also provided three 'Feeding Active Kids' booklets (Australian Football, Cricket and Netball) as a web-based resource for the AFL 1 Seven program website (the original author, Ruth Logan, updated these booklets for SDA and SDA reviewed them). The current relationship with the AFL has helped SDA to Improve Professional Recognition, Increase SDA Profile and to Service SDA Member Needs.

### **Policies and Procedures**

In addition to direct client services, the Client Management portfolio has developed a 'Client Services' document, outlining benefits and services to existing and potential clients. The portfolio has also developed a number of internal policy and procedure documents to ensure consistency for SDA and our clients and promote Management Excellence.

## Communications Portfolio

### Keryn Kondoprias, Simone Allen and Kellie Hogan

There were some changes to the communications portfolio throughout 2007. We welcomed Simone Allen into the portfolio to handle membership services as well as a role change for Keryn Kondoprias who took over the Public relations and Media role from Tara Diversi.

The communications portfolio worked predominantly on two of the four SDA's pillars which were determined at the December planning meeting, namely;

1. Increasing SDA Profile
2. Servicing member needs

### Membership Services – Simone Allen

#### SDA Pillar

Improving SDA Profile

#### Tasks

- Promote 4 day course to State branches, DAA and university co-ordinators and liaised with Gitte to ensure that State Coordinators reminded members at meetings of the upcoming 4 day courses and encouraged them to promote through their networks. Notifications also appeared regularly in FUEL and e-news.
- Promote relevant conferences to SDA members including ACSMS & DAA via e-news and state branches. Regular emails (monthly) to State Coordinators to ensure that conferences promoted at meetings.
- Increased liaison with DAA resulted in the provision of sports nutrition articles in the Journal of Nutrition and Dietetics, the presence of which were promoted to members.

#### Performance

- Courses were run in both Australia and New Zealand this year and as usual, numbers of those wishing to complete the course were high.
- SDA members informed, registered and attended these conferences creating a greater SDA presence and awareness.
- These articles were then promoted to SDA members via reminder emails to state co-ordinators and through e-news.

#### SDA Pillar

Member Services

#### Tasks

- Survey of state co-ordinators undertaken to gather information on issues such as meetings, student members, student's breakfasts, and SDA website.
- Increase communication of board activities to State co-ordinators and therefore members.
- Development and uploading of factually and relevant Fact Sheets for member and general public use.

#### Performance

- Survey summarised and sent out to coordinators and SDA office.

#### ***Meetings:***

WA – need to organise more presenters for the rest of the year and could be better attended. Sda members provide updates at each meeting. City to Surf promotion currently being organised.

QLD – NES course in Sept, Board members providing updates on SMA conference in Oct, Level 1 Anthro planned for 1st week in Dec

SA – Prof Dev roster working well, alternating between journal reviews, case studies, product updates and research involvement. Consistent attendance of student members, NES course went very well with 27 participants (!)

VIC – social evening for those who can't make meetings, Resource list being developed for gluten free sports supplements

#### ***Student Members:***

WA – Many interested in coming to meetings just need encouragement

QLD – few members

SA – few from breakfast and also from clinical placement and lectures

VIC – Number of students and new grads attending – assisting new grads with finding work – going very well

#### ***Breakfast:***

WA – held at Curtin prior to classes, very well attended by 3rd years and a few 4th years.

QLD – Planned for second semester – two – one at QUT and one Griffith Gold Coast

SA – ~ 30 students and Flinders Uni before lectures

#### ***SDA***

WA – Great – very supportive with City to Surf planning

QLD – QLD offered help with fact sheets and product reviews when SDA needs it done

SA – SA wanted to know what happens with the extra profits from the NES course

VIC – would provide feedback from next meeting

#### ***Website:***

WA – very useful, especially for new sports dietitians and clients

QLD – Uses it to refer clients to and also uses the news info at meetings

SA – great – likes the new fact sheets.



## Membership breakdown

Membership Category	2006 (as at 30 <sup>th</sup> June 2006)	2007	% variation
Total	265	292	10%
Full	154	182	18%
Associate	31	26	-16%
Student	46	37	-20%
Overseas	24	47	96%

### Future Initiatives for Member Services Portfolio:

The membership services portfolio is dedicated to providing notification of information relevant to members as well as ensuring SDA as an organization delivers high quality service and addresses their needs. There will be further initiatives developed at the upcoming planning meeting to be held in November, however known upcoming projects include

- Development of Sports Nutrition Resource page for members to utilise
- Upcoming Survey of all members to further highlight their needs and areas where SDA can enhance its service.

### Public Relations and Media - Keryn Kondoprias

#### SDA Pillar

Improving SDA Profile

#### Task

- Media Training

#### Performance

- Media training conducted on Feb 26<sup>th</sup> 2007 by Executive Media Coaching. Financial assistance given by Gatorade, SDA and small contribution from SDA attendees. 12 attendees, 10 SDA members (9 SDA spokespeople), 1 Gatorade rep and 1 Fleishman-Hillard rep.

#### Task

- Develop Targeted Media Plan

#### Performance

- The coordination of media releases relevant to board projects, this has not yet happened due to other projects such as the development of the Media Kit and updating of website. To work on for 2008.

#### Task

- Update Media Pages on Website

#### Performance

- Contact details for SDA public relations representative and SDA office media contact added to website. This has resulted in increased media contact direct to SDA PR representative. Development of media page to better direct media enquiries, such as an introduction to SDA on the media page for the general

public to view. Development of media tools to be put into members section of website for members and spokespeople to access (see Media Kit).

#### Task

- Media Activity

#### Performance

- SDA office and PR representative continue to be contacted directly for media responses/comments. These are generally passed onto SDA spokespeople for comment. SDA members continue to be contacted directly for media comments also, increasing number of SDA members appearing in various media outlets throughout Australia. Worked with corporate partners on media enquiries/interviews that directly relate to their products/company. Regular features with Runners World Magazine with a monthly recipe and article to go with the recipe.

#### Task

- Media Kit Development

#### Performance

- Development of a 'Media Kit' to assist SDA spokespeople when communicating with the media. Things that will be included in the completed 'Media Kit' include:
  - Hints and Tips for dealing with the Media
  - How to respond to the Media
  - How to generate Media Coverage
  - Media Matrix (list of pre-prepared approved 'Grabs' spokespeople can use in interviews when speaking on behalf of SDA).

#### **Future Initiatives for Public Relations/Media Portfolio:**

- Continue to develop a targeted media plan. Work with the office and other portfolio's to coordinate media releases relevant to board projects.
- Continue to develop media pages on website. Make this a reference for the general public, organisations and media outlets to source SDA media spokespeople and general information on SDA and our view points. As well as be a resource for our media spokespeople to access information on SDA approved media grabs/view points, how to communicate with various mediums etc.
- Build on current media training of our spokespeople with refresher courses/projects/tasks.
- Work on developing a way of regularly communicating with the media spokespeople such as monthly newsletter.
- Continue to build on the media matrix as a reference for SDA media spokespeople to use when communicating with the media.
- Encourage members and particularly SDA media spokespeople to use SDA, Sports Dietitian, and Sports Dietitians Australia or refer to corporate partners when speaking with the media.

## **Alliance Building – Kellie Hogan**

### SDA Pillar

#### Improving SDA Profile

##### Task

- Development of marketing strategy for promotion of NES course via liaison with key organizations including large gymnasiums, sporting associations and academies and ACHPER

##### Performance

- Telephone and email meetings with trainer professional development personnel with gymnasiums were undertaken. While this did not result in courses being taken up by these organizations, links were still made. SDA has had significant dealings with ACHPER and President Anthony Meade attended the national conference held in Adelaide of a meet and greet. It was decided to pilot a version of the NES course specifically targeted for HPE teachers in the hope that this can also be duplicated in other states. This course is set to run in October 2007. SDA has also been involved with the ACHPER Qld conference where Greg Shaw and Kellie Hogan presented on appropriate nutrition delivery in line with athlete development pathways. SDA will also be involved with an article in the national ACHPER newsletter to be released in late 2007 or early 2008. This relationship is strong and looks to continue into the future. NES courses have been planned nationally.

##### Task

- Develop a data of National and State Sporting organizations with a view to provide these organizations with regular information in the form of an e-newsletter outlining SDA activities and resources of benefit.

##### Performance

- Thanks to the assistance of students on placement at the VIS the data base has been created. SDA has run a competition to name this newsletter.

#### **Future Initiatives:**

- To continue to seek opportunities for SDA to partner with relevant organizations whether this be to build on mutual advocacy goals, potential grant application opportunities or avenues for promoting SDA members, resources and services.

## STATE REPORTS

### ACT – Nikki Shaw

SDA ACT progressed nicely this year, despite small member numbers. SDA ACT members continue to contribute to SDA newsletters, fact sheets and product reviews for the SDA website, as well as continuing education.

#### Activities SDA ACT members were involved in:

- Co-ordinated the SDA 4-day sports nutrition course at the AIS, as well as the inaugural 4-day course held in New Zealand.
- Prepared and delivered lectures at both the AIS and NZ 4-day sports nutrition course.
- Delivered a number of presentations as invited speakers at the combined AAESS/SDA conference in Sydney 2006.
- Numerous contributed to the SDA newsletter – Fuel as well as writing fact sheets for the website.
- SDA ACT continued its strong association with SMA ACT with Dietitians conducting sports nutrition lectures as part of the SMA Level 1 sports trainer's courses.
- ISAK Level 1 and 2 anthropometry courses run in the ACT in August 2007.
- Delivered an update to SDA NSW members on Hydr8, hydration testing and sweat testing.

#### Plans for next year:

- Continue to build on links with the University of Canberra, including student breakfast and promote SDA to the future Sports Dietitians being produced in Canberra.

## **New South Wales – Caitlin Reid**

This year has been a fairly quiet year for the SDA NSW Branch. Caitlin Reid continued in the role of state coordinator, but will be stepping down at the end of this year. Janelle Barnard remained involved with SDA National and Rebecca Hay organised the continuing education sessions including Michelle Cort from the AIS on the new Gatorade sweat tests and speakers from PowerBar.

There has been a poor turn out by NSW members to SDA meetings and this may be a result of the location and the difficulty in people being able to travel from various parts of Sydney. Also we are considering changing the structure of how the meetings are run and considering running continuing education days instead of the bimonthly meetings. There has also been a lack of new graduates being involved with SDA NSW Branch.

NSW was fortunate to hold a Level 1 anthropometry course in 2007 and the annual student breakfast hosted by SDA NSW for nutrition and dietetic students were conducted at Newcastle University, University of Wollongong and Sydney University. These were carried out to encourage new members to join SDA and get involved with this fantastic organisation.

### **Plans for 2008 include:**

- Getting a new state coordinator
- Look at restructuring the meetings
- Getting more involvement from members
- Increasing state awareness of SDA

## **Northern Territory**

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

## **Queensland – Jessica Pulley**

SDA Queensland has seen another great year of strong and consistent attendance to meetings by Queensland's sports dietitians. Our State Meetings double as Queensland Academy of Sport (QAS) Nutrition Network meetings as many of the current members work closely with the QAS athletes and squads. This year we have a few members currently enrolled in the IOC Masters of Sports Nutrition Course which through their studies they are contributing a wealth of knowledge at the SDA QLD meetings.

### **Key Events for SDA Queensland in 2007:**

#### **SDA Queensland Student Breakfast**

The annual SDA Student Breakfast was held in early August at Griffith University Gold Coast Campus. Approximately 20 students from the Masters of Nutrition and Dietetics Course attended the breakfast. Kellie Hogan (Gold Coast Titans Sports Dietitian) was the special guest of the morning. Kellie presented the foundations and workings of SDA and

spoke about her involvement on the board of SDA as well as her work in sports dietetics at the Queensland Academy of Sport, private practice and community nutrition at Nutrition Australia. Ben Desbrow and Michael Leveritt also attended the breakfast in support of their work within SDA. Both Ben and Michael are principal teaching and research staff of Griffith University Gold Coast.

Another student breakfast is in planning for October 2007 to be held at the Queensland University of Technology to introduce SDA to the undergraduate Nutrition and Dietetic, Nutrition and Exercise and Sports Nutrition students.

### **Professional Development**

SDA Queensland branch has again this year aimed to incorporate some professional development into all meetings via discussion of current research conducted by members or by sharing journal articles and case studies. We have shared the completion of website tasks across SDA Queensland members and have taken the opportunity to complete product reviews as a group at meetings. We hope to continue this into all future meetings. We are anxiously awaiting our October meeting to investigate the use of the 'Know Sweat' Test Kits sent to us by Gatorade and SDA.

### **UPCOMING EVENTS FOR 2007-2008:**

#### **SMA Conference 2007**

Many members of SDA QLD are heading to the SMA Conference in Adelaide on 13-16 October 2007. We are looking forward to the vast array of sports nutrition guest speakers and workshops. We are all looking forward to the SDA AGM and Dinner to celebrate with members of the other states.

#### **Nutrition for Exercise and Sport course**

The SDA Queensland Nutrition for Exercise and Sport Course has been revised and is now a one day course. The first NES is scheduled towards the end of 2007 with a following course to be run for ACHPER members early in 2008. SDA QLD send invites to many organisations for participation including Fitness Australia, Health and Physical Education Teachers Association and National sporting bodies.

#### **SDA Queensland Level 1 and 2 Anthropometry Courses**

SDA QLD is holding another anthropometry course to be conducted by SDA QLD members Liz Broad, Ruth Logan and Fiona Pelly. The course is scheduled for December 2007, to be held at the University of the Sunshine Coast which will run as a combined level 1 and level 2 courses.

#### **SDA Queensland Christmas Celebration Dinner**

We are all anxiously awaiting the final details for the Christmas Dinner and look forward to celebrating the successes of 2007 with all SDA Queensland members

## **South Australia – Laura Bennink**

2006–2007 has been a busy year for SDA SA branch. Tanya Lewis resigned as the State Coordinator and handed over the role to Laura Bennink as of April 2007. Anthony Meade continues as President of the SDA National Board until October 2007 and Tanya will join the board in place of Keryn Kondoprias who has recently had a lovely baby girl

We have been running regular SDA meetings combined with PD sessions presented by members which have been successful. Since the annual report last year we have held four meetings and one Christmas Breakfast.

### **Overview of activities in SDA SA branch for 2006–07**

- A student breakfast for Flinders University students was held earlier in the year and was successful in attracting new student members to join SDA SA. Plans to undertake a similar format next year.
- Three members (one student member from 2006 and two associate members) completed the SDA sports nutrition course at the AIS in April and are now full SDA members. Feedback from the course was very positive.
- SDA SA has successfully coordinated and run two Nutrition for Exercise and Sport (NES) courses since the last report. Both courses were booked out with a variety of people attending including students. An advert was run in the Fitness Australia magazine which successfully promoted the course.
- Anthony Meade and Tanya Lewis were involved in the SDA workshop at the DAA National conference in March
- Members have been busy preparing for the upcoming ACSMS National SDA dinner to be held in Adelaide in October.
- SDA SA has continued building alliances with SASI with Olivia Warnes now employed as its first ongoing sports dietitian.

SDA SA also continues its association with SMASA, with Tanya Lewis remaining on the SMASA education committee. There have been two nutritionally relevant topics presented including “women in sport” and a multidisciplinary case study session. SDASA members have also been involved with The Office for Recreation and Sport through lecturing at various courses.

### **Plans for 2007–08 include:**

- ACSMS National dinner in October 2007
- ISAK Level 1 anthropometry course planned for October 2007
- At least two NES courses to be run
- Student breakfast early in 2008
- Continued incorporation of professional development within state meetings with members sharing the role of organising this.

## **Tasmania**

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

## **Victoria – Kerry Otto**

Once again Victoria have had a busy year with a wide variety of education sessions – although we may not have had the buzz of the Commonwealth games our education sessions have been of great interest and value. A big thank you to all the speakers for their input.

We were pleased to welcome a number of new grads and have continued our usual role of supporting young sports dietitians as they enter the work force.

At the end of last year we attempted to form some type of approach to the complicated issue of the Female Triad – a number of members expressed concern over the management of such athletes particularly in terms of ethics. As a result Sonja Kukuljan presented her research work on “Prevention of Osteoporosis in Older Males”. We need to devote more time to this issue.

In February Alison Walsh spoke to us of her new role as Editor of Fuel. She outlined her plans for the newsletter and was keen for us to give her feedback and suggestions for content. It was emphasised that you do not need great writing skills to contribute as Alison will edit the work for you.

Stephanie Gaskell, a new SDA Vic member, was quickly persuaded to give us a session on Coeliac Disease, Fructose Malabsorption and Irritable Bowel and gave us some excellent information. Steph has also compiled a list of sports supplements and their gluten, lactose, fructose etc content. This is available on the website and involved a huge amount of work.

Around tax time Bruno Antonucci the SDA Accountant came along to a meeting so we could ask all those questions we have thought were too dumb to ask. A very interesting discussion regarding Superannuation and Share Portfolios resulted. This was greatly appreciated.

At our October meeting Clare Wood is going to give us an insight into the experiences of a client competing in the Moroccan Marathon.

Once again a big thank you to all the speakers. Your efforts are much appreciated.

SDA Vic members have been involved in a number of forums this year. Victoria has run a number of successful Sports Nutrition Courses for the public, presented at the SMA Vic annual conference and been guest speakers at the SMA Vic Café Series.

This year we also held two social evenings to allow members an opportunity for a chat and for those who cannot attend the regular Tuesday morning meetings at the VIS.

These were held at the Groove Train in Richmond and proved most enjoyable.

Finally a big thank you to Gitte and her team who have again done a wonderful job keeping the SDA Wheels turning. This year a number of people have assisted Gitte – Clare Wood, Anjea Travers, Ola Luczak, Sandra Zlatanovski and Shesiedo Ringdahl.

Thank you very much for all your efforts on our behalf. We hope to see Gitte back in the office soon.



## **Western Australia – Mary Naissides**

SDA WA currently has 18 members, with an increase in student member numbers this year. We were fortunate to have 2 of our members (Sophy Porter and Simone Allen) on the National Board) which enhanced our level of connectivity with SDA national.

The state meetings have been well attended and have been used as a forum for setting strategic goals, planning state-based events, inviting guest speakers from various disciplines and professional support. This year's state meeting saw a range of invited speakers present on from various sport-related disciplines. We have been privileged to have Dr Mike Newton who is an exercise physiologist at Edith Cowan University present on the role of protein and amino acids on resistance training. Other invited speakers also included clients of our members who have been willing to share their sporting experiences with us.

### **Highlights**

The highlight for SDA WA this year was our involvement with the City to Surf Expo held at the Perth Convention Exhibition Centre. As part of the exhibition, SDA WA hosted a stand for 3 days prior to the race. A group of dedicated members graciously volunteered to man the stand for the 3 days and did a sterling job demonstrating the value of our profession. Since all entrants were required to pick up their race packs at the Expo, this provided us with an excellent opportunity to promote SDA WA to the Perth community. There was a record number of 29, 738 entries for the City to Surf this year, definitely one of the biggest events in Perth!

This years SDA student breakfast was also a huge success. The event was held at Curtin University of Technology and included all 3rd year nutrition students and 4th year dietetic students (approximately 40 students). Dr Mary Naissides outlined the vision and structure of SDA, as well as the benefits of becoming a member. Sophy Porter, Simone Allen and Boris Kazakov then presented their key areas of interested as sports dietitians and highlighted the advantages of training as a Sports Dietitian.

## Finance report

Gitte Schroder

- 2007 saw a 15% increase in the overall revenue from the previous financial year. This is still as the result of changing the philosophy of the SDA courses from being “break-even” to being the core business of SDA and also with a stronger focus for NES courses to be conducted throughout Australia and therefore use the opportunity to generate profits for the business. With help from NZ members Len Hellemans and Kristen McKenzie SDA successfully ran the 4-day course in New Zealand for the first time.

Income from courses alone increased by 43% from the previous year and education and course income has now become the main revenue source for SDA with 46% of the total income being from courses and 43% of the income is generated through corporate partnerships.

It is SDA’s intention to continue to make education a key focus area for our strategic plan and also generating revenue.

- SDA re-signed with founding partner Gatorade as well as corporate partners Sustagen Sport and Almond Board Australia and we welcome the opportunity to develop strong and mutual beneficial relationships with all of them into the future. Corporate partners are still a major contributor to our annual income and we are currently also looking into new opportunities that have been presented.
- Due to some changes to the board structure and also changes in the office there have been some inconsistencies in providing the monthly financial reports for the board meetings. We have now appointed bookkeeper Ben Janssen to keep the accounts up-to-date and also provide financial reporting to the EO and SDA board to assist with business decisions.
- It has been a very busy year for SDA and we continue to grow so extra resources have been allocated to ensure the business structure can support the growth and we have therefore seen more staff employed in the office as this is a vital step to be able to capitalise on the new business opportunities that currently are present and while also aim at decreasing the big workload of the board.

**Figure 1 Income:**

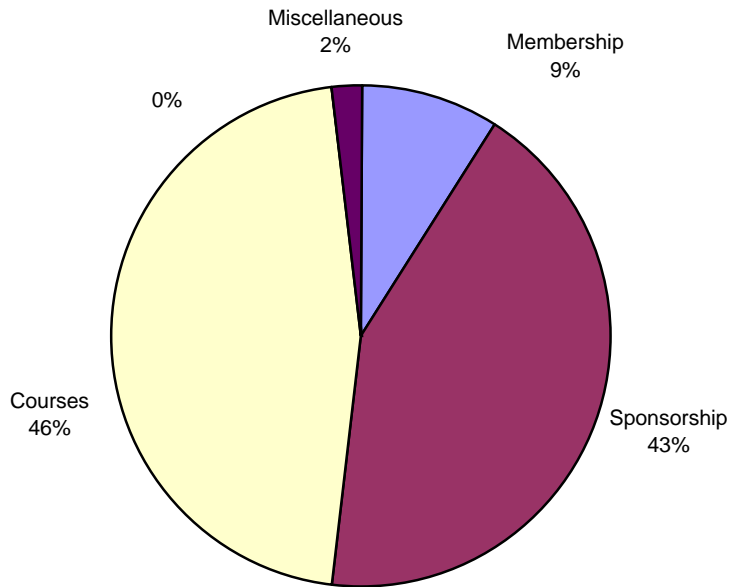


Figure 1: Chart of actual income for financial year July 01 - June 30 2007

The financial reporting tool indicates that 9% of our total income is from membership. This highlights the fact that SDA relies heavily upon courses and corporate partnerships to supplement our annual income.

**Figure 2 Expenses:**

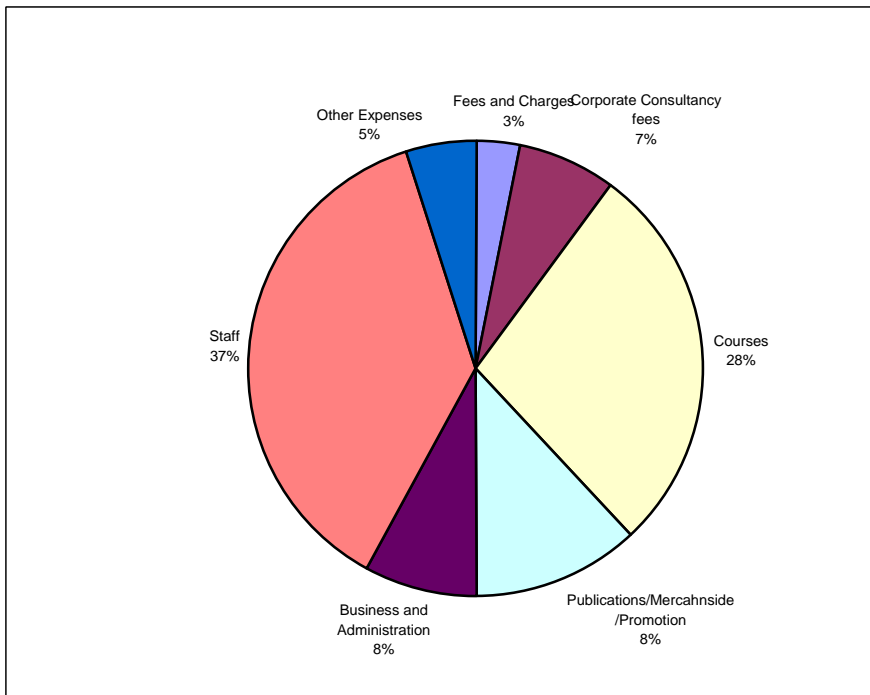


Figure 2: Chart of actual expenditure for financial year July 01 - June 30 2007

Figure 2 highlights that a large part of SDA expenditure is on courses and staff. Due to the increased number of courses run annually more staff has been required to organise them and the increase in course expenses is predominately paying for members lecturing, venue hire, travel expenses and catering.

The overall expenditure for 2007 is up 33% from last financial year mainly due to the increase in staff.

I hereby present the official Auditor's and financial report for 2007, which is found at the end of the annual report and prepared by accounting firm Yianni and Co. Thanks to Bruno Antonucci and Ermis Yianni for their assistance in the preparation of these reports.