



FUELLING FITNESS FOR THE FUTURE

SportsDietitians
AUSTRALIA

ANNUAL REPORT 2008

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

Lisa Sutherland

Throughout the past year, my first as SDA president, I have continued to develop my understanding of why SDA is such an amazing and unique organisation. From our members, to the board, and our office team - the passion, commitment and dedication displayed is truly inspirational and allows SDA to be a dynamic organisation that gets things done. We have a clear mission and vision, and our refined planning processes ensure that we are working towards specific achievable goals. For a relatively small organisation, SDA's achievements are very impressive, and it is thanks to the enthusiasm, teamwork and professionalism that we are able to consistently exceed expectations and really make a difference. Of course there are challenges, and 2008 has been a big year for change, but SDA continues to search for better ways of doing things to ensure optimal outcomes. As a professional member organisation, our priority is SDA members, and we ensure that every activity we engage in will be of benefit to our members, whether obvious or indirect, and achieve excellence in the profession of sports nutrition.

A number of changes in SDA personnel have occurred in the past 12 months. After a wonderful 6 years with the SDA board, Anthony Meade stepped down from the president role. We were also sorry to say goodbye to Andrea Pruscino who has moved to the UK. We have welcomed Michelle Cort and Zoe Prohasky to the SDA board, in the area of Client Management. There have been administration changes too, with Shesiedo Ringdahl joining our Melbourne office in a full-time role. Clare Wood managed some great projects during the past year, but has now taken a break for some family time. In Clare's absence, we have welcomed both Alison Walsh, a previous board member, and Daniela Manche to join Shesiedo in the office. Gitte Schroder continues to co-ordinate office and board activities from abroad and is integral to the day-to-day running of SDA.

In addition to the staffing changes, SDA has also moved house. After 12 years calling the Victorian Institute of Sport (VIS) home, we are very pleased to have joined Sports Medicine Australia as their newest neighbour at Sports House. Sports House is located alongside the Melbourne Sports and Aquatic Centre, and is also home to a number of other sporting organisations, making it a great fit for SDA. A big thanks is extended to the VIS, who provided fantastic support in the establishment and growth of SDA.

The enthusiasm and hard work of our previous and existing board and staff has ensured the successful direction of SDA in line with our strategic plan and objectives. The following annual report will outline SDA's progress across various portfolios, however the area of education has been a major focus for SDA over the past 12 months, and will continue to be a priority in meeting SDA's objectives or 'pillars':

- ❖ Increase Professional Recognition
- ❖ Increase SDA Profile
- ❖ Service Member Needs
- ❖ Management Excellence

One SDA priority is to develop our relationships with other sports and nutrition organisations, including AAESS, SMA, DAA, Kinect, Fitness Australia and ACHPER. These relationships will enhance SDA's profile, but also provide mutual benefits for all organisations involved. Events such as the AAESS/SDA conference, our key education event held biannually and most recently held in Melbourne in March this year, is an example of SDA's successful collaboration with other 'like' organisations.

One significant event at the AAESS/SDA conference was the launch of the role delineation statement between DAA and AAESS. This sets a great example of how a number of organisations can work together for optimal client/athlete management and outcomes. SDA had input into the development of this document, and this initiative is a huge step forward, and a potential benchmark for working with other health and fitness professionals.

SDA's international reputation is growing. Recent attendance at our education events by international participants is a great example of SDA's credibility and numerous requests for SDA to provide education activities abroad are further evidence of this.

SDA will continue to focus on building our profile as a source of credible nutrition information and world-leaders in the practice of sports nutrition.

SDA are fortunate to have some extremely talented members, and the best way for us to move forward is to work together. Creating links with your local colleagues at SDA state meetings can be extremely rewarding for all involved. The credibility and demand for sports dietitians will increase as we continue to provide the best service possible, consistent with current best-practice, and tailored to meet the needs of the sport, coach and athletes.

I would publicly like to acknowledge the amazing SDA board – the contribution of personal time, effort, enthusiasm and passion makes a significant impact to the success of SDA. Speak to anyone who is or has been a board member and they will tell you how rewarding it can be – there is some hard work involved, but the lasting friendships, along with the skills and knowledge developed make it an invaluable experience.

SDA is moving forward and we look forward to our planning meeting in November to start mapping out another exciting year.

BUSINESS MANAGEMENT

Tara Diversi

The objectives of the business management portfolio for 2007-2008 were to assist other portfolios in business related matters such as reviewing contracts, assistance with development of policy documents, assisting with marketing initiatives and advising the board and office in matters related to the operational business practices.

Sports Dietitians Australia has continued to grow in 2007-2008 with the development and implementation of the corporate partner policy, introduction of standardised pricing for corporate partners, introduction of new corporate partners, changes in marketing strategies and target markets for courses, assessment of office structure and operations, and changes in office staffing levels and roles. As well as being a large growth year for SDA with the main focus on the introduction of the Career Development Pathway, over the next couple of years, it will be a time of review and consolidation for SDA to ensure that we are practising strategically, and aligning operations with best practice, good governance principles and long term organisation objectives. SDA board has approved the formation of a Governance and Structure Sub-Committee and Governance and Structure Advisory committee with the objectives of reviewing the current operational and board structure, benchmarking with other organisations and best practice, and the implementation of a change process. In addition, SDA will implement further training for board members and staff to ensure good governance principles are met in effort to move the organisation from operational to strategic. Operations will be reviewed to also ensure alignment with long term goals and maximised benefit for SDA and its members as well as implementation of performance management, reward management and knowledge management policies and procedures for staff and board members.

EDUCATION

Greg Shaw, Greg Cox, Janelle Gifford, Sophy Porter

The education portfolio this year has embarked on a project that we feel will redefine sports nutrition practice in Australia. Even though we have continued to carry out our usual activities we have also undertaken the responsibility of developing and implementing the career development pathway. Although the concept and the original idea of this project was reported in last years annual report, the development and implementation of the pathway has involved a significant amount of work during the last 12 months.

Furthermore, the education portfolio has continued to offer various education opportunities our members have come to expect.

Our objectives for 2007-08 were:

Members Services

1. Sports Nutrition Education opportunities
Our goal was to focus on presenting education opportunities for Australian dietitians:
 - a. 4-day Sports Nutrition Further Education Courses
 - b. ISAK accreditation courses
2. Conference – Sports nutrition focused programs
Our goal was to deliver world leading sports nutrition researchers in conference settings:
 - a. 2007 SMA Conference
 - b. 2008 AAESS Conference

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 Sports courses.
2. Continue to build SDA's profile in the wider dietetic community through the running of workshops at professional conferences and relevant continuing education opportunities.

Professional Recognition

1. The recognition of members who have led the profession in the delivery of and research into sports nutrition through the presentation of SDA fellowships for 2007.
2. Finalise a Career development pathway that provides sports dietitians in Australia with direction, leadership and professional recognition in the greater sporting community.

Members Services

Our major focus of service delivery for 2008 was to focus on activities that allowed Australian sports dietitians and aspiring sports dietitian's opportunities to improve their knowledge and skills. These activities were planned and implemented with the new career development pathway in mind. SDA's education portfolio will continue to deliver education opportunities targeted towards those identified in the Career development pathway as a priority over the next 12-18 months.

1. SDA Sports nutrition further education Course Australia (2008)

After 2 years of international success in delivering the sports nutrition courses to international dietitians and sports nutritionists the demand has not lessened. Given the international demand for the course, SDA has formalised the process to establish further international courses to ensure future courses are aligned with national sports nutrition organisations. Preliminary discussions have commenced with the Canadian Sports Dietitians interest group in order to hold a course in Canada in 2009.

As the career development pathway is soon to be released, and completion of the 4-day sports nutrition education course will be a mandatory component of gaining full SDA membership, the education portfolio committed to holding three courses over the 12 months from May 2008 – May 2009.

The first of these courses was run in Canberra in April (11-14th) and attracted a good mix of experienced sports dietitians and new graduates. It was well attended with forty dietitians attending. The education portfolio is pleased to see the mix of participants as it is validation that the course delivers a unique learning experience that cannot be gained elsewhere. The unique mix of usual high calibre lecturers and experienced participants led to one of the most interactive and high quality courses run to-date.

The Sports nutrition course (SNC) has played a pivotal role in the development of sports dietitians in Australia, and abroad. It has now been running for over 15 years with the vast majority of full SDA members attending the course at some stage in their careers. Several SDA approved university courses now offer the original content provided in the SNC, which has provided SDA the opportunity to further develop the course into a unique opportunity for dietitians furthering their knowledge in sports nutrition. The primary focus of the course is to ensure participants can interpret 'sports nutrition guidelines' into practical and meaningful outcomes for athletes and coaches engaged in sport.

As previously mentioned, the Education portfolio feels the SNC has developed into an essential learning tool for all sports dietitians. The SNC offers a different learning experience to university courses the education portfolio has made the course a pre-requisite for the new career development pathway. This will mean that all prospective members will need to complete the course in order to be a full member of SDA. Current, full members who have yet to complete the course will be required to complete the course throughout 2009. Consideration will be made for experienced current members who have yet to undertake the course in order to maintain full SDA member status in the future. Further information regarding the requirements for full SDA membership will be made available once the career education pathway has been completed.

2. ISAK Level 1 course

The career development pathway has prompted the education portfolio to ensure suitable education opportunities exist for our members. As a result, the education portfolio has created opportunities for members to undertake appropriate anthropometry training. This need manifested itself in the combination of a Level 1 ISAK course with the SNC in Canberra in April. Dr Gary Slater and Hamilton Lee both level 3 anthropometrist's delivered a unique course that focused on the practical nature of measuring anthropometry and the use of anthropometry in every day practice. They also provided a course that integrated well with the SNC incorporating the science of anthropometry into the course and how it can be used in everyday practice of a sports dietitian. The course was well attended and had both participants from the SNC and other outside practitioners. The success of this course

has prompted SDA to schedule both Level 1 and 2 anthropometry courses in November around the latest SNC in Canberra.

3. Australian Conference of Sports Medicine and Science

The 2007 ACSMS conference in October was well attended by Sports Dietitians. The line-up of Sports Nutrition speakers was of the highest calibre ever assembled in Australia. Attendants were treated to an excellent keynote presentation by Melinda Manore of Oregon State University on the "Female Athlete Triad". Other high profile leaders in sports nutrition presenting at the conference included Professor Ron Maughan, Dr Susan Sherriffs, Professor Louise Burke, Dr Gary Slater and Benita Lalor who presented on a range of topics in sports nutrition. The conference also attracted a range of skilled sports nutrition specialists from around the world as it was selected by the IOC Diploma in Sports nutrition to be their annual workshop for 2007.

4. The Australian Association of Exercise and Sports Science and Sport Dietitians conference.

The second joint conference of exercise scientists and sports dietitians built on the success of our inaugural joint conference and education up-date. The education portfolio was able to support Dr Deb Kerr and Dr Sonya Kukuljan in the delivery of an excellent sports nutrition program. With speakers like Jens Bangsbo, John Hawley, Mark Hargreaves, Ben Desbrow and Gary Slater the conference was a great mix of cutting edge science and application into the everyday training life of athletes. Sports Dietitians were well represented on the program with members presenting several high calibre presentations. We were fortunate to have Gatorade support a specific breakfast session on the nutritional requirements of team sports athletes. We thank Gatorade for their support in allowing us to present such high calibre speakers to a session that was well attended (standing room only).

Improving SDA Profile

1. Nutrition for Exercise and sport courses

The success of the Nutrition for exercise and sport course (NES) over the last three years prompted the education portfolio to reassess its position in the health education market. It was felt the course had outgrown its previous incarnation and needed updating to meet the educational needs of the diverse demographic of participants attending the courses. After careful consideration of the strategic direction for the course, the course was re-developed to target two separate demographics. The two demographics chosen were the fitness industry (comprising personal trainers and fitness leaders) and the junior athlete (targeting physical education teachers and junior sport coaches). The education portfolio in conjunction with the board undertook the major project of developing specific sports nutrition education courses and materials to target the above mentioned target audiences. This project was managed by Clare Wood and involved input and consultation with identified target groups. Under Clare's guidance and direction, SDA has developed two courses that are specifically targeted to the nutrition issues of Active Australians and Junior Athletes. These courses give members the opportunity to deliver nutrition education to the people who are the first point of contact and potentially vital referral sources. The main goal of these courses is to deliver sports nutrition education, while simultaneously promoting sports dietitians as leaders in the field of sports nutrition. Members who present at these courses are remunerated appropriately for their involvement. Furthermore, presenting at the course provides a marketing opportunity to key referrals sources for members.

2. DAA associated education activities

DAA conference

At the May 2008 National DAA conference on the Gold Coast, SDA presented a practically-oriented hydration workshop for the broader dietetic community. The workshop was entitled "Preparing for a Hot Olympics". The session was aimed to equip dietitians with an understanding of existing evidence for field measures of hydration status, the various ways to measure hydration of active people, insights into the magnitude of fluid lost whilst exercising, and fluid replacement techniques. Ben Desbrow, Michael Leveritt and Janelle Gifford facilitated the workshop, which was attended by fourteen people. The objectives of the workshop were to describe a range of hydrometry tools and techniques that may be demonstrated in the field, to expose attendees to brief case examples, and to practically and interactively demonstrate some common measurement techniques in a laboratory setting with exercising volunteers.

Although the workshop was fully booked (20) only 14 participants attended. This may be a function of the DAA format where workshop fees are included in general conference registration (so registrants do not "lose" if they decide not to come). It may be worthwhile considering slightly oversubscribing in future (facilitators nominate a "cap" on participants). Ten of the fourteen members were full SDA members and four were non-members. Most rated the workshop as excellent (n=8) or very good (n=4), with the remaining two participants rating the workshop as "good". All but one said they would attend SDA workshops at DAA in the future, and one participant was unsure whether they would attend in the future. Six commented positively on the practical nature of the workshop. For the future, attendees suggested more theory to complement the practical component of the workshop, protein/carbohydrate requirements for sport, case studies, latest supplements, meal planning for difficult sports, team sport vs. individual sport for nutrition intake and counselling. Two attendees mentioned the possibility of some sort of introduction/summary sheet or handout. Eleven had general positive comments – e.g. great workshop/friendly and helpful presenters/well-organised etc. In summary, participants rated the workshop very highly and were very enthusiastic about the practical nature of the afternoon.

It is envisaged that a proposal will be put forward for the 2009 conference to be held in Darwin. For this and future workshops, the education portfolio needs to consider the audience and aims of these sessions and more strategically aligning the workshop structure and content with the needs of prospective and current members.

Professional recognition

1. SDA Fellowships

The SDA board see professional recognition as a key fundamental on which the organisation is founded. It should be the organisations role to recognise members who through practice and their professional lives have been leaders in the field of sports nutrition. SDA in its mission of being a world leader in the delivery of sports nutrition not only recognises those who have achieved the highest regard in research but also those who have dedicated their lives to the delivery of sports nutrition to the masses through education and practice.

This year three SDA members were bestowed the title of Fellow. Dr Liz Broad and Dr Fiona Pelly were both honoured for their contribution to the education and delivery of sports nutrition practice in Australia and world wide. Dr Deb Kerr was also honoured for her role in forwarding the profession through Research. It is with great pleasure and honour that SDA bestows these fellowships to members who have not only forwarded the profession but also given so much to SDA as an organisation over the

years. We encourage other members who feel they are sufficiently qualified to submit an application for fellowship in 2009.

2. SDA Career Development Pathway.

As was outlined in last years report it has been a major task of the education portfolio over the last 12-18 months to develop and deliver a new career development pathway. This pathway will form the perfect platform upon which SDA will move into the future. It will lead to changes in our current membership structure and also member titles'. The CDP has been developed to ensure SDA members remain at the forefront of sports nutrition practice and competencies; provide a structure that differentiates various levels of expertise within SDA; and to align SDA with other sports medicine organisations that offer recognition of specialisation to their members.

The Career Development Pathway has been designed to recognise commitment to learning and practice in the area of sports nutrition. It will be promoted to all levels of sporting administration as the bench mark for Sports nutrition qualifications in Australia. Once the CDP is implemented, members will be required to record continuing professional development and education activities. Recording CDP activities will be introduced in 2009 as members re-enrol for 2009-10. Members will be required to record previous CPD activities in order to be categorised within the new SDA career structure. The amount of activities undertaken in the areas of professional development (e.g. post graduate study) and professional experience (e.g. consulting to sporting teams or coaches) will determine the eligibility of members for full SDA membership. Complete details of the CDP will be provided to members in the latter part of 2008 to ensure members are provided with sufficient time to understand the goals and requirements of the CDP.

Once the CDP has been successfully implemented, the SDA education portfolio will ensure sufficient education opportunities are made available to meet each individual member's career goals. SDA will endeavor to cater to all levels of practitioner by providing a range of relevant education opportunities. The SDA education portfolio has worked tirelessly over the past 18 months in close consultation with current and previous board members. We would like to thank those members who have given up their valuable time for consultation and involvement in ensuring SDA remains a leader in Sports nutrition education in Australia and the world.

CLIENT MANAGEMENT

Michelle Cort, Sonja Kukuljan and Zoe Prohasky

Introduction

SDA Client Management has undertaken a number of successful projects and activities during 2007-08.

Almond Board Australia:

Sports Dietitians Australia (SDA) and Almond Board Australia (ABA) initiated a relationship in 2006 in order to increase awareness of the benefits of almonds for active people.

One of the major focus points for 2007-2008 was the promotion of the benefits of a handful of almonds each day to active Australians. SDA provided services as required for designated activities including:

- Nutrition consultancy
- Writing, reviewing, editing communication materials
- Media communications: recommendation of almond consumption
- Telephone and online communication support
- Face to face meetings
- Promotion of Australian Almonds via branding, sampling and written resources: promotion of almonds in reviewed SDA fact sheets
- Provision of expert advice and guidance to ABA

Sonja Kukuljan attended the Almond Marketing Forum and the Australian Almond Conference on behalf of SDA.

Both SDA and ABA are looking forward to further developing the existing relationship, with a range of targeted activities that will communicate the benefits of almonds to SDA members, health professionals and active people.

Sustagen Sport, Nestlé Australia Ltd, trading as Nestlé Healthcare Nutrition:

Sports Dietitians Australia (SDA) and Nestlé Healthcare Nutrition initiated a relationship in 2006 in order to increase awareness of Sustagen Sport among key sporting health care professionals and sportspeople of all levels.

The targeted activities undertaken during 2006 and 2007 have provided a strong foundation in the communication of Sustagen Sport branding and education to SDA members in Australia and New Zealand.

Objectives of SDA working together with Nestlé Healthcare Nutrition include:

- Continue education and build awareness of Sustagen Sport with key health care professionals (HCP's), such as sports dietitians, sports trainers, coaches, physiotherapists and other professionals interested in sport;
- Continue education and support of SDA members in recommending Sustagen Sport to clients; and
- To strengthen understanding of Sustagen's role in the practical application of sports nutrition to support the brand.

SDA members provide services as required for designated activities, including:

- Nutrition consultancy
- Writing, reviewing, editing communication materials
- Media communications
- Telephone and email support
- Promotion of Sustagen Sport via branding, sampling and written resources

SDA look forward to continuing our relationship with Nestlé Healthcare Nutrition. A new agreement is now in place which will be active until the end of 2009.

Gatorade:

Over the last 12 months Sports Dietitians Australia has continued the successful relationship with our founding corporate partner, Gatorade. With the help of fellow board members and the Gatorade team, SDA has provided members with over 20 paid opportunities in a variety of different projects for the 2007-2008 contract year. Our coaches education got off the ground this year and was presented to a wide range of coaches and trainers throughout Australia. Unfortunately Project Whiteline hydration education package spent most of the year in on the shelf being updated. However after many long hours of research it is now complete and is fantastic presentation containing the latest research, graphics and hydration tips. There have been many successful ongoing and exciting new projects arising through the Gatorade-SDA sponsorship, reaching athletes and coaches as well as the public.

SDA look forward to continuing to strengthen and improve our relationship with Gatorade in the future. A new agreement is now in place which will be active until June 2009. In addition, SDA's relationship with Gatorade has and will continue to Service SDA member needs and to Increase SDA Profile.

COMMUNICATIONS

Kellie Hogan, Tanya Lewis and Simone Allen

Once again, there were some changes to the communications portfolio in 2007/8. We welcomed Tanya Lewis from South Australia, who took over from Keryn Kondoprias and Simone welcomed her beautiful daughter Jasmine into the SDA family.

The November 07 planning meeting saw us reiterate the four pillars of the organisation including;

1. Increase professional recognition.
2. Increase SDA Profile
3. Service Member needs
4. Management excellence.

The communications portfolio worked predominantly on two of the four SDA's pillars,

1. Increasing SDA Profile
2. Servicing member needs.

In addition, we had a small role in the communication of the career development pathway to state co-ordinators and members

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.
- Increase communication of board activities to State co-ordinators and therefore members. Commenced the State Coordinators Noticeboard on the SDA website for State Coordinators to utilize prior to State Meetings. Information includes Summary of Board activities, latest Conferences and other upcoming SDA activities, and the Career Development Pathway and all other State information such as Student Breakfast, Meeting minutes template etc.
- Promote relevant conferences to SDA members including ACSMS & DAA via e-news and state branches. Regular emails (~ bimonthly) 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.
- While States are accessing and the using the noticeboard, a brief survey of the State Coordinators needs to be conducted so that the Noticeboard can be fine tuned to be as user friendly as possible.

- 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, students breakfasts, and SDA website
- Development and uploading of factually and relevant Fact Sheets for member and general public use.

All newly developed and reviewed articles have been uploaded onto the SDA website

Membership breakdown

Membership Category	2007 (as at 30 th June 2007)	2008	% Variation
Total	292	337	15%
Full	182	209	15%
Associate	26	20	-23%
Student	37	55	48%
Overseas	47	53	12%

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 – Tanya Lewis

As discussed at the 2007 planning day, the communications portfolio did not make 'chasing media' a priority for 2008. Media trained members responded to variety of requests as they came through including print and radio. However, total media enquiries since last report have been minimal.

SDA Pillar

Improving SDA Profile

Tasks

Effectively manage media requests in a timely manner.

Track media requests

Update Profiles for Media Spokespeople

Performance

Improvements made to the process of handling media request which are now all handled initially by office who contact media spokespeople as necessary.

Alison Walsh collating all media requests since May and where possible a copy of the article/podcast etc

Media spokespeople requested to ensure all bios, contact details and areas of interest are up to date.

Future Initiatives for Public Relations/Media Portfolio:

- Continue to respond in a timely manner to all media requests and promote SDA.
- Encourage SDA media spokespeople and SDA members who work independently with the media, to use, (Accredited) Sports Dietitian, SDA, Sports Dietitians Australia or refer to corporate partners when speaking with the media.

Alliance Building – Kellie Hogan and Tanya Lewis

SDA Pillar

Improving SDA Profile

Tasks

- Development of marketing strategy for promotion of NES course via liaison with key organizations including large gymnasiums, sporting associations and academies and ACHPER
- 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.
- Develop links with Fitness Australia and provide input to the teaching of fitness professionals.

Performance

- Contact has been made with PT RTO's. It is hoped that these links will lead to future referral of candidates for SDA NES course. One such course is being trialled in Qld in November 07.
- SDA finalised the standardised NES course for HPE teachers and SDA has continued to have significant dealings with ACHPER in QLD, VIC and South Australia and had representation from Anthony Meade who presented at ACHPER SA conference in April and Kellie Hogan who presented at the ACHPER Qld conference in August. ACHPER Qld had planned 3 ACHPER specific courses throughout 2008 in Gold Coast, Sunshine Coast (cancelled) and Toowoomba.
- SDA was involved with an article in the national ACHPER newsletter early in 2008 looking at appropriate nutrition information delivery to school aged children and Tanya Lewis also contributed to the SA winter edition newsletter discussing the importance of promoting nutrient rich, normal healthy eating as a first goal of sports nutrition to juniors.
- Thanks to Clare Wood and Alison Walsh who have now developed and regularly release SDA's Nutrition e-bites. This newsletter is distributed to around 550 on our data base including State Sporting organisations, coaches and the general public. SDA has received some great feedback on this.
- Tanya Lewis attended a meeting with DAA and Service Skills Australia-SSA (who write learning competencies) to comment on nutrition component of draft competencies. No final outcome but positive meeting and good DAA liaisons.
- Lisa Sutherland and Tanya Lewis met with President of Fitness Australia, Loretta Stace at the Fitness Industry Convention, FILEX in Sydney.

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 membership continued to grow nicely this year. SDA ACT members continue to contribute to SDA newsletters for the SDA website, as well as continuing education.

Activities SDA ACT members were involved in:

- Coordination of the SDA 4-day Sports Nutrition Course (SNC) at the AIS in April, with another organised for November.
- Prepared and delivered lectures at the AIS 4-day SNC. Majority of presenters were ACT members.
- Delivered a number of presentations as invited speakers at the combined AAESS/SDA conference in Melbourne.
- SDA ACT members contributed to the SDA newsletter – Fuel.
- SDA ACT continued its strong association with SMA ACT:
 1. With Dietitians conducting sports nutrition lectures as part of the SMA Level 1 sports trainer's courses,
 2. Involved in a multi-disciplinary networking evening and debate on "Sports Science is it necessary in elite sport"
- ISAK Level 1 anthropometry course run in the ACT in April, coinciding with the SNC. Level 1 and 2 courses planned to again coincide with the second SNC in November.
- SDA ACT member is to present at the Football Australasia conference in Melbourne in October on behalf of SDA.
- 2 SDA ACT members represent on the SDA Executive.
- The 2 Sports Dietitians who travelled as team members with the Australian Olympic and Paralympic teams in Beijing were ACT members.

Plans for next year:

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

New South Wales – Rebecca Hay

We had a change of coordinator this year with Rebecca Hay volunteering to take on the role. Much work was done by Louise Bell and Janelle Gifford in meeting and room organization at NSWIS.

This year the venue and day for the regular branch meetings was changed. We moved to the NSWIS building at Homebush. This is a more central location for those living in the Sydney metro area, as well as having ample parking. The meetings were also moved to a Saturday afternoon to try to accommodate more members' requirements.

NSW had a good start to the year with a lot of interest generated by the Career Development Pathway presentation by Janelle Gifford. Many old and new faces attended this meeting and interest was well maintained for the first half of the year. Unfortunately later meetings in the year had a smaller turnout with some speaker cancellations at the last minute.

An NES course was run in NSW for the first time in March 2008, at the North Ryde RSL Club. Thank you to those members took the opportunity to present at this course and I am sure gained valuable experience and exposure in doing so.

Plans for 2009:

- Increase member involvement in NSW branch committee by filling vacant positions.
- Increase number of educational sessions offered for members in 2009.
- Continue to work on raising the profile of SDA in NSW.
- Have members take more advantage of the tools that our sponsors have available to us (Gatorade tub and product).
- More student involvement through liaison with University student coordinators

Northern Territory

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

Queensland – Jessica Pulley & Sally Anderson

SDA Queensland has seen another busy year, spurred on by Olympic fever! We have continued to have strong and consistent attendance to meetings by Queensland's sports dietitians – with extra special effort from those members living on the Gold & Sunshine coasts & Toowoomba. Our State Meetings are usually preceded by Queensland Academy of Sport (QAS) Nutrition Network meetings as many of the current members work closely with the QAS athletes and squads. This year, several members have attended international conferences, and have provided our meetings with a great summary of the sessions they attended. Unfortunately, our most wanted PD session by Michelle Cort (on behalf of EzyMeals) has eluded us, due to Michelle's busy schedule! This is very much still on the cards (due to member enthusiasm for taste testing). Jess Pulley & Sally Anderson have shared the State Coordinator role this year – Jess doing the earlier half of the year, and Sally taking over once Jess left for overseas travels.

KEY EVENTS FOR SDA QUEENSLAND in 2007-08:

SDA Queensland Student Breakfast(s)

The annual SDA Student Breakfast for Griffith University has evolved to a sports nutrition tutorial. This Griffith tute took place *before* the planned breakfast for 2008, however, there was such an impressive uptake of SDA memberships as a result of this tute, that it took the place of the planned breakfast. Successive breakfasts for QUT & Sunshine Coast University are likely to take the form of a tutorial also, as the membership uptake from the Griffith University tutorial was so high. Fiona Pelly & Kerry Leech are organising the breakfasts/tutorials for Sunshine Coast & QUT respectively.

Australian Council for Health, Physical Education and Recreation (ACHPER) NES Courses

ACHPER NES courses have been run this year in Queensland (including Townsville, Gold & Sunshine Coast). Unfortunately, due to low numbers the Towoomba ACHPER course was cancelled.

Professional Development

SDA Queensland branch has aims to incorporate some professional development into each meeting via discussion of current research conducted by members, and by sharing journal articles, case studies, and conference summaries. Kerry Leech & Holly Frail presented some great data from the ACSM conference. Many SDA QLD members attended the AAESS/SDA conference in Melbourne this year. 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. As previously mentioned, we are eagerly anticipating the PD session by Michelle Cort with her 'Sport' Ezy Meals!

UPCOMING EVENTS FOR 2008-2009:

ACSMS Conference 2008

On Hamilton Island – another conference close to home for SDA QLD members

ACSM Conference 2009

All of SDA QLD is looking forward to this conference – being held in Brisbane (October 2009). Planning is underway to hold a SDA dinner on one night of the conference. Details TBA.

Nutrition for Exercise & Sport (NES) Courses

SDA QLD has ran a NES course in Brisbane (February 2008) @ Nutrition Australia (probably one of the last to be run in the 'old' format); the next NES course is set for 1st November, and will be the first to be run in QLD with the revised program. Exciting times!

SDA Queensland Level 1 and 2 Anthropometry Courses

SDA QLD is holding ISAK level 2 & Level 1 courses in November 2008 (Level 2) and January 2009 (Level 1). The courses are to be conducted by SDA QLD members Liz Broad, Ruth Logan and Fiona Pelly. Venue TBA

SDA Queensland Christmas Celebration Dinner

All SDA QLD members are in the process of trialing different restaurants for suitable SDA Christmas dinner celebrations (tough task, so we decided that we all should do it). Venue TBA.

South Australia – Laura Bennink

In 2007-08 Laura Bennink has continued in the role as SA Coordinator. As of September, Laura is stepping down as Coordinator and Dannii Pasquini will be taking over the role. Tanya Lewis commenced working on the SDA Board in the Communications Portfolio.

Four meetings and a Christmas breakfast were planned for 2008. All meetings were held at SMA rooms (Valetta Road, Kidman Park) and were attended by an average of 6-10 members. Meetings have been incorporated with professional development (presented by members) which has been successful. Four people from SA completed the SDA sports nutrition course at the AIS in April and are now full SDA members.

A student breakfast was run in April 2008 at Flinders University and was attended by SA members (thanks Olivia and Nick for assisting organise). There was a great turnout (approx.18 students) with positive feedback and some new student members as a result! This format will likely continue in 2009.

SDASA continued its association with SMASA, with Tanya Lewis remaining on the SMA-SA education committee. SDASA members have also been involved with The Office for Recreation and Sport through lecturing at coaches update courses. Olivia Warnes has continued the links between SDA and SASI in an ongoing role as consultant sports dietitian.

SA members successfully organised the ACSMS/Sports Dietitians dinner in Adelaide (October 2007). The night was a big success so a big thankyou to all SA members who were involved in the organising committee!

Plans for the rest of 2008-09 include:

End of year xmas brunch/meeting
NES course (Nov 1st 2008)
Further NES courses in 2009
Continue to run student breakfast early in 2009
Continued PD incorporated into meetings

Tasmania – Gaye Rutherford

Prior to 2008 there has not been a SDA state director in Tasmania, however, with a small but increasing number of dietitians specialising in Sports Nutrition in the State, there is increasing support for the establishment of a SDA Tasmanian Branch.

As such, plans for 2008-09 include:

- Establishing a Tasmanian Branch with a regular meeting plan and networking opportunities
- Growing SDA membership numbers in the state
- Introducing a plan of Professional Development activity for members
- Building the profile of SDA in the state via media opportunities and potentially building links with major state sporting events and / or organisations
- Investigating opportunities to include nutrition into research currently being conducted at the TIS

Victoria – Kerry Otto

Victoria has had a mixed year this year with some excellent education sessions but the loss of a number of valuable members. The latter has been due to relocation interstate, extended overseas travel, interstate travel and motherhood. We wish all of you well but do miss your contribution.

On a positive note we have continued our primary role of providing work opportunities and informal mentoring to new sports dietitians and this year we have held two Student Breakfasts at Deakin and Monash Universities. We encourage students to attend meetings even before they are members.

The education sessions have included the following topics:

- *An overview of managing an athlete competing in the "Morroccan Marathon" by Clare Wood. Clare had a very difficult task with this project but she managed to do an excellent job and provided us with very valuable information about managing athletes in extreme settings.
- *Summaries of both the SMA National conference and the SDA / AAESS conference .
- *Sweat Testing. Use of the Gatorade Sweat Test Kits was demonstrated and the pitfalls discussed.
- *Discussion about the "SDA Career Pathway"
- *"Tour de Cure" – Alan McCubbin presented his experience managing the nutrition for this 9 day bike race from Melbourne to Sydney". His efforts were very impressive.

*"24 Hour Mountain Bike Race", another excellent Alan McCubbin presentation. Alan has developed fantastic skills managing the nutrition for such events. He is extremely organised and his presentations give us great ideas. Thanks to all the speakers and to those who conducted the student breakfasts. Your efforts and the information you provide is invaluable. Thanks also to Gitte and Shesiedo for all your work on our behalf. We are planning a "NEW LOOK SDA Vic" next year. At our next meeting we will attempt to come up with a new formula to encourage more member involvement and thus help to continue the growth of SDA.

Western Australia – Mary Naissides

SDA WA has had another successful year with an increase in our members and many our members representing SDA at key sporting events in Perth.

SDA WA currently has 21 members, with an increase in the number student members this year. The boost in student numbers can be attributed to a successful student breakfast held at Curtin University. The breakfast involved our members showcasing their experiences as Sports Dietitians, followed by a Q & A session with the students.

The state meetings have been well attended and we have invited interesting clients to share their experiences with the group (i.e. Mount Everest Climber and South Pole Trekker), as well as invited guest speakers from local Universities to present on from various sport-related disciplines (i.e. exercise physiologists talking on protein in sport and hydration).

This years NES course was also well received by attendees. The course was held at Curtin University and attracted approximately 30 delegates from various professions. Feedback regarding the course was very positive with delegates highlighting how interesting, practical and relevant the course is.

Our members have done an excellent job representing SDA WA through many high profile events in Perth. Sophy Porter was involved in this year's Bankwest Rottneest Channel Swim and received significant media coverage on how to prepare for the event. Sophy was also interviewed by WA's popular food magazine 'Spice' on her role as Sports Dietitian for elite sports such as AFL and Rugby Union. Sophy used all of these avenues to raise awareness of Sports Dietitians Australia and highlight the importance of a Sports Dietitian when preparing for these types of events. Simone Allen hosted a stall at the World's Biggest BBQ (in association with Surf Lifesaving WA) where she provided sports nutrition advice and Gatorade giveaways. The event attracted over 200 people. Boris Kazakov and Gemma Quail presented at the Sports Medicine Conference in Perth, providing a great avenue to raise awareness of Sports Dietitians to the medical profession.

FINANCE

Gitte Schroder

- 2008 saw a 7% increase in the overall revenue from the previous financial year. Majority of SDA's income is from courses and corporate partnerships. This year we have recorded a 17% decrease in our course income even though we have held more courses than ever, this is a reflection of the timing of when income is received.
- It continues to be our goal to make education our core business. During the previous year we have re-developed the Nutrition for Exercise course (NES) so it now offers two streams. NES for Active people and NES for Junior Athletes. During the next year we will continue to market these courses and aim to make them the preferred choice especially among Fitness leaders & Personal trainers when it comes to updating their sports nutrition knowledge.
- Income from membership is still a very small portion of our total revenue and this is also an area we hope to increase in the next financial year. With the implementation of the Career Development Pathway and new accreditation system we are opening up for a Supporter membership category which is where non dietitians will be able to access some areas of our website, new fact sheets and the E-Newsletter Nutrition Bites.
- SDA re-signed with founding partner Gatorade as well as corporate partners Sustagen Sport and Almond Board Australia and we continue 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.
- 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 workload of the board.

Figure 1 Income:

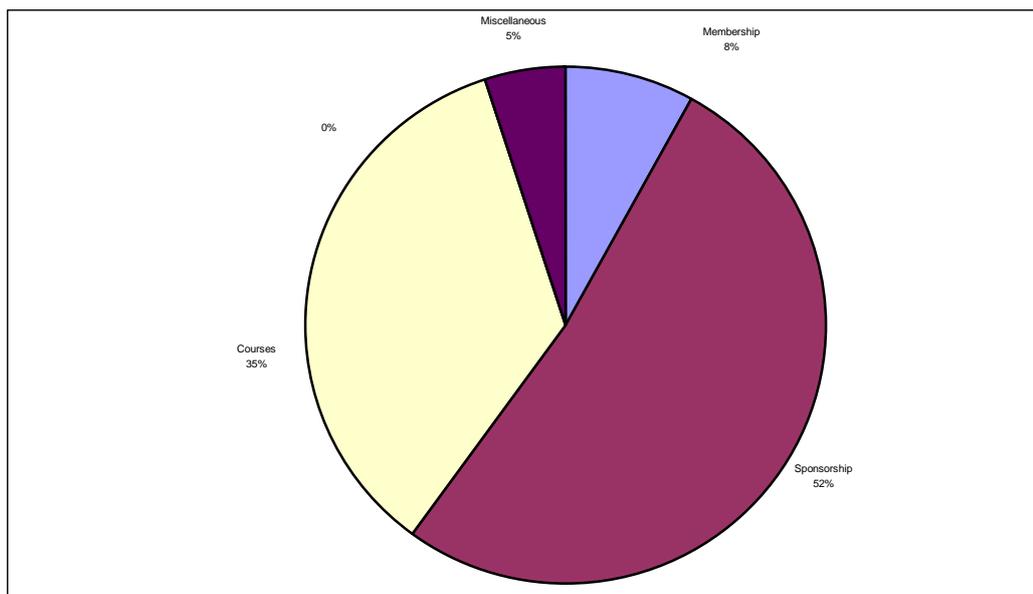


Figure 1: Chart of actual income for financial year July 01 – June 30 2008

The financial reporting tool indicates that 8% 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:

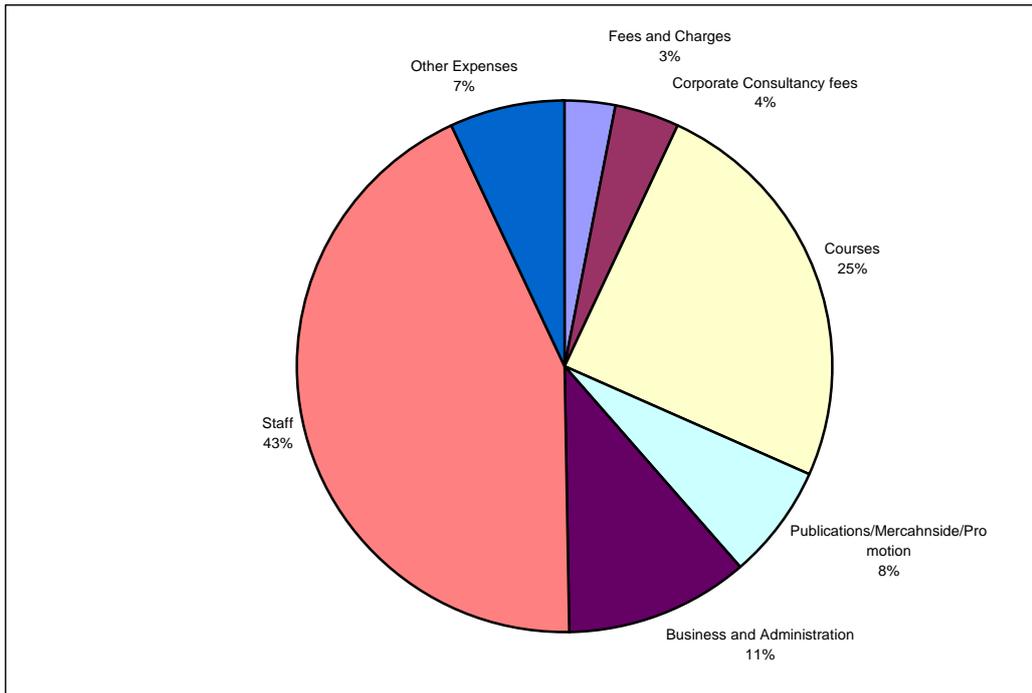


Figure 2: Chart of actual expenditure for financial year July 01 – June 30 2008

Figure 2 highlights that a large part of SDA expenditure is on staff, business and courses. 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. Some of the staff and business expenses are also covering the associated expenses with managing the corporate agreements.

The overall expenditure for 2008 is up 14% from last financial year mainly due to the increase in staff.