

SPORTS DIETITIANS AUSTRALIA

**STRATEGIC PLAN
2023-26**

OUR MESSAGE

A note from the President and Executive Officer

It's exciting to see the presence of Sports Dietitians growing in Australia. The Accredited Sports Dietitian workforce has increased by 75% over the past decade¹ with the Accredited Sports Dietitian credential continuing to be the recognised qualification for employment in high performance sport.

SDA's highly respected educational offerings have continued to meet demand. This has been achieved through the expansion of content and modes of delivery for the flagship Sports Nutrition Course, and a revised webinar framework that comprehensively expands the depth and breadth of individual topics, which is highly valued by members.²

This strategic plan has an intention of further growing the visibility and credibility of our members, together. We will advocate and acknowledge our members' journey as we continue to grow the value, visibility and credibility for the profession.

Sally Walker, President
Marie Walters, Executive Officer

¹ Sports Dietitians Membership
Data 2013 and 2023

² SDA webinar series registration
data 2021-2023.



Sports Dietitians Australia is a member organisation who supports and advocates for Accredited Sports Dietitians as the leaders in providing sports nutrition advice for health and performance.

ABOUT SPORTS DIETITIANS AUSTRALIA

Our members work to proactively enhance the performance and health of people they work with through empowering behaviour change and improvement in lifestyle. Working with elite athletes helps our members learn methods and develop resources which can help the Australian public not just improve, but to thrive.



OUR PURPOSE

Empowering you to take performance to the next level

VISION

For Accredited Sports Dietitians to be leaders in health and performance through sports nutrition

MISSION

To enhance the performance and health of all by supporting, educating and advocating the role of Sports Dietitians

OUR COMMUNITY

Our community is formed by the members we support and champion and all those who are the beneficiaries of the services provided by Sports Dietitians. We exist to enable our members to take performance to the next level so they can take the organisations and individuals they support to their next level in health, performance or productivity.

OUR AMBITION FOR GROWTH



2023-2026 STRATEGIC PILLARS

MEMBERS VALUE MEMBERSHIP

Members will be supported with education, recognition and connection as they evolve through their career progression as a Sports Dietitian and as part of the SDA community.

BRANDING AND RECOGNITION

Strengthening an identity which promotes the value, visibility and profile of Sports Dietitians who are members of SDA to build and elevate the engagement and positioning of Sports Dietitians as leaders in sports nutrition.

CREDENTIAL PROTECTION

SDA credentials will be identified as pre-eminent in both qualifications and credibility, and members will be sought out for their specialised advice, leading to increased referrals and recognition of their expertise in the field of sports nutrition.

SUSTAINABILITY AND PARTNERSHIPS

Continue to grow SDA capabilities to increase opportunities for members through partnerships and collaborations which help build exposure of Sports Dietitians and promote employment opportunities for our members.



MEMBER VALUE

INITIATIVES

1. Diverse education offerings:

- Increased availability of expert-led sessions and workshops to support the growth and development of Sports Dietitians.
- Tailored education programs, science and research and learning opportunities for members at different specialist areas of work and experiences, accommodating their needs and promoting professional growth.

2. Build a strong community to encourage shared learning and belonging:

- Implementation of new communication channels or platforms to facilitate easier and more effective interactions of state and interest group interactions.
- Organised state-level events, networking opportunities, or knowledge-sharing sessions to strengthen connections between members.

3. Enhanced mentoring and support through professional pathway:

- Regular interaction and feedback mechanisms in place to facilitate ongoing mentorship, supervision and professional development.
- Clear pathways and opportunities for members to progress and advance within their careers.

OUTCOME

1. Access to contemporary and relevant education to support professional progression.
2. SDA will foster a community of shared learning where members can exchange knowledge and support one another.
3. Enhanced member support and recognition to actively recognise member accomplishments, contributions, and milestones, promoting a sense of belonging and appreciation within the community as they move through their career pathway.

**Empowering you to take
performance to the next level**



BRANDING AND COMMUNICATION

INITIATIVES

1. Stronger organisational branding:

- Develop a refreshed compelling and consistent brand identity that represents SDA members and expertise.
- Implement a visual identity to raise awareness across all communication channels, including the website, social media, and marketing materials.
- Enhance SDA's messaging to effectively communicate the expertise and unique value that Sports Dietitians bring to the field as trusted experts.

2. Create a communication strategy that integrates member stories to showcase the impact and success of Sports Dietitians:

- Tailor communication messages to resonate with professionals, partners and general audiences, promoting greater member acknowledgement, referrals and awareness of the role of Sports Dietitians.

OUTCOME

1. Members of SDA establish a strong reputation and are widely recognised as the leading authority for any sports nutrition requirements.
2. SDA experiences a significant increase in engagement and interaction on its social media platforms to increase member awareness, referrals and engagement.
3. Members proudly display the SDA logo as recognition of their affiliation and expertise in sports dietetics and to showcase their connection with SDA.



CREDENTIAL PROTECTION

INITIATIVES

1. Protection and recognition of Accredited and Advanced Sports Dietitian Credentials:

- Accredited and Advanced Sports Dietitian credentials offered by Sports Dietitians Australia (SDA) are registered and respected as the superior credentials and standard for excellence and expertise in the field of sports nutrition.
- SDA actively promotes the value and significance of these credentials to professionals, employers, and the wider industry.

2. Foster relationships with industry partners and sporting codes:

- SDA establishes strong partnerships with industry partners, sporting codes, and relevant affiliate organisations to promote the inclusion of SDA credentials when sharing nutrition information.
- Collaborative efforts result in the recognition and endorsement of SDA credentials by employers, ensuring they are considered as a requirement or preference for hiring sports nutrition professionals.
- SDA strengthens relationships with allied health partners, referral networks, and stakeholders to promote seeking and encourage referrals for nutrition advice from Sports Dietitians who hold Accredited Sports Dietitian and Advanced Sports Dietitian credentials.

OUTCOME

1. SDA ensures the protection and recognition of Accredited and Advanced Sports Dietitian credentials as superior qualifications in the field of sports nutrition
2. Accredited Sports Dietitian and Advanced Sports Dietitian are considered as essential criteria or minimum requirements for employment in a sporting environment.
3. Position credentialed Sports Dietitians as sought-after advisors with industry partners, sporting codes, and employers to advocate for the inclusion of SDA credentials in employment and providing advice.

**Empowering you to take
performance to the next level**

A background image showing a group of people in a celebratory mood, high-fiving each other. The image is partially obscured by a dark blue diagonal shape on the right side of the page.

ORGANISATIONAL SUSTAINABILITY & PARTNERSHIPS

INITIATIVES

1. Promote opportunities with government programs and grant applications:

- Research and identify relevant government programs and grant opportunities that align with services SDA members can provide or leverage and promote these opportunities to members.

2. Establish partnerships and collaboration agreements with selected organisations, positioning members as valuable resources and experts to provide sports nutrition resources within that process.

- SDA acts to connect partners with qualified Sports Dietitians, fostering professional opportunities, consulting engagements, or research collaborations and employment opportunities for SDA members.

OUTCOME

1. SDA serves as a facilitator of communication and collaboration between partners and members, leveraging partnerships to secure work, increased exposure or opportunities for member involvement.

2. SDA members can engage in research projects, community outreach initiatives, educational programs, or partnerships facilitated by grant-funded programs.

3. SDA headquarters will have financial capacity to function effectively for ongoing service and support to the membership and organisation.