



# Annual Report 2014

## **national board 2012-2013**

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**President, Dr Peter Nathan**  
**Finance Director, Mr Tim Pain**  
**Board member, Dr Rob Reid**  
**Board Member, Professor Wendy Brown**  
**Board Member, Mr Fabio Egitto**  
**Board Member, Mr Michael Kenihan**  
**Board Member, Ms Kerri Lee Sinclair**  
**Board Member, Mr Cameron Elliot**

## **asmf fellows executive**

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**President Mr Tim Pain**  
**Secretary Dr Anita Green**  
**Treasurer, Mr Paul Fleet**  
**Vice President Science - Vacant**  
**Vice President Medicine, Dr Bruce Mitchell**  
**Vice President Physiotherapy, Ms Kay Copeland**  
**Co-Censor Professor Julie Steele**  
**Co-Censor Associate Professor Stephanie Hanrahan**

Sports Medicine Australia Report for the Period 1 July 2013 to 30 June 2014. This Annual Report of Sports Medicine Australia (the Australian Sports Medicine Federation Ltd) includes the Directors' report to members, financial statements and auditor's report for the national level of the organisation. The report is authorised by the Australian Sports Medicine Federation Ltd National Board of Directors.

It is a great honour to be elected as the first chairperson of Sports Medicine Australia (SMA) under a new constitutional structure and following the unanimous vote by the membership to merge the organisation into a single entity.

The new SMA Board has worked tirelessly to ensure that the expectations of the new entity are delivered as promised. Based on the achievements of the past 12 months it would appear that the organisation is well on the way to consolidating its position as a key industry body playing a significant role in the prevention of lifestyle diseases associated with inactivity through sport and exercise medicine. It is therefore my great pleasure to present the annual report for the 2013/14 year.

One of the first significant changes to the constitutional structure of the new SMA constitution was the election of a new Board. This new structure sees a shift from the existing State representation structure to a skills based representation. The 2013 AGM was the first time an election for Board positions had been held for some years, with 12 candidates nominating for 6 available positions, a very healthy endorsement of the new board structure.

The new Board structure also saw a streamlining and modernisation of the Board meeting structure with more regular meetings via video-conference and a diminished need for often costly face to face meetings.

The year also saw consolidation towards of the process of State branch dissolution and ultimate unification of the organisation. This has already commenced to engender a greater sense of collaboration amongst branches and has reinforced the Board's position that the sum of the parts of SMA are more potent in unification.

SMA also made a conscious effort to collaborate with other key organisations including the Australian Physiotherapy Association (APA), Exercise and Sport Science Australia (ESSA) and Sports Dietitians Australia (SDA). This included work with the APA on international delivery, and similarly with ESSA and SDA in an endeavour to address the lines of authority in the team environment in relation to supplements in sport, increasing the safe participation of Australians in sport at all levels to prevent and control lifestyle diseases. SMA also continues to work closely with Australian Academy of Podiatric Sports Medicine (AAPSM) and Sports Doctors Australia (SDrA) by providing administrative services to both these organisations to

help them to deliver safer sport in Australia to increase participation in sport in order to help prevent and control lifestyle diseases.

Part of such a collaboration over the course of the year saw SMA make more ground in the Asian region with the delivery of sports trainer courses in Hong Kong and the awarding of an Asian Business Engagement grant from the Australian Trade Commission (Austrade). In partnership with the APA, SMA will explore opportunities for the export of Sports Medicine services to Beijing and use the learnings from this program to improve its programs in Australia. The project will roll out in the 2015 year, but marks great progress in SMA's international activities adding to similar initiatives in the Pacific region and Singapore.

The delivery of the Asics Conference of Science and Medicine in Sport in Phuket, Thailand also reinforced SMA's commitment to playing a leadership role in the promotion of physical activity and the associated benefits, such as the reduction in obesity and chronic disease, through the provision of sports medicine advice in the South East Asian region. This proved to be a highly successful event with over 400 delegates in attendance and representation from over 20 different nations.

As part of the SMA 50<sup>th</sup> anniversary celebrations a special edition of Sport Health was produced. With the wonderful input from members and employees past and present including Peter Duras, Ken Fitch, John Bloomfield, Peter Larkins, Bob Treffene, Barrie Markey, Michael Kenihan, Peter Brukner, Tony Parker, Gary Moorhead, Wendy Brown, John Orchard and Peter Dornan, the Special issue provided a historical account of SMA with a focus on the most recent 25 years. This adds to the historical account of the first 25 years of SMA written by Wray Vamplew in the publication, A Healthy Body. Special thanks to Emma Russel, Principal Historian from History at Work for her support in the development of this historical account.

Media coverage over the past twelve months has also hit new heights with over 1300 media citations. Most notably, issues associated with children's physical activity levels and sponsorship in children's sport, spinal injury in sport, concussion and supplements in sport have been prevalent. The Board considers these media opportunities help promote the key messages of the importance of safe participation in sport to prevent and control lifestyle diseases in Australians. The Board again thanks the many individuals that have acted as

spokespeople on a variety of media issues on behalf of SMA.

It is anticipated that SMA media coverage will be further improved through the revision of a number of SMA policies and position statements. This process of revision was initiated through the invitation to all professional members with specific expertise to participate in the review of policies and position statements. Over twenty SMA members have been included on panels charged with the responsibility of conducting these reviews.

Many of the media citations have also come about as a result of the promotion of new research published in the Journal of Science and Medicine in Sport, which in its own right has again improved its standing as a respected journal in the sports medicine and science sphere. This is demonstrated by the increase in impact factor from 2.899 to 3.079 and an elevation of rank from 10<sup>th</sup> to 9<sup>th</sup> in the sport science journal category. The Board and I are very grateful to Editor in Chief, Professor Gregory Kolt for his exceptional leadership of JSAMS.

One of the last actions of the previous National Board was to introduce the initiative of free membership for full time students. This was implemented at the end of the financial year and signs point to a very positive response from universities and students alike. I look forward to the results of this important initiative aimed at engaging a newer, younger audience.

This adds to the ever growing social media platform of SMA which is being connected closely with local and national activities and promotion. SMA now holds several twitter handles, in addition its presence on Facebook, and LinkedIn. Social media, in particular twitter, has proven to be highly complementary to SMA's traditional media channels.

Evidence of this is the two twitter chats trialled in 2014. The first twitter chat was delivered on the broad topic of sports injury prevention, and the second on tendinopathy. These have both proven to be a great success generating in excess of 300 tweets and a long tail of interaction between a number of key sports medicine researchers, clinicians and participants from around the globe. More of these are anticipated in the future on a range of topics including sports medicine and its role in reducing lifestyle disease through the facilitation of safe and sustainable physical activity. Thanks to all those who participated and particularly Ebonie Rio for facilitating the tendinopathy chat.

The online space also saw three webinars conducted attracting over 400 registrations. These included a multi-disciplinary Supplements in Sport seminar delivered by a Ian Gillam (Exercise Physiologist), Alison Garth (Sports Dietitian) and Adam Castricum (Sport and Exercise Physician), a Load Management Strategies webinar delivered by Darren Burgess, Port Adelaide Football Club Head of High Performance, and a Practice Management Seminar delivered by the Health Creations group. This is a format which will be continued in coming years and presents a more accessible opportunity for many members to participate particularly given the increasingly hectic nature of life as a health practitioner.

SMA has for some years been collaborating with Football Federation Australia to deliver a tailored training course for football (Soccer) personnel called Introduction to Football First Aid. This course continues to grow in popularity and every endeavour is being made to ensure this is the standardised entry level training course for all Football safety personnel. The SMA NSW office has been responsible for the delivery of this training and liaison with Football NSW and we are very grateful for the support of the Football Federation of Australia. It is anticipated, given the high levels of participation in football, this course will have a far reaching effect in the reduction of lifestyle diseases.

Commercially, like many organisations, it has been a challenging period although not without some very positive highlights. We have been delighted to welcome Victor Sports as a corporate partner of SMA. As of January 1 2014. Victor Sports are an Australian based business making rapid ground in the sports medicine and sports tape supplies market. The impact of Victor Sports has been immense and shows very positive signs of a very positive, mutually beneficial relationship.

Of course we are very grateful to Asics Oceania for their ongoing support of a partnership which was reflected at the Asics Conference of Science medicine in Sport. This event will be known in future as the Asics SMA conference which we look forward to delivering at Sanctuary Cove, QLD.

Like many not-for-profit organisations, SMA would struggle to survive without corporate support, which makes up a significant portion of the SMA budget. We again convey our thanks to all of our partners including Asics Oceania, Victor Sports, Voltaren (Novartis), Playsafe Mouthguards, Kinetic Orthotics and Sixty4 for their ongoing support and vision in their support for

SMA in the advancement of the health of all  
Australians.

The financial result for 2014 saw a deficit of \$89,220  
which was again attributable to some of the  
expenses and effort required to ensure a sustainable  
future through the OneSMA initiative.

I wish to extend my thanks and gratitude to my  
fellow Board members for their ongoing support and  
commitment to SMA and the end goal of improving  
the health of Australians. I particularly thank Shane  
Brun, Marilyn Feenstra, Karen Schneider and Peter  
Harcourt whose Board terms all ended in October  
2013. My thanks are also conveyed to Judy Barnesby  
and Geoff Carter for their long term support as  
business advisers to the SMA Board for many years.

I also convey my thanks to the SMA staff and the  
State Boards for their support of the National Board  
and their assistance in advancing the OneSMA vision.

A handwritten signature in blue ink that reads "Peter" followed by a stylized monogram or initials.

Dr Peter Nathan  
Chairman