

SMA/Smartplay media review March 2009

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Learn how to build your club

Sporting clubs and organisations throughout Bass Coast and South Gippsland are being well catered for with upcoming Club Development sessions in our local areas. Beginning on Sunday March 1 and Sunday March 8, Sports Medicine Australia are conducting a Sports Trainer and Reaccreditation course at Korumburra Recreation Reserve.

South Gippsland Sentinel Times, VIC, p.55, 24/2/2009
Circulation - 9,306

Local club development opportunities

Sporting clubs and organisations throughout Bass Coast and South Gippsland are being well catered for with upcoming Club Development sessions in our local areas. Beginning on Sunday March 1 and Sunday March 8, Sports Medicine Australia are conducting a Sports Trainer and Reaccreditation course at Korumburra Recreation Reserve.

Mirror, VIC, p.26, 25/2/2009
Circulation - 1,913

Level One Sports Trainer Course held at Sea Lake

The first day of a two day course for Level One Sports Trainers was conducted at Sea Lake on Sunday February 22. Twelve people have taken advantage of the opportunity to undertake Sports Trainer training locally. The course was organised by the Mallee Sports Assembly and Sports Medicine Australia.

North West Express, VIC, p.4, 26/2/2009
Circulation - 1,200

Heat turned up on March rugby

Sports Medicine Australia (SMA) has urged the Australian Rugby Union (ARU) to revisit its hot weather guidelines after the carnage of the Super 14 clash between the Cheetahs and Queensland Reds in Brisbane on Sunday.

Brisbane Times, QLD, 2/3/2009

Sports trainer course looms

Sports Medicine Australia NSW will hold an accredited Level 1 Sports Trainer course in Tamworth later this month.

Northern Daily Leader, NSW, p.37, 3/3/2009
Circulation - 7,652

I'll bounce back: Houston

Ex-Waratah Leroy Houston has promised to bounce back in Friday night's interstate derby despite facing a race to recover from heat stress suffered in Queensland's chaotic clash with the Cheetahs. Houston said he felt dizzy and was struggling to stand up after the win, which was played in stifling

temperatures and humidity that has sparked a fresh debate on the ARU's hot weather guidelines. Sports Medicine Australia has suggested they be the subject of a review.

Brisbane Times, QLD, www.brisbanetimes.com.au

Boost for sun protection

Fremantle Port Swimming Club received a boost last month with a \$1000 Healthy Club sponsorship from Healthway. The program, managed by Sports Medicine Australia, encourages a holistic approach to health rather than focusing on a particular health issue.

Cockburn Gazette Community, WA, p.66, 3/3/2009

Circulation - 25,419

Be safe in sport

Mallee Sports Assembly is conducting a Sports Medicine Australia accredited Level 1 Sports Trainer course and reaccreditation course.

Sunraysia Daily, VIC, p.34, 4/3/2009

Circulation - 7,207

A look inside Smartplay

Smartplay is Sports Medicine Australia's sports injury prevention program, funded by VicHealth and the Department of Planning and Community Development (Sport and Recreation Victoria).

Gippsport newsletter

Champions thrive in regional centres

When it comes to developing elite female athletes size really does matter, a team of sports scientists has found. Smaller towns and cities produce a disproportionate share of professional sportswomen, a recent paper published in the *Journal of Science and Medicine in Sport* shows.

ABC News in Science

Training courses in the community

Mallee Sports Assembly is also involved with Sports Medicine Australia, in presenting the Level 1 Sports Trainer and Reaccreditation Course over two weekends in March. If further information is required contact Sports Medicine Australia on...

Sunraysia Daily, VIC, p.33, 7/3/2009

Circulation - 7,207

Sports Medicine Australia to host training evening

In an effort to reduce injuries Sports Medicine Australia (SMA) Victorian Branch will hold a free sports training evening in Morwell this Wednesday night. "Safety in sport is paramount," SMA Safer Sport Program Manager Tate Davidson said.

Latrobe Valley Express, VIC, p.19, 9/3/2009

Circulation - 34,899

Exercise safely in hot weather

With summer still here anybody who is active needs to prepare for the hot conditions or run the risk of heat injury, warns Sports Medicine Australia. Sports

physician and Sports Medicine Australia spokesperson, Dr Rob Reid, says heat injuries can be avoided, if the right precautions are taken.

***On the Coast*, p.14**

Circulation - 8,000

Stay safe in schoolyard

The school year has begun and parents can aid children's health by encouraging physical activity and safer sporting practices, says Smartplay. "The health benefits of children being physically active far outweigh inactivity," Sports Medicine Australia's spokesperson, Professor Geraldine Naughton from the Australian Catholic University said.

***On the Coast*, p.15**

Circulation - 8,000

Programs offered

Essendon District Football League is offering a range of Sports Medicine Australia training programs for its clubs. Programs include Sports First Aid, Level 1 Sports Training and CPR reaccreditation.

***Brimbank Leader*, VIC, p.25, 10/3/2009**

Circulation - 62,296

Course designed to help sports trainers

We've all heard the saying that prevention is better than cure and when it comes to injuries on the sporting field they can ultimately make or break the season. The Department of Sport and Recreation (DSR) Mid West office are conducting a Level 1 Sports Trainer Course in Geraldton, designed to help players to keep fit and stay on the field. Those who successfully complete the course are eligible for a three year national accreditation through Sports Medicine Australia.

***Geraldton Guardian*, WA, p.27, 11/3/2009**

Circulation - 7,671

Brookton Notes

The Pingelly Swimming Club has been successful in receiving the new Healthy Club sponsorship from Healthway and Sports Medicine Australia which promotes initiatives in sports injury prevention.

***Narrogin Observer*, WA, p.10, 11/3/2009**

Circulation - 2,586

Safety in schoolyard

As the school year begins, parents can aid children's health by encouraging physical activity and safer sporting practices, Smartplay said. Smartplay, Sports Medicine Australia's sports injury prevention program funded by the Department of Health and Ageing, offers the following timely tips for parents to encourage safer sporting practices.

***Island & Mainland News (Bribie News)*, QLD, p.5, 11/3/2009**

Circulation - 11,258

Smaller towns provide advantages for female sports development

Athletes from smaller cities or towns are more likely to play professional sport, a new study has shown. The study based on professional female athletes from golf

and soccer competitions, featured in the January 2009 issue of The Journal of Science and Medicine in Sport (JSAMS) published by Sports Medicine Australia...

Northern Downs News, QLD, p.19, 12/3/2009

Circulation - 5,500

Reduce sport injuries seminar

In an effort to reduce sporting injuries, Sports Medicine Australia (SMA) Victorian Branch will hold a free sports trainer evening in Horsham.

Weekly Advertiser, VIC, p.38, 12/3/2009

Circulation - 23,340

Sports safety training

As part of Central Highlands Sports Assembly's commitment to providing a safer environment for all sporting clubs, Sports Medicine Australia are providing a range of sports medicine education opportunities to club personnel throughout 2009.

Central Highlands Sports Assembly newsletter

Sport strapping courses

Sports taping courses developed by Sports Medicine Australia will be conducted in West Wyalong this month.

Young Witness, NSW, p.11, 16/3/2009

Circulation - 1,672

Programs available

Essendon District Football League is offering a range of Sports Medicine Australia accredited training programs for its clubs. Programs include Sports First Aid, Level 1 Sports Training and CPR accreditation.

Hume Leader, VIC, p.21, 17/3/2009

Circulation - 44,400

Birthplace link to athletic talent

Athletes from smaller cities or towns are more likely to play professional sport, a new study has shown. The study based on professional female athletes from golf and soccer competitions, featured in the January 2009 issue of The Journal of Science and Medicine in Sport (JSAMS) published by Sports Medicine Australia...

Byron Shire Echo, NSW, p.37, 17/3/2009

Circulation - 22,690

Children guidelines

Readers Digest, Professor Geraldine Naughton

Long distance running

BRW, Interviewed Dr John Brotherhood

Sports course to reduce injury

Sports Medicine Australia WA will conduct an accredited Level 2 Sports Trainer course in Bruce Rock on April 4 and 5.

Merredin-Wheatbelt Mercury, WA, p.10, 18/3/2009
Circulation - 1,132

Birthplace link to athletic talent

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Western Sun, QLD, p.7, 18/3/2009
Circulation - 2,200

Pro athletes more likely to come from towns than cities

Cooktown's female athletes are more likely to play professional sport than those from big cities like Brisbane, a new study has shown. The Sports Medicine Australia study, based on professional female golf and soccer players, is one of the first to investigate whether town size is related to sport development in female athletes.

Cooktown Local News, QLD, p.19, 18/3/2009
Circulation - 900

Sport safety courses to be held locally

Every year more than one million Australians are injured playing sport, but an accredited sports trainer course to be held in Shepparton could make a difference. The Victorian branch of Sports Medicine Australia will host an accredited level one sports trainer course with the aim of reducing sporting injuries.

Y Weekly, VIC, p.5, 19/3/2009
Circulation - 17,000

Sports course

A Sports Medicine Awareness Course will be held in Monto on Wednesday April 22, from 6pm to 9pm at the Monto Bowls Club, Aerodrome Road. Presented by Sports Medicine Australia this Sports Medicine Awareness Course is a community education program designed as an introductory course for people wishing to know more about preventing injuries in sport.

Central Telegraph, QLD, p.23, 20/3/2009
Circulation - 3,587

Sports Medicine needs your help

Alice Springs is facing a sports medical crisis with a dramatic shortage of qualified staff available heading into the hectic winter sports season. Sports Medicine Australia is running a level one sports trainers' course next weekend encouraging sportspeople to earn their accreditation.

Centralian Advocate, NT, p.57, 20/3/2009
Circulation - 6,887

Under pressure

The compression garment market is worth an estimated \$30 million. A study featuring in January's issue of The Journal of Science and Medicine in Sport

(JSAMS), published by Sports Medicine Australia, may be adding some scientific evidence to the anecdotal.

Herald Sun, Extra Well, VIC, p.35, 23/3/2009

Circulation - 535,000

Defibrillators can save lives: family

Steve Carroll hopes the death of his brother-in-law Kanwar Jandu will not be in vain. Mr Carroll is now pushing for all gyms and health centres to have Automated External Defibrillators (AEDs) available on site. Sports Medicine Australia WA released a position statement on the issue after sports broadcaster Wally Foreman died after suffering a heart attack at a gym in 2006.

North Coast Times Community, WA, p.3, 24/3/2009

Circulation - 18,963

Taping courses to help local clubs

New South Wales Sport and Recreation is helping local sports clubs prepare for the winter season by conducting two sports taping courses in West Wyalong. The courses have been developed by Sports Medicine Australia and are conducted by experienced presenters who are experts in their field.

West Wyalong Advocate, NSW, p.10, 24/3/2009

Circulation - 1,466

Plea for life-saving devices at gyms

Steve Carroll hopes the death of his brother-in-law Kanwar Jandu will not be in vain. Mr Carroll is now pushing for all gyms and health centres to have Automated External Defibrillators (AEDs) available on site. Sports Medicine Australia WA released a position statement on the issue after sports broadcaster Wally Foreman died after suffering a heart attack at a gym in 2006.

Wanneroo Times, WA, p.3, 24/3/2009

Circulation - 64,437

Prevent back pains by choosing and using the right school backpack

As families prepare for the new school year NSW Health advises parents to think about choosing the right backpack for their child's growing spine. Look for one that carries an endorsement by a back care professional organisation such as the Australian Physiotherapy Association or Sports Medicine Australia.

Southern Highland News, NSW, p.28, 25/3/2009

Circulation - 3,094

Preparation reduces winter sports injuries

During winter those who are active need to prepare for the cold conditions or risk injuries, warns Smartplay. Sports physician and Sports Medicine Australia (Vic) President Dr David Bolzonello says wintry conditions should not be a barrier to exercising. All that is needed is good preparation.

Maryborough Herald, VIC, p.25, 25/3/2009

Circulation - 12,457

Pointers on sports strapping

A free workshop on advanced sports strapping will be held in Cairns next month. Presented by Sports Medicine Australia, the workshop will host numerous experts on various topics.

North Queensland Register, QLD, p.29, 26/3/2009

Circulation - 3,945

Behind the play

Pinjarra Golf Club received a grant to buy an item they hope never to use. The club was successful in gaining a Healthway grant to buy a heartstart defibrillator. The sponsorship program, managed by Sports Medicine Australia (SMA) is taking a unique direction with a holistic approach to health rather than focusing on one particular health issue.

Mandurah Mail, WA, p.114, 26/3/2009

Circulation - 35,121

Learn to be a trainer

Does your sports club or facility have the personnel to provide assistance in a situation involving a serious injury to a player or participant? Sports Focus in conjunction with Sports Medicine Australia is offering level one sports trainer courses in Echuca.

Riverine Herald, VIC, p.21, 27/3/2009

Circulation - 5,766

Any exercise will make a difference

Physical activity recommendations, specifically for older Australians, have been developed for the first time by the Federal Government. Further information and suggestions for how older Australians can follow the new recommendations can be obtained in the Choose Health: Be Active booklet, developed in conjunction with the Department of Veterans Affairs and Sports Medicine Australia.

Centralian Advocate, NT, p.12, 27/3/2009

Circulation - 6,887

Activity choices for girls

A school holiday program aimed at keeping girls aged 11 to 13 years active is being launched in April. The Active Girls, Healthy Futures program run jointly by the City of Swan and Sports Medicine Australia, will be at...

Hill Gazette, WA, p.47, 28/3/2009

Sports course to reduce injuries

In an effort to reduce sporting injuries, Sports Medicine Australia Victorian Branch will hold an accredited Level 1 Sports Trainer Course in Horsham on April 19 and May 3.

Ararat Advertiser, VIC, p.31, 31/3/2009

Circulation - 2,547