

## **Sports Medicine Australia media review May 2009**

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### **Preventing skiing injury**

Prevention is the best cure. To make sure you've done everything possible to remain uninjured this snow season, take a close look at these tips for downhill skiing from safety organisation Smartplay.

***Herald Sun, Extra Well, p.34, 22/4/2009***

**Circulation - 535,000**

### **Local clubs take on health**

Local football clubs have been rewarded for their commitment in creating healthy club environments. Six clubs in the Great Southern have shared in more than \$140,000 in sponsorship through the "Healthy Club" program managed by Sports Medicine Australia.

***Albany & Great Southern Weekender, WA, p.68, 30/4/2009***

**Circulation - 19,020**

### **Eating right for sport**

Food is an important part of sport. It provides the body with the fuel it needs to perform at its best. However, if the wrong foods are consumed, injuries can often occur. Smartplay, Sports Medicine Australia's sports injury prevention program, recommends sporting diets should contain...

***Peak Health Magazine, May***

### **Wii Fit**

**Slimming and Health magazine, Interviewed Professor Kevin Norton**

### **Can you exercise when you are sick?**

**Dolly magazine**

### **Trainer finalist**

Colac district football trainer Robert Payne is a finalist in a statewide sports safety award. Payne has received recognition in the 2009 Victorian Smartplay Sport Safety Champion Awards for his work as head trainer with the South Colac Football Club.

***Colac Herald, VIC, p.38, 8/5/2009***

**Circulation - 5,172**

### **United Cricket Club in running for Smartplay award**

United Cricket Club is a Champion Club finalist in the Victorian Smartplay Sport Safety Champion Awards 2009.

***Bendigo Advertiser, VIC, p.87, 9/5/2009***

### **Preventing skiing injury**

Prevention is the best cure. To make sure you've done everything possible to remain uninjured this snow season, take a close look at these tips for downhill skiing from safety organisation Smartplay.

***Herald Sun, VIC, p.34, 11/5/2009***

**Circulation - 515,500**

### **Safety finalist**

Williamstown Soccer Club has been named a champion club finalist in the Victorian Smartplay Sport Safety Champion Awards 2009.

***Hobsons Bay Leader, VIC, p.7, 12/5/2009,***

**Circulation - 36,201**

### **Birthplace linked to athleticism**

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

***Donnybrook Bridgetown Mail, VIC, p.18, 12/5/2009***

**Circulation - 946**

### **Smartplay sport safety finalists announced**

The finalists for the Victorian Smartplay Sport Safety Champion Awards for 2009 have been announced.

**Gippsport newsletter, May 2009**

### **Preventing football and netball injuries**

**ABC South Australia, 13/5/2009, Interviewed Dr David Bolzonello**

### **Development of a workforce education program for exercise practitioners in falls prevention and exercise prescription for older people**

*Journal of Science and Medicine in Sport*

***Falls Link, NSW Falls Prevention Network***

### **Sports injury: the sore side of sport**

But while the injury toll from sport might appear onerous, WA president of Sports Medicine Australia, Peter Nathan, said the high number of injuries in sports such as football and netball, reflected high participation rates rather than a high danger of injury, and these statistics should not deter people from participating.

***West Australian, WA, p.6, 13/5/2009***

**Circulation - 192,964**

### **Cereal just as good as sports drinks in muscle recovery**

**The Age, VIC, Interviewed Tanya Lewis**

### **Preventing injuries**

With the football and netball seasons underway, players can reduce their risk of injury by using Smartplay's Preventing Australian Football and Netball Injuries fact sheets. "The safety tips (available at [www.smartplay.com.au](http://www.smartplay.com.au)) will not only increase your chances of playing a better game but will decrease your chances of being sidelined with an injury," Dr Bolzonello said.

**Albany Advertiser, WA, p.30, 14/5/2009**

**Circulation - 5,979**

### **Trainer Ian Clough is a sports safety champion**

Horsham Saints Football Netball Club trainer, Ian Clough has been recognized as a champion individual finalist in the Victorian Smartplay Sports Safety Champion Awards 2009.

**Weekly Advertiser, VIC, p.39, 14/5/2009**

**Circulation - 23,340**

### **Albany clubs get healthy sponsorship**

Three GSFL clubs have received the new "Healthy Club" sponsorship from Healthway through Sports Medicine Australia, which will assist in implementing and improving healthy initiatives.

**Albany Advertiser, WA, p.31, 14/5/2009**

**Circulation - 5,979**

### **Research reaps awards**

Kent Sweeting has stepped ahead of his field by winning the Podiatrist of the Year award. Last year Sports Medicine Australia gave him an award for his research into pain in the Achilles Tendon.

**City South News, QLD, p.9, 14/5/2009**

**Circulation - 33,962**

### **Dressed for battle**

**Sydney Morning Herald, NSW, 14/5/2009, Gary Moorhead responded**

### **Reduce your injury risks**

With the football and netball seasons underway participants can reduce the risk of injury by using Smartplay's Preventing Australian Football and Netball Injuries fact sheets. Smartplay, Sports Medicine Australia's sports injury prevention program funded by the Department of Health and Ageing, offers these timely tips to minimise the injury risks of both sports.

**Bega District News, NSW, p.53, 15/5/2009**

**Circulation - 2,770**

### **Play it smart**

Sportspeople could reduce their risk of injury by using Smartplay's Preventing Australian Football and Netball Injuries Fact Sheet.

**Penrith Press, NSW, p.3, 15/5/2009**

**Circulation - 61,864**

**Better to be safe than sorry**

Every year more than 5 per cent of Australians suffer a sports-related injury, according to Sports Medicine Australia. To avoid injury bringing your health campaign to an untimely, SMA recommends to...

***Caboolture Shire Herald, QLD, p.31, 19/5/2009***

**Circulation - 44,467**

**Fact sheets reduce injury risks**

With the football and netball season underway, participants can reduce their risk of injury by using Smartplay's Preventing Australian Football and Netball Injuries fact sheets.

***Byron Shire Echo, NSW, p.53, 19/5/2009***

**Circulation - 22,690**

**Call to exercise caution**

Every year more than 5 per cent of Australians suffer a sports-related injury, according to Sports Medicine Australia. To avoid injury bringing your health campaign to an untimely, SMA recommends to...

***North West News, QLD, p.31, 20/5/2009***

**Circulation - 43,352**

**Caution exercises injury**

Every year more than 5 per cent of Australians suffer a sports-related injury, according to Sports Medicine Australia. To avoid injury bringing your health campaign to an untimely halt, SMA recommends to...

***Northside Chronicle, QLD, p.36, 20/5/2009***

**Circulation - 62,535**

**Better to be safe than sorry**

Every year more than 5 per cent of Australians suffer a sports-related injury, according to Sports Medicine Australia. To avoid injury bringing your health campaign to an untimely halt, SMA recommends to...

***South East Advertiser, QLD, p.24, 20/5/2009***

**Circulation - 54,036**

**Exercise risk**

Every year more than 5 per cent of Australians suffer a sports-related injury, according to Sports Medicine Australia. To avoid injury bringing your health campaign to an untimely halt, SMA recommends to...

***Southern Star - Springwood, QLD, p.24, 20/5/2009***

**Circulation - 60,335**

### **Preparation is protection**

Every year more than 5 per cent of Australians suffer a sports-related injury, according to Sports Medicine Australia. To avoid injury bringing your health campaign to an untimely halt, SMA recommends to...

***Westside News - Paddington, QLD, p.27, 20/5/2009***

**Circulation - 61,631**

### **Exercise caution**

Every year more than 5 per cent of Australians suffer a sports-related injury, according to Sports Medicine Australia. To avoid injury bringing your health campaign to an untimely halt, SMA recommends to...

***Albert & Logan News, QLD, p.30, 20/5/2009***

**Circulation - 74,603**

### **Booklet offers practical advice**

Choose Health: Be Active, a new booklet produced by the Federal Government, will help older Australians improve their health and wellbeing. The booklet was jointly developed by the Department of Veterans' Affairs and Health and Ageing in association with Sports Medicine Australia.

***Maitland Mercury, NSW, p.16, 20/5/2009***

**Circulation - 4,331**

### **Fact sheets reduce football/netball injury risks**

With the football and netball season underway, participants can reduce their risk of injury by using Smartplay's Preventing Australian Football and Netball Injuries fact sheets.

***Oakey Champion, QLD, p.9, 20/5/2009***

**Circulation - 1,200**

### **Tips to reduce football/netball injuries**

With the football and netball season underway, participants can reduce their risk of injury by using Smartplay's Preventing Australian Football and Netball Injuries fact sheets.

***Great Southern Herald, QLD, p.8, 20/5/2009***

**Circulation - 1,731**

### **Victorian Smartplay Sport Safety Champion Awards 2009**

**Monash City Council newsletter**

### **Booklet offers practical advice**

Choose Health: Be Active, a new booklet produced by the Federal Government, will help older Australians improve their health and wellbeing. The booklet was jointly developed by the Department of Veterans' Affairs and Health and Ageing in association with Sports Medicine Australia.

***Lower Hunter Star, NSW, p.8, 20/5/2009***

**Circulation - 18,235**

### **Smart fact sheets to help athletes prep**

A new injury prevention fact sheet is helping reduce injuries in two of the top five injury-prone sports. Smartplay's Preventing Australian Football and Netball Injuries fact sheets encourage player to prepare their bodies for play and to get the most from their game, while avoiding injuries.

**Cooktown Local News, QLD, p.16, 20/5/2009**

**Circulation - 900**

### **Call to exercise caution**

Every year more than 5 per cent of Australians suffer a sports-related injury, according to Sports Medicine Australia. To avoid injury bringing your health campaign to an untimely halt, SMA recommends to...

**City North News, QLD, p.23, 21/5/2009**

**Circulation - 29,227**

### **Avoid sports injuries**

With the football and netball season underway in the Adelaide Hills, one of the major concerns for players is the risk of injury. Smartplay has developed in conjunction with the AFL and Netball Australia, a fact sheet to encourage players to prepare their bodies for play - Preventing Australian Football and Netball Injuries.

**Adelaide Hills Weekender, SA, p.6, 24/5/2009**

**Circulation - 25,000**

### **Performance enhancers**

A recent study, published by Sports Medicine Australia and featured in the January issue of *The Journal of Science and Medicine in Sport*, found that compression garments could improve results. But Sports Medicine Australia spokesman Dawson Kidgell, a lecturer in exercise and sport science at Deakin University, said while many sports performance aids had come on to the market, he was unconvinced about most of their claimed benefits.

**West Australian, WA, p.1, 26/5/2009**

**Circulation - 192,964**

### **Junior clubs get Healthy input**

Two junior football clubs in Yanchep will receive Healthy Club sponsorships to help them implement and improve healthy initiatives. Yanchep Red Hawks and Yanchep Districts Junior Football Clubs will receive the funding from Healthway through Sports Medicine Australia.

**North Coast Times Community, WA, p.42, 26/5/2009**

**Circulation - 18,963**

### **Warm up before exercise**

Every year more than 5 per cent of Australians suffer a sports-related injury, according to Sports Medicine Australia. The peak body for health professionals in

sports medicine and sports science has warned that many of these injuries are the result of people embarking on new exercise campaigns or activities without taking safety precautions.

***Pine Rivers Press - Strathpine, QLD, p.25, 27/5/2009***

**Circulation - 39,897**

### **Playing safe is smart**

Today's Supporter of the Week is Smartplay, a Sports Medicine Australia's sports injury prevention program. With the winter season underway, participants can reduce their risk of injury by using Smartplay's injury fact sheets.

***Daily News, NSW, p.24, 27/5/2009***

**Circulation - 4,572**

### **Ways to reduce football and netball injury risks**

With the football and netball season underway, participants can reduce their risk of injury by using Smartplay's Preventing Australian Football and Netball Injuries fact sheets.

***Bunyip, SA, p.22, 27/5/2009***

**Circulation – 8,700**

### **Merimbula sports course to reduce injuries**

In an effort to reduce sporting injuries, Sapphire Physiotherapy in association with Sports Medicine Australia (SMA) NSW will hold an accredited Level 1 Sports Trainer course in Merimbula on June 13 and 14.

***Narooma News, NSW, p.38, 27/5/2009***

**Circulation – 1,900**