



Sports Medicine Australia Victorian Branch Annual Report 2008/09

President's Report



Sports Medicine Australia - Victorian Branch (SMA-VIC) has had another excellent year of delivering services to its members, partners and the broader sport and recreation community. The year has continued the emphasis on inclusiveness which is most evident in the expansion of SMA-VIC services in regional and rural areas of the State, as

well as the greater commitment to the delivery of services to communities that may not ordinarily be exposed to SMA services and activities.

This year the Board undertook a review of its Strategic Plan. The process included consideration of the National Strategic Plan and how it related to SMA-VIC as well as a review of the 2005 – 2008 SMA-VIC plan and its outcomes. The organisation now has a Strategic Plan in place for 2009 – 2011. It is based on five key areas for success: Membership, Community Engagement, Profile Building, Sustainability, and Structure and Operations. The board also clarified the vision and values of SMA-VIC, which can be seen enclosed. SMA-VIC continued its close collaboration with National SMA. We renewed our service agreement to provide National media services and took on a new agreement to provide National SMA's financial services.

The Safer Sport Program has made a concerted effort to deliver training programs across all regions of Victoria resulting in over 240 training courses being delivered across the State.



This has had a marked impact on the number of trained safer sport personnel with over 1,470 sports trainers and 450 sports first aiders being trained over the period. In total, over 2,383 sports trainers became accredited or re-accredited over the period, which represents almost 37% of the National total.

The delivery of the PICSAR (Participation in Community Sport and Recreation) program has initiated a Safer Sporting Communities project focused on supporting disadvantaged communities to participate in sport and recreation activities. The project focused on building the capacity of specific sporting communities to provide safer sporting options, particularly in the rural areas of Shepparton and Ballarat. A strong partnership has been forged with the Big Issue and homeless groups associated with the Homeless World Cup tournament and Big Issue Football (soccer) programs.



The on-line sports injury surveillance system, SportsInjuryTracker.com.au has continued to develop and to attract more users. SportsInjuryTracker represents a significant milestone in the collection of sports injury data at the community level and great interest in use of the program has been expressed by many including researchers, sporting clubs and associations, and other branches of Sports Medicine Australia.

Similarly CleanEdge.com.au, a website dedicated to informing aspiring, adolescent athletes on the dangers of performance and image enhancing drugs has continued to attract users and to increase its content, in particular, curriculum material for years 7 – 9 has been developed and added to the site.

The Smartplay program continued to excel in its delivery of sports safety and injury prevention to improve physical activity outcomes with increased website traffic and resource requests and distribution. Similarly a number of new and exciting partnerships and relationships have been built with a wide range of industry organisations which serve to enrich physical activity promotion through safety and injury prevention. We again thank VicHealth and the Department of Planning and Community Development (Sport and Recreation Victoria) DPCD(SRV) for the continued support of Smartplay.



The Victorian Branch has long demonstrated its capacity for delivering excellent events and this year was no exception with the successful staging of the fourth Sports Trainers Conference, Careers in Sports Medicine and the Science and Medicine in Sport and Exercise Conference in Melbourne.

The organisation has continued to advocate for the areas of injury prevention, injury management and risk management.

Media Coverage

Media is an important element of the work of the branch in conveying positive health messages to the community. During the course of the year over 200 media articles addressing sport safety or sports medicine and science issues have been published or presented in media. This includes over 120 articles in newspapers and 25 radio interviews or articles including regular features in the Herald Sun and on SEN radio. An additional 63 articles appeared in industry publications/magazines.

Membership, Member Services and Industry Events
Membership

Membership numbers have shown a pleasing increase from 624 as of June 30 2008 to 711 at June 30 2009, representing an increase of 14%. This is a particularly strong result given the decrease which occurred the previous year. 163 new members joined during this period.

Financial Members by Category 2008/09

	05/06	06/07	07/08	08/09
Associate	58	60	37	36
Full	320	318	321	303
Fellow	34	34	29	24
Life	19	19	20	21
Student	35	24	29	26
ST	181	189	182	245
Club/Corp	4	4	6	8
Other				48
TOTALS	651	648	624	711

Advocacy

SMA-VIC took advantage of the opportunity to make a submission to the Independent Sports Panel set up by Minister for Sport, Kate Ellis. The panel chair was David Crawford. The SMA-VIC Executive Officer also accompanied the National SMA CEO and General Manager to a meeting with Mr Crawford and other panel members, as well as attending the Community Sport Public Forum held in Melbourne.

SMA-VIC staff have also provided feedback to the Australian Sports Commission on Youth Leadership programs and to the Victorian Curriculum and Assessment Authority on the content for a VCE unit on Injury Prevention and Rehabilitation. SMA-VIC staff also attended and contributed to an Australian Sports Commission Community Sport and Physical Activity Forum.

SMX

SMX2009 was held at The Sebel, Albert Park. Over 200 people attended the 11th Conference of Science and Medicine in Sport and Exercise. Our keynote speaker, James Montgomery, DPCD(SRV), delivered the Michael



Kenihan lecture. It was a highly successful event, which included presenters from throughout Victoria and interstate, including Associate Professor Elizabeth Eakin and Genevieve Healy from the University of Queensland. The conference covered a number of issues pertinent to a range of sports medicine practitioners supported by

major partner Club Warehouse. This year the theme was "On Ya Bike, Movement for Health."

Member Workshops/Café Series

Two member workshops were delivered as part of the 'Café Series' events over the period. In September 2008 the seminar was on "Diabetes", presented by Associate Professor David Dunstan and Catherine Prochilo. In May 2009 the seminar was called "Pharmaceuticals and Exercise", presented by Tania Uebergang.

The format encouraged dialogue between interested practitioners both during and after the event. A feature of the second workshop was the collaboration with AAESS as co-organisers. SMA-VIC looks forward to working with AAESS again in the future.

Sports Trainer Conference



A program featuring former Essendon Football Club player Adam Ramanauskas attracted over 150 sports trainers to the 2008 Sports Trainer Conference at the Melbourne Sports and Aquatic Centre. Once again a strong program was positively received by all participants and plans continue to make the event even bigger and better in November 2009. Club Warehouse was the major partner and the event featured seven trade booths and two tables, with four sessions, two workshops and a keynote speaker.

Careers in Sports Medicine

The Careers in Sports Medicine seminar is run for secondary school students considering a career in sports medicine. Over 136 students and parents attended the event which incorporated presentations from SMA members including a sports physician, physiotherapist, podiatrist, psychologist, exercise physiologist, dietitian, and for the first time, an osteopath. Eight universities also attended the event as trade delegates, including Bond University as the major sponsor.

Safer Sport Program

The Safer Sport Program has delivered numerous positive outcomes over the course of the year. Most notably more than 3,000 individuals from community sport participated in some form of sport safety or injury prevention training via the program.

Particularly pleasing were the number of regional courses delivered and specific emphasis on the delivery of training in the major regional centres of Geelong, Horsham and Ballarat.

The Safer Sport Program continued to have broad recognition for some of its training courses and as a consequence this year the Sports First Aid Courses were auspiced through SMA-Queensland as Nationally Accredited Level 2 First Aid Courses. Similarly CPR training was offered independently with a record 27 courses conducted.

Strong relationships continued with organisations such as the AFL, a number of universities, secondary schools, various sporting associations and leagues, and many new relationships were made with groups such as school nurses, HMAS Cerberus, Australian Catholic University and Charles Sturt University.

A record number of short courses such as Advanced Taping and Introductory Sports Massage were also delivered over the past 12 months, including a number of specially designed courses for school groups involving a variety of sports medicine disciplines in the process to further reinforce the multi-disciplinary nature of SMA.

A key component of the courses are the presenters and assistants, we thank them for their continued support of the program, and their contribution to injury prevention and injury management for community sport in Victoria.

Sports Medicine Coverage



Demand for sports medicine coverage continued in 2009. Girls Sport Victoria events were covered throughout the year and the National Schools Volleyball Championships were staged in December 2008. Major events covered included the 2008 Australian University Games and the South Challenge held in Melbourne, as well as the Australian Masters Games staged in Geelong and

surrounds in February 2009, for which SMA-VIC thanks Chief Medical Officer Anik Shawdon, the 36 Sports Trainers who worked across this major event and all those involved across the year.

Smartplay



Smartplay again proved to be a highly popular and successful program in 2009. 2009 is a special year for Smartplay as it celebrates its 10th year (in Victoria). As part of the celebration, SMA-VIC, with the support of DPCD(SRV), held the Smartplay Sport Safety Champions Awards. Three categories were created; "Champion Club, Champion Individual (open age) and Champion Individual (U21)". The awards presentation night in May brought together nominees, finalists, winners as well as representatives from sport, local government and DPCD(SRV). Olympic rower Cameron McKenzie-McHarg was an entertaining and informative speaker. A Smartplay workshop was also conducted prior to the Awards.

The reach of Smartplay continued to include influential markets such as school nurse networks, safe start communities, health promoting schools and safer community networks, all seeking to address the barrier of sports injury in sport and physical activity in some form. This expansion was also reflected in website visits which reached 65,562 over the period. The Smartplay website revision work continued, with a pre-launch being conducted in May.

Smartplay continues to forge strong relationships with key industry groups such as the Football Federation of Victoria. Relationships with organisations such as Maribyrnong Secondary College and University of Ballarat have continued to develop.

SMA-VIC through Smartplay staff and trained presenters again delivered 'Active Club' workshops associated with the VicHealth Active Club Grants Scheme which saw over 19 workshops delivered to in excess of 300 clubs and over 500 attendees throughout metropolitan Melbourne.

Resource support was also provided for the delivery of similar regional workshops throughout the State. Early 2009 saw the beginning of a VicHealth funded Smartplay research project. Deakin University were appointed as the research group and their work in the next 12 months will provide direction for the future of Smartplay.

Projects

SportsInjuryTracker.com.au (SIT)

SportsInjuryTracker.com.au, an on-line sports injury surveillance system for Victorian community sport was launched in June 2008 as part of the Sports Injury and Risk Management Forum proceedings. SportsInjuryTracker.com.au has continued to be promoted and has undergone development with the support of DPCD(SRV). Use of SportsInjuryTracker has increased from 17 to over 100 community club users in the last 12 months. In addition, a new module has been developed: Research and Events – Desktop. This module will allow researchers and multi-event organisers to enter data offline and then have it uploaded into SIT for reporting and analysis. The next 12 months will see this module used in Victoria and also interstate.

Clean Edge – Performance and Image Enhancing Drugs in Sport

The Clean Edge website continued to provide information on getting the best out of your performance safely and effectively and features links to information from local and international anti-doping sites. The site's video interviews with elite athletes and practitioners were popular and support for teachers endeavouring to deliver anti-doping curriculum through work-sheets and lesson outlines continued via the provision of new curriculum material.

I would like to take this opportunity to thank my fellow Board members for their hard work and support over the last 12 months and to thank the staff for continuing to operate at a high level and to ensuring the smooth operation of the programs and services we offer. In particular, I would like to acknowledge the contribution of Dr Andrew Garnham who stepped down from the Board, in October 2008, after more than 15 years of service.



Vision Statement

Sports Medicine Australia will build a vibrant community, including its members and other parties committed to sharing knowledge, training and information, to enhance the health of all Australians through facilitating their safe participation in sport and physical activity.

Mission Statement

Sports Medicine Australia is a national multi-disciplinary organisation of professionals committed to working together to enhance the health of all Australians through safe participation in sport, recreation and physical activity.

Sports Medicine Australia – Victoria (SMA-VIC) will function as the peak body in Victoria for:

- Medicine and science in physical activity and sport.
- Medical and health care of active persons at all levels.
- Well-being through safe physical activity.
- Prevention of health problems associated with inactivity.
- Prevention and management of injury in sport and physical activity.

Safety. Prevention. Advice.

Safety. Prevention. Advice. reflects Sports Medicine Australia's varied relationships with all Australians.

- Safety in sport, recreation and physical activity is vital to ensuring continued, lifelong participation at all levels. Participation in physical activity is widely acknowledged as a key preventative measure for numerous lifestyle related diseases.
- Prevention of sport and recreation related injury ensures participation and the benefits derived from participation can be enjoyed by all. Injury and the fear of injury is recognised as a key barrier to participation.
- Advice on matters relating to prevention and management of sport and recreation related injuries to everyone will help reduce the number of and recovery time of injuries.

Values

The values governing SMA-VIC's ongoing development include the following:

- Integrity, fairness and equal access for all.
- Transparency and professionalism in all its operations.
- Respect, for the contribution and commitment of employees, members and volunteers.
- Credibility; information/decision making is based on research evidence and best practice.

Key Areas for Success

1. Membership.
2. Community Engagement.
3. Profile Building.
4. Sustainability.
5. Structure and Operations.

Definitions of Success

Membership

- Members value SMA services and renew membership annually.
- Members engage in SMA professional development activities.
- Members feedback is welcomed, valued and incorporated into future decisions.

Community Engagement

- The SMA product is high-quality, empirically-based, and up-to-date.
- SMA products are easily accessible to the public.
- Rural/regional communities are actively involved in SMA events and courses.
- Community partnerships with sport stakeholders are strong and enable a collaborative approach towards achieving safer sport outcomes.
- SMA members contribute to SMA activities.

Profile Building

- The SMA website is informative and well-maintained.
- The SMA brand is recognised and trusted in the community.
- SMA has a strong presence in all forms of media.
- SMA events and programs are well advertised.
- Spokespeople are available for media comment on specific issues when required.

Sustainability

- Revenue opportunities are created from pre-existing SMA products.
- Financial viability does not rely on Government income.
- SMA staff receive opportunities for professional development.
- SMA staff contributions are recognised and rewarded.

Structure and Operations

- Policy documents are current.
- Board members are appropriately skilled and knowledgeable.
- Staff members are optimal.

We will achieve success by:

- Understanding our stakeholders' needs.
- Employing and developing the expertise and skills of staff and board members.
- Delivering world class products.
- Broadening the reach of the organisation.
- Demonstrating uncompromising excellence in the pursuit of safer sport participation.

Board of Directors – 2008/09

Dr David Bolzonello, *President*
Matthew Mollica, *Vice President*
Wendy Braybon
Dr Robin Daly
Jeremy Gersh
Jason Patten
Lisa Sutherland
Peta White
Dr Sandra Mejak

Staff – 2008/09

Nello Marino, *Executive Officer (July 08)*
Lynne Sheehan, *Executive Officer (from August 08)*
Annabel Sides, *Health Programs Manager*
Rebecca Jackson, *Health Programs Project Officer (maternity leave August 08)*
Christine Harvey, *Health Programs Officer (from October 08)*
Tate Davidson, *Safer Sport Program Manager*
Lynne Morrison, *Office Manager*
Amanda Wilson, *Communications and Media Coordinator/National Media Manager*
Jennifer Melvin, *Events Coordinator (November 2008)*
Melissa Thompson, *Program Administration Officer*
Steven Oosterhof, *Safer Sport Officer (from October 08)*
Bree York, *Event Coordinator (January - May 09)*
Brad Noonan, *Acting Event Coordinator (May – June 09)*

Sports Medicine Australia - Victorian Branch would like to thank its 2008/2009 sponsors and supporters.

