

## **Sports Medicine Australia media review February 2010**

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### **Tennis safety tips**

With the Australian Tennis Open inspiring many to take to the sport, tennis players can reduce their risk of injury by following tips from Smartplay's Preventing Tennis Injuries Fact Sheet. To download the Smartplay Preventing Tennis Injuries Fact Sheet visit [www.smartplay.com.au](http://www.smartplay.com.au)

***Narrandera Argus*, NSW, p.15, 28/1/2010**

**Circulation – 1,308**

### **Sports goss**

Trainers course: Every sporting club has the responsibility to provide a safe environment for its members and participants and Sports Focus is urging Central Victorian clubs to participate in next month's Level One Sports Trainer Course. It is being held in conjunction with Sports Medicine Australia.

***Bendigo Weekly*, VIC, p.64, 29/1/2010**

**Circulation – 36,190**

### **Game, set, match to tennis safety**

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***Byron Shire Echo*, NSW, p.37, 2/2/2010**

**Circulation – 22,690**

### **Sports training courses available**

Sports Medicine Australia is conducting a series of courses for sports trainers during February and March.

***Northern Times*, VIC, p.14, 2/2/2010**

**Circulation – 2,210**

### **SMA Physiotherapists for Vancouver Winter Olympics**

**666 ABC Canberra Breakfast, ACT, 3/2/2010, Interviewed Mark Brown**

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***Loddon Times*, VIC, p.11, 3/2/2010**

**Circulation - 905**

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***Cohuna Farmers Weekly*, VIC, p.11, 3/2/2010**

**Circulation – 1,296**

**Upcoming sports trainer courses**

Sports Medicine Australia's Level 1 Sports Trainer course will recognise you as a nationally accredited sports trainer, providing skills on how to prevent and manage injuries on and off the sporting field.

**Valley Sport newsletter**

**Smartplay facts – hot weather guide**

With summer here, Smartplay is urging all sporting organisations to implement a Hot Weather Policy to prevent heat illness and related injuries.

**Melton enews**

**Get the facts on how to prevent tennis injuries**

With the Australian Open inspiring so many of us to take up the sport of tennis, players need to be aware of the risk of injury on the court. Developed in association with Tennis Australia, Smartplay's Preventing Tennis Injuries Fact Sheet encourages players, regardless of skill level, to prepare their bodies for play and to get the most from their game whilst avoiding injury. For more information visit [www.smartplay.com.au](http://www.smartplay.com.au)

**Australian Women Online**

**Australian sports medicine experts invited to lend skills for Vancouver Winter Olympics**

Two of Australia's sports medicine experts have accepted the only invitation issued to non-Canadian physiotherapists to provide physiotherapy services at the Vancouver Winter Olympics polyclinic. Mark Brown, who is also Sports Medicine Australia QLD Branch Executive Officer, was personally approached by the Medical Director of the Games to take part.

**News-Medical.net**

**SMA QLD Conference**

**Sunshine Coast News, QLD**

**SMA QLD Conference**

**ABC radio Rockhampton, QLD**

**SMA Physiotherapists for Vancouver Winter Olympics**

**4ZZZ Brisbane, QLD, 4/2/2010, Interviewed Mark Brown**

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**Independent Express, WA, p.11, 4/2/2010**

**Circulation – 54,005**

### **Conference focus on sports injuries**

Enhancing Tasmanian community sport safety will be the focus of a sports injury prevention conference in Hobart on Sunday, February 28. Hosted by Sports Medicine Australia Victorian and Tasmanian Branch, it will present the latest prevention and management techniques of common sports injuries.

***Launceston Examiner, TAS, p.73, 4/2/2010***

**Circulation – 32,199**

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***Tweed Shire Echo Community News, NSW, p.17, 4/2/2010***

**Circulation - 20,000**

### **Australian sports medicine experts off to Vancouver**

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***Summit Sun, p.11, 4/2/2010***

**Circulation – 1,600**

### **Sports Medicine Australia – Victoria Branch, 'In House' Sports First Aid and CPR Training**

Sports Medicine Australia (SMA) - Victoria Branch is now an Accredited Training Provider for Sports First Aid and CPR Courses. Organisations can now use their highly qualified, in-house trainers for staff and members' professional development.

### **Swimming Australia splash**

### **Sporting clubs receive grants**

Rockingham and Kwinana incorporated sporting clubs playing in a recognised sporting competition over the 2010 winter season can apply for up to \$2500 for initiatives. For more information visit the Sports Medicine Australia website, [www.smawa.asn.au](http://www.smawa.asn.au)

***Weekend Courier – Rockingham, WA, p.110, 5/2/2010***

**Circulation – 41,878**

### **Sorry, no time to quit jogging**

A bone health specialist said she was 'skeptical' about a new study suggesting many people exercising through aerobics and jogging were 'wasting their time'. Kim Bennell, will give two talks this weekend at the 39<sup>th</sup> Annual Sports Medicine Australia Queensland State Conference.

***Sunshine Coast Daily, QLD, p.15, 6/2/2010***

**Circulation – 32,425**

**Training with an injury**  
**Australia Men's Fitness, Interviewed Dr Shane Brun**

**Hydration**

Wherever – whatever. This should be your work-out motto when it comes to water intake. Dr Peter Nathan, President of Sports Medicine Australia (WA Branch), says adequate fluid replacement before, during and after physical activity will lessen the dangerous effects dehydration can have on the body.

**West Australian, WA, p.4, 9/2/2010**

**Circulation – 195,211**

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**Northern Argus, SA, p.36, 10/2/2010**

**Circulation – 4,715**

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**Maryborough Herald, QLD, 10/2/2010**

**Circulation – 12,457**

**UV exposure and heat illness guide**

**Channel 9, 11/02/2010**

**UV exposure and heat illness guide**

**3AW, VIC, Interviewed Bryce McGain, 11/02/2010**

**Flu jabs vital**

The Australian Physiotherapy Association has long campaigned for better regulation of children's backpacks. Padded straps are important, as are adjustable buckles and a waist strap. Look for a bag with the endorsement of the Australian Physiotherapy Association or Sports Medicine Australia on it.

**Courier Mail, QLD, p.7, 12/2/2010**

**Circulation – 216,563**

**Trainers are invaluable**

The sports trainer is one of the most essential but often under-valued members of any football or netball club. All sports trainers are now required to undertake training in first aid and have a level one certificate as a sports trainer. Sports Medicine Australia organises training sessions, which give the trainers the basic knowledge to perform their duties for their club.

**Colac Herald, VIC, p.34, 12/2/2010**  
**Circulation – 5,172**

**Sports clubs need UV and heat guide**

Victorian sports participants will be better protected from UV exposure and heat under new guidelines developed by SunSmart and Smartplay. Executive Officer of Sports Medicine Australia Lynne Sheehan said anybody who is active should prepare for hot conditions or run the risk of heat injury.

**South Gippsland Sentinel Times, VIC, p.29, 16/2/2010**  
**Circulation – 9,253**

**SMA QLD SSP courses**

**ABC North Queensland, 22/02/2010, Interviewed Bob Shallcross**

**Sensible exercise**

**Readers Digest, Interviewed Dr Mike Climstein**

**UV exposure and heat illness guide**

**Parks & Leisure newsletter**

**Get the facts about winter sports injuries**

With the Vancouver Winter Olympics inspiring many to take up snow sports, participants need to be aware of injury risks when participating in winter sports such as Cross-Country Skiing, Downhill Skiing and Snowboarding. Sports Medicine Australia spokesperson, Dr Peter Nathan says good preparation is essential to avoiding injury. To help ensure those embarking on snow sports prepare correctly, Smartplay, Sports Medicine Australia's injury prevention program, offers the following tips...

**Australian Women Online, 22/2/2010**

**Courses offer a sporting chance**

A series of safety courses will be held across the city in the hope of reducing the number of sports injuries. Sports Medicine Australia's Queensland Branch will hold the course over February and March to provide participants with appropriate training, qualifications and experience to create a safer sporting environment.

**Townsville Bulletin, QLD, p.10, 24/2/2010**

**Circulation – 26,927**

**Injury prevention tips for snow sports**

The Vancouver Winter Olympics have inspired many to consider undertaking winter snow sports. Sports Medicine Australia's injury prevention program, Smartplay, has fact sheets about risks associated with cross-country skiing, downhill skiing and snowboarding. Sports Medicine Australia spokesman Dr Peter Nathan said good preparation was essential to avoid injury. Visit

[www.smartplay.com.au](http://www.smartplay.com.au)

**Redcliffe & Bayside Herald, QLD, p.51, 24/2/2010**

**Circulation – 34,486**

### **UV exposure and heat illness guide**

Launched on February 11th at MSAC, the UV Exposure and Heat Illness Guide was a joint initiative between SunSmart and Smartplay. The Guide outlines practical steps to create a safe and enjoyable environment for participation in sport and physical activity. The guide is targeted at active individuals and sport and recreation organisations, clubs and providers. To obtain a copy of the guide please contact Sports Medicine Australia on 9674 8704.

### **Vicsrapid Newsline**

### **Sports Injury Prevention Conference**

**ABC Hobart, 26/2/2010, Interviewed Lynne Sheehan**

### **Sporting health**

**Retail Pharmacy, Interviewed Dr David Bolzonello**

### **Running shoes**

**The Weekend Australian**

### **Jobs for the boys**

The Government has also appointed Dr Mundy to the Productivity Commission and as a business adviser to Sports Medicine Australia.

***Sunday Telegraph, NSW, p.29, 28/2/2010***

**Circulation – 632,009**