



Sports Medicine Australia

2012/2013 annual report



Sports Medicine Australia Report for the Period 1 July 2012 to 30 June 2013. 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.

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national board 2012-2013

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It is my great pleasure to present the 2013 annual report following what has been a very active and productive year for SMA. 2013 marks a very significant time in the history of SMA. Primarily it marks the 50th year since the federation of SMA as a truly national organisation. 2013 also marks a historic change in the structure of SMA with members voting to adopt a new constitution which will see the amalgamation of the SMA branches to form a single, unified structure.

The National Board and I have been carefully consulting with State Boards and SMA members for over two years in an attempt to establish a more modern and suitable structure which will serve SMA more effectively in the future.

The ballot, which was overseen by the Australian Electoral Commission, saw over 37% of the eligible SMA membership cast their vote and a majority of over 95% vote in favour of a change in governance. This was a very clear direction from the SMA membership to unite the organisation and its associated governance.

The new structure will see several changes including a new board size and structure, greater accountability throughout the organisation and improved opportunity for efficiency through the elimination of duplication.

Some of the principles of the OneSMA structure have already been implemented to great effect with staff from various States being engaged to deliver national duties in addition to their existing State responsibilities. This has further enhanced the integration of State and National activities.

The upcoming phase of SMA's structure will see even greater integration of State and National and the next 18 months will be focused on transitioning States through dissolution and into merger as one organisation.

The lead-up to the ballot and the eventual constitution was not without its difficulties, however the National Board is very grateful to those States that chose to be part of the solution, rather than perpetuating the very issues that have been part of the motivation for OneSMA. I wish to convey my particular thanks to

those State Boards who were prepared to be visionary and genuinely negotiate in the interest of both their State based members and the broader membership of SMA. Over time we anticipate some of the parochialism that has held back opportunities for greater collaboration across State borders.

SMA was not exempt from involvement in the biggest news story in Australian Sport over recent years. Sadly the issue of drugs and supplements in sport whilst hitting the headlines provided the opportunity for SMA to engage a number of our very experienced members in the delivery of valuable information to the public via various media outlets including television, radio, press and social media. This boosted SMA media citations to almost 700 for the period and increased SMA website visits to over 231000, or almost 20000 visits per month.

This corresponds with an expansion in SMA's social media and online presence including facebook, twitter and linkedIn, and the availability of Sport Health as a flip book. This enables Sport Health to be available in tablet format for easier access.

SMA's twitter presence represents almost 2800 followers over three accounts (@smaceo, @acsms2013, @smapresident), The SMA facebook site has accumulated over 1000 likes on Facebook and over 440 members have joined the Sports Medicine LinkedIn discussion group.

In parallel with the expansion of social media has been a re-development of the SMA website with an emphasis on the reduction of duplication across State sites, stronger integration with social media and the introduction of a payment gateway to allow enrolment and payment of Safer Sport courses across the country. This is preceding the move towards, and efficiencies associated with OneSMA.

New media also extended to web based learning with the trial of two webinars addressing Social media for Practitioners and Concussion in Sport. Both webinars were offered free of charge to members and proved highly successful with a combined total of over 350 members registering for both online sessions. This will

see a greater number of webinars provided as part of the member offering in 2014.

Other professional development offered was the Karim Khan roadshow which visited six locations nationally including Perth, Ballarat, Newcastle, Townsville, Hobart and Adelaide. Again over 400 professionals attended to see Professor Khan, Editor of BJSM and a very highly sought after speaker. We thank Professor Khan who generously provided his time for no fee and has been a great supporter of SMA.

Professor Khan also joined a star studded cast of speakers and featured as the Refshauge presenter at the Be Active 2013 conference. Be Active 2013 incorporated the Australian Conference of Science and Medicine in Sport, the National Sports Injury Prevention Conference and the International Congress of Physical Activity and Public Health. Over 1300 registrants attended Be Active 2013 in Sydney, many of which were overseas delegates. Whilst this was the largest conference SMA has managed for some years, the event was similarly a huge success and generated excellent mainstream media and social media interest.

All Be Active keynote presentations were recorded and are available for viewing online, further enhancing the online content of SMA.

The ongoing structure of the SMA conferences was also reviewed given the ever increasing cost of staging such events, coupled with the desire to limit price increases of the SMA conference offerings. Being an increasingly competitive market, the importance of considering various options such as partnering with other like organisations, identifying more cost effective venues and improved marketing are all being considered as part of the review.

A strong focus of 2013 was aligned with expanding the knowledge base of the membership and the industry. Over recent years the Journal of Science and Medicine in Sport has demonstrated its quality as one of the leading journals in its field. Under the Editorship of Professor Gregory Kolt, JSAMS has continued to rise in stature and quality. This has been further enhanced through SMA becoming a member society of BJSM. In addition to SMA members now receiving full access to BJSM, the relationship has also offered increased access to clinical content for publication in JSAMS. Additional benefits include a branded SMA and SDrA issue, distributed worldwide and expanding the reach of SMA internationally.

A major focus of the period was also toward appealing to a younger audience. Following market research in the previous year a mentoring program was trialled with 7 mentors and mentees. The mentors came from the pool of experienced ASMF Fellows that make up part of the organisation. The program, which culminates at the end of 2013 will form the basis for ongoing mentor programs that will be delivered across the country.

Additional support was also provided to emerging researchers in the third year of the SMA research Foundation grants program. Six emerging researchers were awarded \$2000 each to support their research in Sports Medicine and Science. This year also saw the inaugural awarding of the Dr Brian Sando award for clinical sports medicine. Sadly Dr Sando, a pioneer of Australian sports medicine passed away in August 2012. The inaugural Dr Brian Sando Award award went to Harvi Hart for her research 'Post-traumatic knee osteoarthritis following anterior cruciate ligament reconstruction imposes significant burden'.

The SMA membership numbers continue to hold ground. At the end of period, the SMA membership stood at 3196, representing a small drop since 2012 which can be attributed in the attrition a number of South Australian based memberships.

Similarly the safer sport program experienced a result similar to that of the previous year. This also accounts for the South Australian Branch choosing to not submit accreditations for the second half of the period. Overall the most significant increases in course registrations (33%) were seen in first aid training. This was offset by an 18% decrease in Sports Trainer Courses.

The increases in course numbers over recent years has been largely attributable to the opportunities opened up through Nationally Accredited Training and SMA becoming a registered training organisation. This has exposed SMA to a number of opportunities in addition to tightening controls on training and associated systems.

The SMA RTO continues to grow in stature and sophistication and provides a significant opportunity to raise the profile and revenue opportunities for SMA in new and exciting markets. This includes national sporting associations such as Football Federation Australia which in partnership with SMA offered a pilot tailored injury management course. This course continues to be trialled with the support of the NSW

Branch and it is hoped that this will form the basis for a standardised course for football officials.

Partnerships on an international front were also fostered with potential sports trainer course delivery opportunities in Hong Kong being heavily explored. Course presentation in Hong Kong in the new financial year is proposed. The model being implemented has proven to be the most efficient and certain trialled to date and may provide a template for future international delivery of safer sport programs.

SMA partnerships in the corporate environment continue to expand. Following the engagement of a sponsorship consultant in 2012, two new corporate partnerships have been confirmed. Sixty4 a locally based sports bra manufacturer and Kinetic Orthotics an orthotic lab and design system. We welcome the support of both Sixty4 and Kinetic Orthotics and look forward to a mutually beneficial partnership.

SMA would struggle to survive in the same form without corporate partnership, which makes up a significant portion of the SMA budget. We express our gratitude to our partners Asics Oceania, Beiersdorf (Elastoplast Sport & Leuko), Novartis (Voltaren), Nestle (Sustagen), Playsafe Mouthguards for their ongoing support and vision in their support for SMA and the health of Australians.

The financial result for 2013 saw a loss of \$130, 259. This is the first deficit in five years and is reflective of the investment in a number of events, membership benefits and staff throughout the period.

I greatly appreciate the support of my fellow Board members who have been very clear in their purpose over many, many years. This will be the last term for many of the current Board members as we move toward a revised Board structure under OneSMA.

I would also like to thank the SMA staff and the State Board for their service and their open mindedness, particularly during a period requiring them to make some very important decisions in the interest of future generations.

As SMA celebrates its 50th year as an organisation, I am confident it is well placed to thrive over the coming 50 years.



Michael Kenihan
President