

# AR 17- 18

# OUR VISION & VALUES

## VISION

To promote excellence in sports nutrition practice to enhance performance, health and well-being

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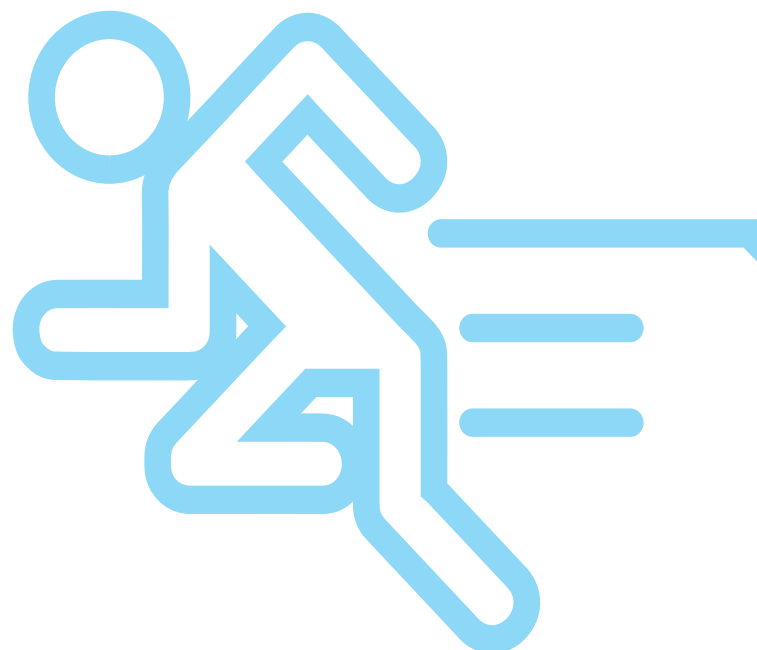
## PURPOSE

To serve our members, to support them to be exceptional sports dietitians

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## VALUES

- Empower people through collaboration to achieve
- Educate ourselves to learn and share
- Strive for excellence to be the best we can be
- Integrity in everything we deliver



# TABLE OF CONTENTS

<b>YEAR BY NUMBERS</b>	<b>1</b>
<b>ASPIRATIONAL GOAL</b>	<b>2</b>
<b>STRATEGIC GOAL #1</b>	<b>4-10</b>
<b>STRATEGIC GOAL #2</b>	<b>12-16</b>
<b>STRATEGIC GOAL #3</b>	<b>18-19</b>
<b>KEY PRIORITY AREAS 2107/18</b>	<b>20</b>
- Grow Membership	
- Communications and Marketing	
- Strengthen Capability	
<b>GOVERNANCE &amp; OPERATIONS</b>	<b>21-26</b>
- President's Report	
- Chief Executive Officer's Report	
- Board + Staff	
- Committees + Significant others	
<b>FINANCIAL REPORTS</b>	<b>28</b>

## CDP PROGRESSION



## FOLLOWERS

From predominantly industry related health care professionals, organisations and overseas dietitians



## TWEET IMPRESSIONS

**110K**

- MONTHLY AVERAGE -

**295,987**

**UNIQUE VISITORS**  
to SDA website over 12 months

2016-17 = 197,578



**COMMUNITY DATABASE 8439 SUBSCRIBERS**

from the fitness sector and a growing number of healthy active Australians captured via our website



**SDA COURSES AND EVENTS**

**289 PARTICIPANTS**

# YEAR BY YEAR #NO.1



**19,604 LIKES**

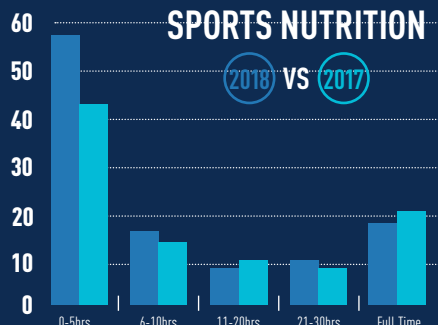
Our followers are predominantly 25-35yo active females, SDA members and people studying dietetics or have a strong interest in nutrition



## FACEBOOK DAILY TOTAL REACH

FROM **7361** [2017] TO **5160** [2018]  
- OVER 12 MONTHS -

## AVERAGE HOURS PER WEEK SDA MEMBERS PRACTICE IN SPORTS NUTRITION



# ASPIRATIONAL GOALS

- To be the leading sports nutrition hub in AUS/NZ for sports professionals
- That more active Australians know what an Accredited Sports Dietitian does

## STRATEGIES FY2016 – 2020

1. To add value to our members
2. Increase engagement between AccSD's & Seriously Sporty
3. Leaders in sports nutrition globally

WITH EVERYTHING WE DO, WE'LL SEEK PARTNERS/SPONSORS TO FUND PROGRAMS AND PROJECTS, TO ENSURE FINANCIAL SUSTAINABILITY OF SDA

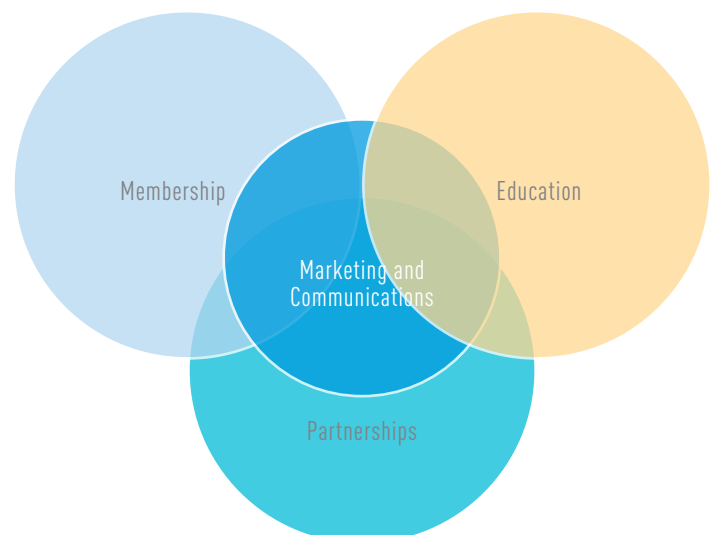
## KEY PRIORITY AREAS

- #1 Grow Membership and Value
- #2 Communications and Marketing
- #3 Strengthen Capability

## KEY OPERATIONS FRAMEWORK

- Membership
- Education
- Communications
- Sponsorship

## INTEGRATION OF 4 PILLARS





**SG  
#1**

**STRATEGIC GOALS**

**OUR MEMBERS**

**EDUCATION**

**CAREER DEVELOPMENT PATHWAY**

**STATE WRAP-UP**

## STRATEGIC GOAL #ONE

# GROW MEMBERSHIP AND VALUE

## WHY

Our members are our reason for being, our purpose. We need them to be smart & savvy to ensure they offer great service; have successful businesses & rewarding careers; and help us 'fly the flag' for credible sports nutrition advice & the profession. We need to provide the best information, education & continuous professional development opportunities to our members to perform at their peak.

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## CAREER PROGRESSION

### We congratulate...

- 57** Provisional Sports Dietitians becoming Accredited Sports Dietitians
- 11** Accredited Sports Dietitians becoming Advanced Sports Dietitians

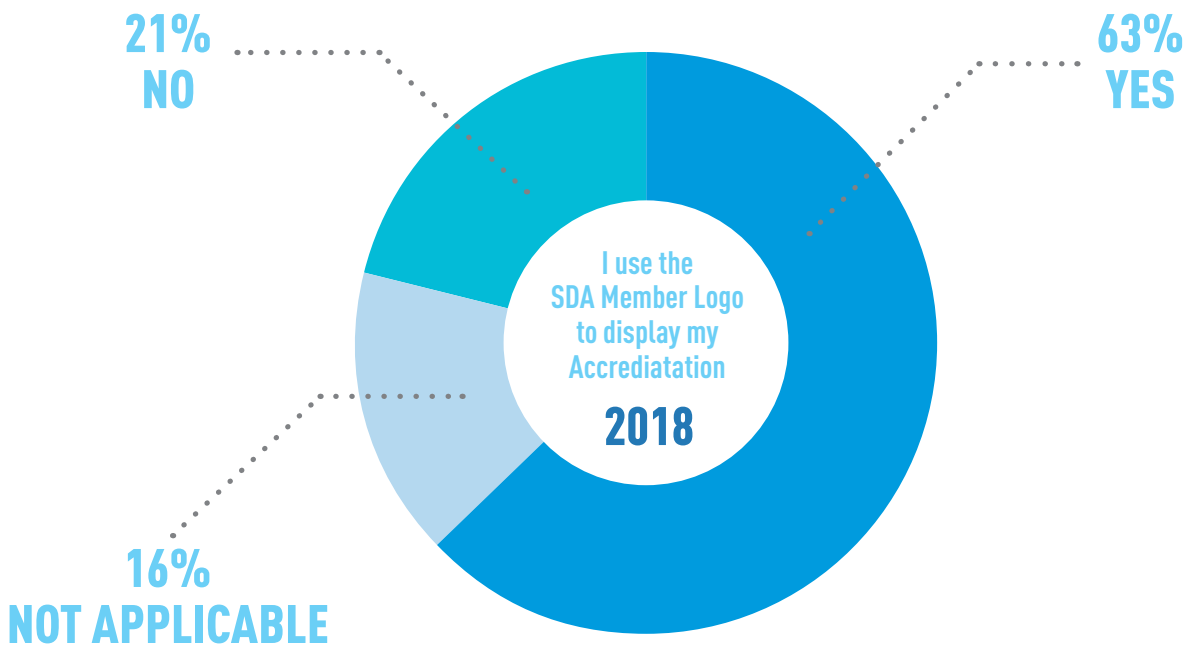




## STRATEGIC GOAL #ONE

### AccSD CREDENTIAL LOGO USE

As part of our strategy to increase awareness of the profession, the Accredited Sports Dietitian logo plays an integral role as a symbol of trust, giving active Australians piece of mind for credible sports nutrition advice. We're rapt to see members increasingly displaying their SDA accreditation logo.



## STRATEGIC GOAL #ONE

# EDUCATION

## SPORTS NUTRITION COURSE

This unique course educates our next generation of sports dietitians on how to convert the science of sports nutrition into practical and meaningful interventions for athletes and coaches. We're grateful to the nationally and internationally recognised sports nutrition professionals who present, incorporating the latest information on sports nutrition and provide personal insights in working with athletes. Completion of this 4-day course is a criteria to becoming an Accredited Sports Dietitian.

**This year 77 Dietitians 'graduated' from our two Sports Nutrition Courses held in Canberra in November 2017 and May 2018.**



*"This course was excellent. Was great to learn from such passionate experts and the interactive nature of the sessions was perfect."*

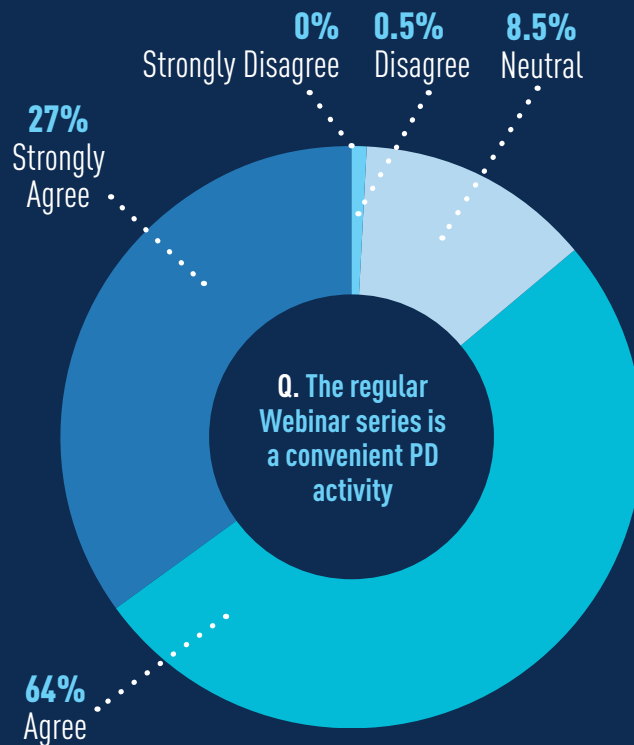
*"The course was great. The content was presented and delivered excellently. I would recommend and have recommended the course to other Dietitians. Thankyou!!"*

*"I was pleasantly surprised that this course had a heavy practical aspect to it. It is easy enough to listen to lectures, read papers and guidelines but it is what we do with these that is of most relevance to those new to sport nutrition."*

## WEBINARS

Our webinars offers members a cost effective, accessible professional development activity. All webinars are recorded and available, along with presenter slides, post-webinar.

From our Annual member survey: The regular Webinar series is a convenient PD activity.

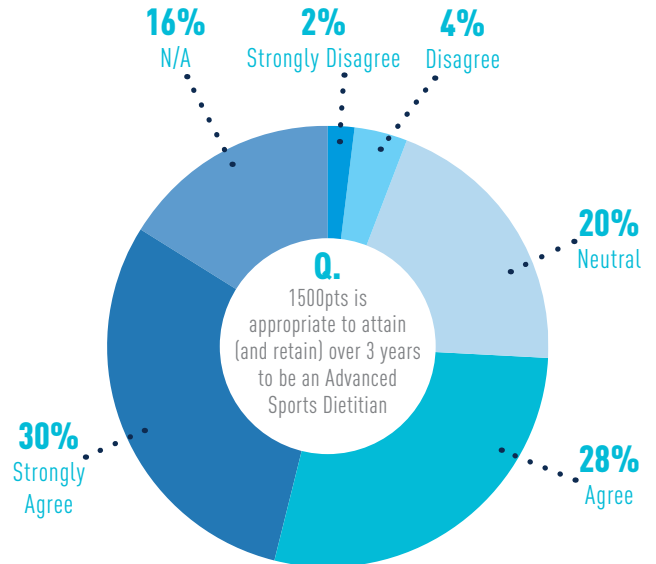
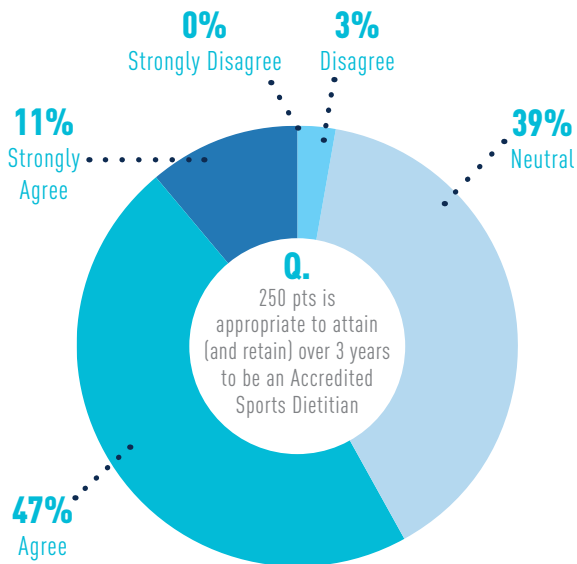


DATE	TOPIC	ATTENDANCE
11/10/17	<b>Exercise Induced Gastrointestinal Syndrome - Causes, Exacerbation &amp; Implications</b>	Registered = 39 Attendance = 26 Click registration link = 43
29/11/17	<b>Sleep &amp; Nutrition</b> – Dr Richard Swinbourne	Registered = 40 Attendance = 26 Click registration link = 44
30/05/18	<b>Nitrates: Latest Research &amp; Evidence</b> – Prof Andrew Jones	Registered = 36 Attendance = 23 Click registration link = 39



## STRATEGIC GOAL #ONE

### CAREER DEVELOPMENT PATHWAY



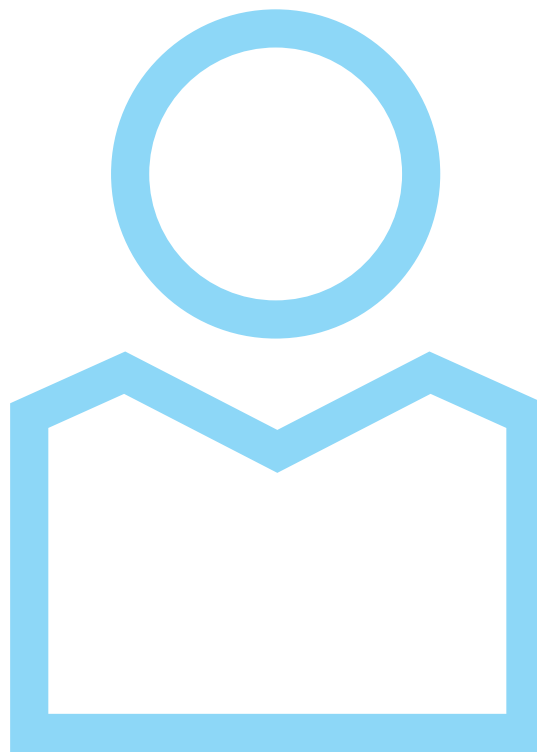
#### 2018 CDP AUDIT

57 AccSD + 3 AdvSD members were randomly selected for audit. There was a noticeable improvement in members attaching evidence of their logged CDP activities and all passed with flying colours.

#### 2018 CDP ACTIVITIES

Total CDP points logged during 2017-18:

- 2,747 individual CDP activities logged (2017 = 2276)
- 72,281 Total CDP points logged (2017 = 58,706)



## STRATEGICAL GOAL #ONE

### STATES WRAP-UP

SDA is fortunate to have a bunch of passionate sports dietitians who fly the flag for the organisation and profession around the country. They give their time voluntarily and with limited resources. Our heartfelt gratitude to the following State Coordinators for their time and effort to bring innovative and social activities to their local membership:

Australian Capital Territory (ACT) – **Kate Gemmell**

South Australia (SA) – **Meg Lemon**

Queensland (QLD) – **Andrew Hall**

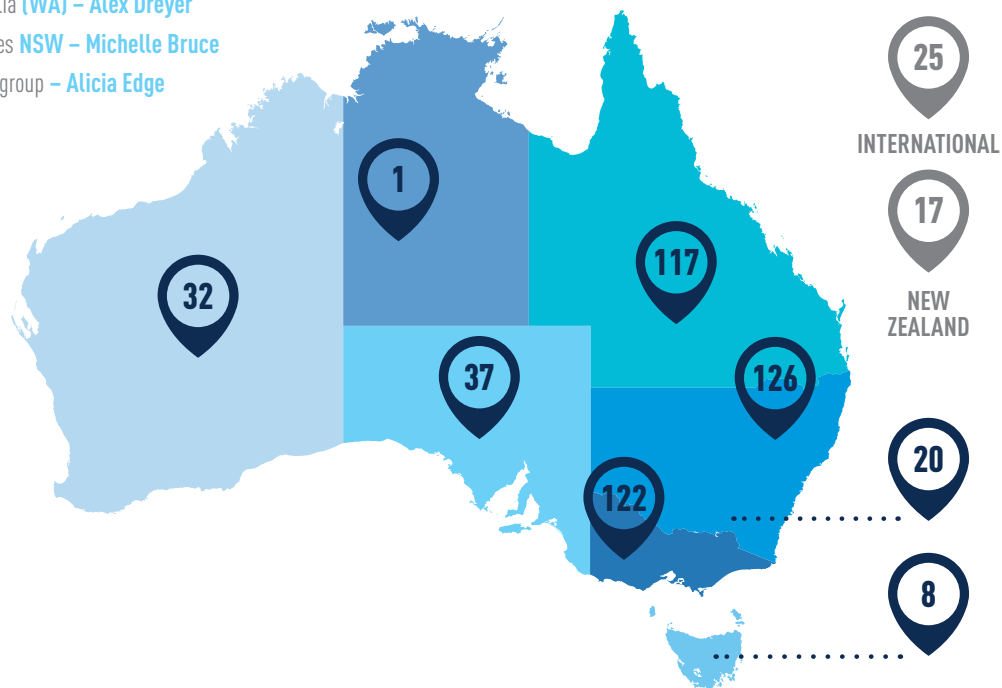
Tasmania (TAS) – **Juliana Lisboa**

Victoria (VIC) – **Claire Saundry**

Western Australia (WA) – **Alex Dreyer**

New South Wales (NSW) – **Michelle Bruce**

Newcastle sub-group – **Alicia Edge**



### BELOW IS A WRAP UP OF WHAT OUR MEMBERS HAVE LEARNED AND HEARD OVER THE PAST 12 MONTHS:

- Insightful presentations from our members regarding recent professional development activities, discussion groups on new products, testing protocols and nutrition interventions as well as personal experiences regarding travelling with team sports as both as an athlete and health professional.
- Case studies and recent research insights, in particular on gut health, veganism and body composition methods.
- Steve Flint presented on diabetes and the athlete, using his extensive experience with diabetic individuals to highlight the important factors and some of the areas which may

be inadvertently overlooked. It was a brilliantly pragmatic session, and we all felt very upskilled walking out of that session.

- External presenter and performance psychologist, Jonah Oliver, delivered a hyper-engaging session on “psychological considerations for dietetic prescription - How to avoid well-intentioned advice leading to performance impairment”. Where he discussed if dietitians were feeding rigid thinking and whether or not that was actually the best approach for athletes come competition day.
- Product testing/samples from new snacks and beverages
- Cobram estate and We Feed you showcasing their products and nutritional benefits



# SG #2

## STRATEGIC GOALS

EXTERNAL COMMUNICATIONS

WEBSITE

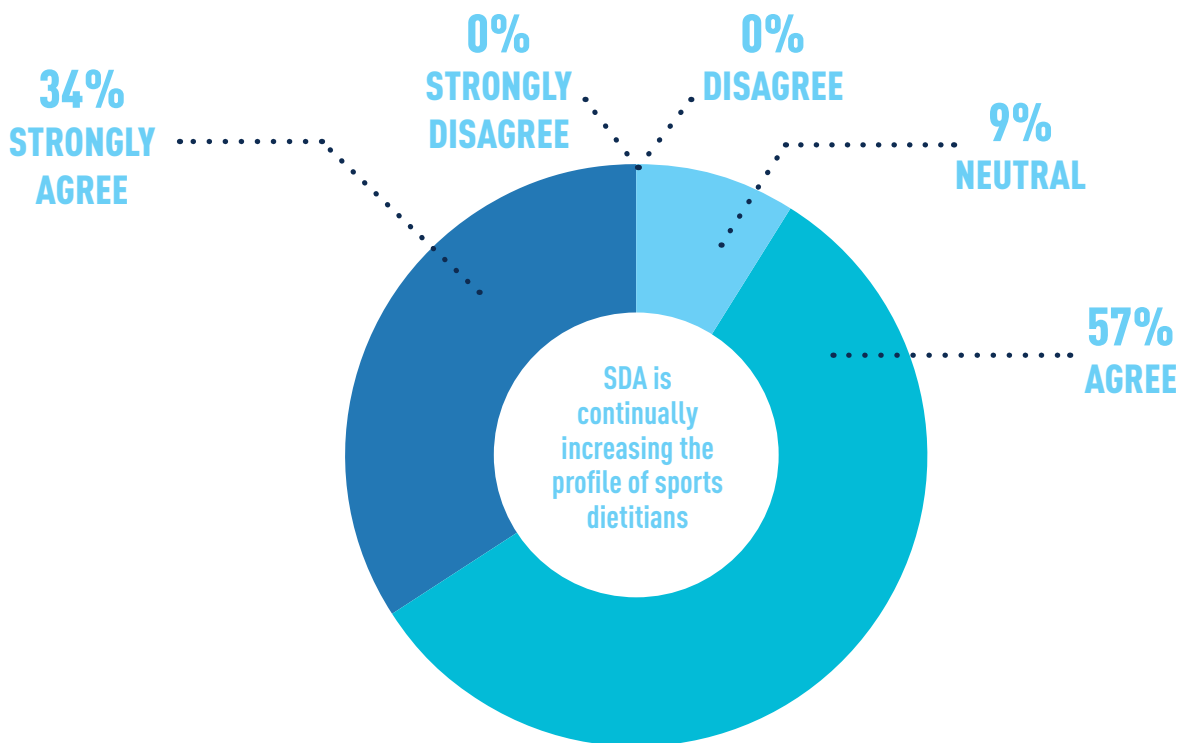
OTHER PROJECTS

# INCREASE ENGAGEMENT BETWEEN ACCSD & SERIOUSLY SPORTY

## WHY

Why: To help our members grow their business, they need clients. Yet our market research confirmed that awareness is low about who they are, what they do or what value they add and how they can help (..vs Dr Google!).

FROM OUR ANNUAL MEMBER SURVEY,  
HERE'S WHAT OUR MEMBERS THINK  
OF OUR WORK TO DATE



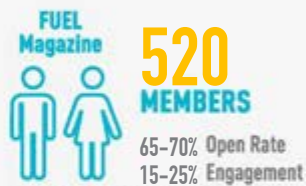


## STRATEGIC GOAL #TWO

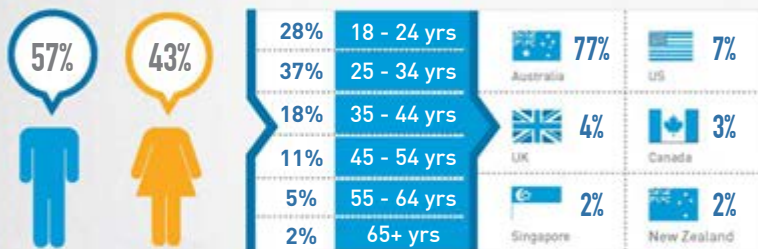
# EXTERNAL COMMUNICATIONS

Regular communications are distributed to our membership as well as our active community. Content is tailored and topical for each audience.

HOW WE CAN SHARE OUR INFORMATION AND PARTNER KEY MESSAGES



### SPORTSDIETITIANS.COM.AU



### WHO VISIT US

Their Profession	Interested in...
Parent/Coach	20% Diet tips, resources
Elite Athlete	5% Timing, intolerances, protein, supplements
Committed Athlete	37% Specific events, behaviours, resources, supplements
Dietitian	26% Professional development, careers, resources
PT/Health Professional	15% Guidelines and referrals
Student	16% Careers, mentors, guidance

### SDA WEBSITE TRAFFIC



**360,000**  
 unique visitors  
 annually

"Sports Dietitians are not just for elite athletes"

## STRATEGIC GOAL #TWO

# MEMBER COMMUNICATIONS

## OUR NEW LOOK COMMUNICATIONS



From little things big things grow, and this 'rebirthing' of Fuel brings together SDA's key benefits and strategic direction to empower you, our members, to become leaders in sports nutrition practice. Delivered to your inbox quarterly, FUEL will now be 'go to' resource for evidence based sports nutrition research, member profiles and stories plus conferences and events.



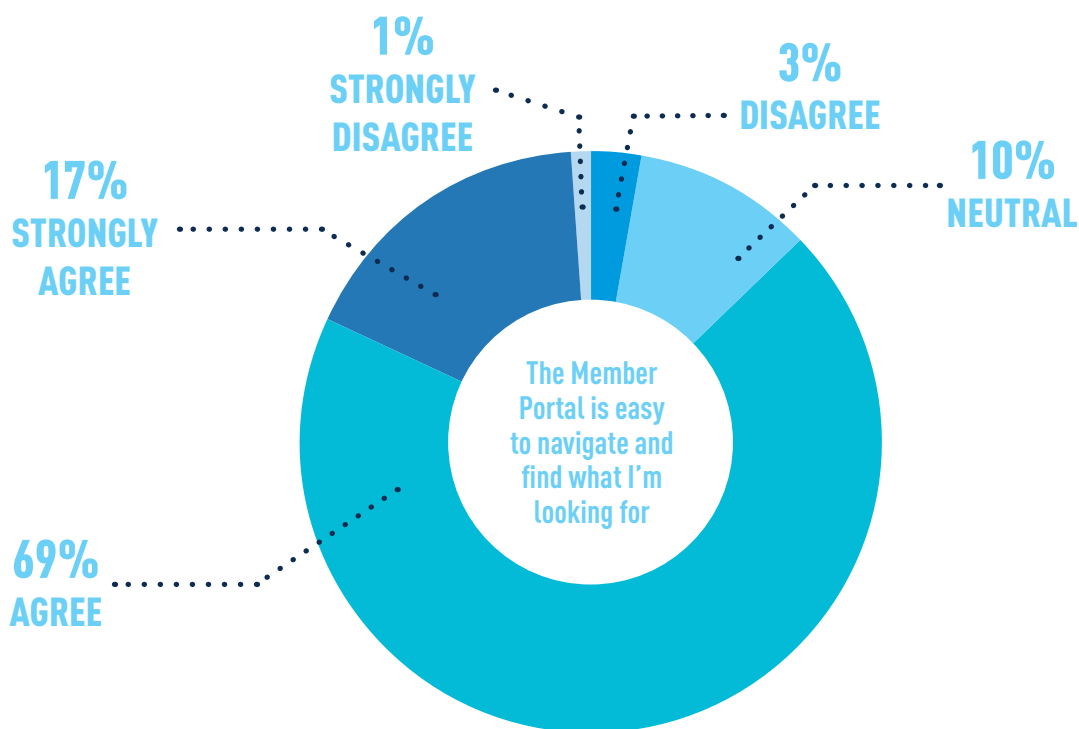
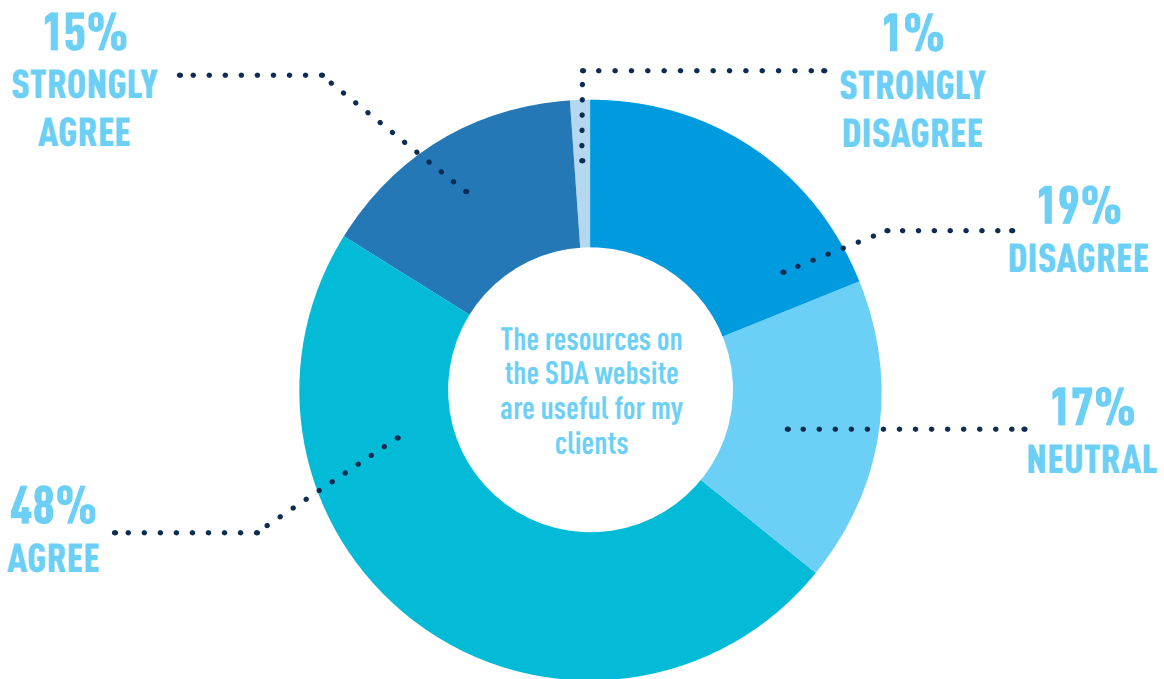
As proud supporters of active lifestyles, we were also incredibly excited to share a fresh new resource with our subscribers. Designed to support their active endeavours, whether that is on the trail, in the gym, or scaling new heights— ReFUEL is our quarterly FREE consumer magazine designed to provide evidence based nutrition tips and advice to help cut through the confusion and maximise the weekend warrior's physique and health goals.

## STRATEGIC GOAL #TWO

### WEBSITE (ANNUAL SURVEY INSIGHTS)

Our website is slowly becoming THE “go to” website for nutrition content, tips, recipes, latest news and research for seriously sporty individuals and their networks; help them find a local sports dietitian; and provide members with easy, intuitive, user-friendly access to a variety of resources and tools that support them to be exceptional.

**We're proud to report from our Annual survey:**





SG  
#3

**STRATEGIC GOALS**

**GLOBAL LEADERS IN SPORTS NUTRITION**



## STRATEGIC GOAL #THREE

# GLOBAL LEADERS IN SPORTS NUTRITION

## WHY

Many countries look to SDA and our CDP model. Our SNC has been delivered in four countries and we're looking for new international markets to share this home-grown expertise. Increasingly, peers in other countries are looking to SDA and our sports nutrition professionals for information, support and education.

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## ARGENTINA/SPAIN/UK

In October, delegates from Argentina, Spain, Hong Kong, Singapore, New Zealand and the United Kingdom attended SDA's 2017 Conference Propelling your Knowledge and Practice. We were delighted to be joined by visiting experts Professor Kieran Clarke, Dane Baker and many SDA members who travelled to Melbourne for the two-day event and the serious business of networking.

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## PYEONGCHANG OLYMPICS, SOUTH KOREA

In February, some clever SDA members were the driving force behind the Australian Winter Olympic Team at the 2018 PyeongChang Olympics. Siobhan Crawshay took on the role of Nutrition lead and, working alongside Jo Mirtshcin and Ali Miles, provided us with 'behind-the-scenes' insights of food storage and provision in -10°C – a baptism of fire in sub-zero conditions!

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## WORLD STAGE

Australia faced a history-making Commonwealth Games in April, with sports dietitians, and in particular SDA member Sally Walker, taking up a key role at Gold Coast 2018. As the largest Australian team at a Commonwealth Games, it was also the first time a team sports dietitian was engaged as part of the medical team. Sally was particularly enthused by the supportive and appreciative team environment – a great model for future success!



# ON THE SIDE

## SDA CONFERENCE & 21<sup>ST</sup> GALA - OCTOBER 2017

### INAUGURAL EXCELLENCE AWARD WINNERS 2017

#### Excellence in Developing a Sports Nutrition Business

Holly Frail & Kerry Leech - Eat Smart Nutrition

#### Emerging Sports Nutrition Researcher

Rhiannon Snipe

#### Excellence in Sports Nutrition Mentoring

Louise Burke

#### Excellence in Sports Nutrition Media

Ben Desbrow

#### Excellence in Sports Nutrition Advocacy

Michelle Cort

#### Excellence in Sports Nutrition Education

Greg Cox & Greg Shaw

#### Emerging New Media Presence

Jessica Spendlove

## DAA CONFERENCE - MAY 2018

More than 600 dietitians attended this year's DAA Conference, including a few SDA members mingling in the crowd and presenting in the program. SDA and Pure Warrior by Swisse shared a stand and our putting competition supported by Swing Fit – Golf Australia, which was so much fun, some putters would make good fairway drivers! Simone Austin, Dom Condo and Bev Friend worked the stand and were run off their feet on the first day, SDA was one of the busiest stands. Many enquires were about the new Essentials Course as well as sign-up to ReFuel magazine.

## MOU WITH DEAKIN UNIVERSITY

A memorandum of Understanding was developed and agreed to collaborate on various projects to co-deliver professional development, public lectures in the field of sports nutrition and training opportunities and where possible to deliver the events hosted in-kind on-site at Deakin's various campuses. Foster any other collaborative efforts the parties consider to be appropriate from time to time, mutually drawing on staff expertise between organisations to increase profile and build reputation, including support of and involvement in Deakin's the Women in Sport agenda.



## PRESIDENTS REPORT

# SIMONE AUSTIN



**“THERE ARE MANY MORE  
EXCITING TIMES YET TO COME  
SO HOLD ON TIGHT AND  
JOIN THE RIDE!”**

Well another year has flown by, my third year as SDA president and our first full year with our new CEO Bev Friend at the helm! I hope many of you have had a chance to meet Bev and to take a read of the new look FUEL and ReFUEL e-magazines that she has used her publishing skills and the exceptional support of the SDA head office team to bring them alive. These have been exceptional ways to showcase SDA to the world, a must for us to continue to be a force in the sports nutrition field. ReFUEL is designed for you to share with the wider community, use it as a free resource for your clients. The more people who know and respect SDA the more opportunities it brings to us as members, as we are all SDA! The SDA 'tribe'.

The challenging financial position is still with us however it has improved, the balance sheet is strong (Anoop our board guru accountant assures me). In response to the significant gaps in funding from traditional sources, 2018 was a significant step forward in our future approach to developing new models for funding that will benefit members over the coming years. Advertising in FUEL and REFUEL and new look masterclasses are just some of these new initiatives to increase income sources for the organisation, whilst at the same time offering more value-added services to the membership and our partners.

In response to members feedback we have been working hard over the last year or so to further our relationship with The Dietitians Association of Australia aiming to maximise value for our membership. Bev and I had a fantastic meeting at the SDA office with the new DAA President Robert Hunt who was very impressed with the achievements of SDA. We explained our members frustration and we are working to understand what services are provided by each organisation, where we can avoid duplications for our members and ensure sports nutrition is well represented. The relationship also enables access to resources for SDA that would otherwise be out of our reach. One of these initiatives has been the Sports Nutrition Course as part of DAA's Centre for

Advanced learning, which uses an expensive training module platform. We had plenty of excited dietitians at the DAA conference talk to us on the stand who had signed up for the course, which was sold out in days. Well done to the team who wrote the course!

As the board sets its strategic direction we think about the range of skills sports dietitians need, to be effective in today's environment; educators, finance managers, strategists, marketers .. to name a few. We will continue to offer broad and current PD opportunities that are aligned with the core business of sports dietitians whilst continuing to capitalise on opportunities for the progression of our profession in.

We encourage you to read this report about the great range of activities and achievements of SDA this past year, and importantly, to invest in and understand your organisation. As always, it is us as members who play an integral role in the success of SDA, both internally and within the wider active Australian community. Thank you to all of you who so willingly volunteer your time on committees, in generating content for publications, providing valuable connections to new business prospects, encouraging students to join and in general flying the SDA flag! Without your network connections for opportunities in sponsorship, venue hire, media exposure, international relations and many other areas, we simply wouldn't be able to continue to propel SDA towards its full potential. We encourage your continued invaluable contributions and insights into SDA's future.

A final thanks goes to our amazing staff and to acknowledge the great work and dedication and of the Board of Directors. They have all contributed their perspective and points to this report and we value their continual direction. Your support of our profession is greatly appreciated. So sign up, get involved and ready for another year exciting year ahead SDA tribe!

Simone Austin  
President



# CEO'S REPORT BEV FRIEND



## “THE YEAR THAT WAS... MY FIRST YEAR AT SDA”

Joining SDA has been one of the great choices I've made in my career, I feel excited and challenged to be a part of such an amazing group of incredibly bright, intelligent and committed professionals who live and breathe what they do. It's very easy to see the 'why' in their daily work! I could see the remarkable work that organisation had achieved as well as the future potential ...blue sky image! Joining such a tribe is a privilege, and to find the HQ team to be so talented and committed who punch way above their weight, as well as a progressive and supportive Board....it's been a fabulous first year!

### HIGHLIGHTS

#### Finance – the all essential financial side, the final result

- Total Income up on budget 11.4%
- Total Operating expenses down on budget -0.1%
- Operating Profit up on budget 41%
- Net Profit up on budget 67% Actual -(\$21,809) Budget -(\$66,531) – variance +\$44,722

#### Key changes made to behind the scenes in the finance

- Engaged a new accounting firm and bookkeeper which has been instrumental in making some strategic changes
- Significant efficiencies developed in the back end systems – cost and resource savings
- Introduced new management reports (more user friendly)
- Introduced quarterly forecasting reports
- Introduced new revenue streams – Fuel/ ReFuel/ new Master Class format (revenue from taking on interstate- more bookings & online) SN Essentials – online course.

- Introduced cost savings – new Master Class pre-delivery work.

Whilst the net profit is still in deficit, the result was significantly better than the budgeted forecast. And for next financial year, the plan is to make a small profit, so a good turnaround in the first two years...if the plan succeeds!

### Education

- Development of Education strategy
- Master Class developed new format – pre-learning theory/ applied learning – facilitated case study/ test of learning/ certification
- Master Class – first delivery interstate – Melb/ Sydney/ Brisbane with new format
- Pathway development – student to fellow, full mapping to include all aspects of the education platform to strategically address the needs of the members
- 101 Essentials Course – development with DAA and using LMS from DAA which was very successful and ongoing.

### Communications

- Full review of communications to rationalise, be more effective and efficient to increase capacity
- Development of communications strategy
- Fuel - introduction of Fuel in a digital magazine 18 page format – full analytics by article and including the opportunity for suppliers to advertising. Ensuring a cost neutral or revenue positive outcome.
- ReFuel – a totally new digital magazine 18 page distributed to the 8000+ database as well as other associations and allied health professionals. Also giving the opportunity for partners to advertise and have a new revenue stream, as well as lifting the profile of Sports Dietitians.

# CEO'S REPORT

## BEV FRIEND

### Sponsorship

- New 3 tier sponsorship/ partnership package –rationalise format for consistency and efficiency with increased net profit.

### Marketing & Development

- Development of new Me2 app (not yet released)
- Member churn rate was conducted by Smart Measures at no charge to SDA. This was of great value to SDA and the future planning for the membership lifecycle. Many thanks to Libby Dale and Mike Crooks.

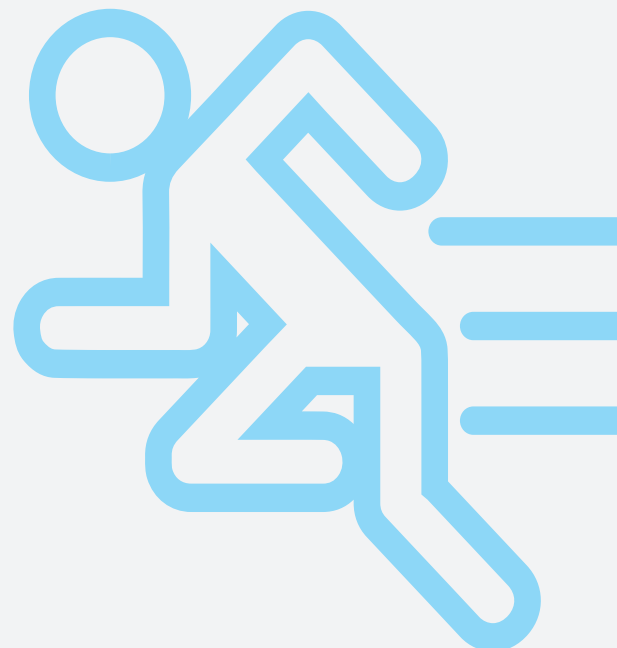
One of the key highlights for the year was the conference and gala dinner. More than 220 attended each day of the conference and the feedback was extremely positive. It also gave me the opportunity to meet many members and start to develop a relationship with many individuals. The gala dinner was a huge success and a lot of fun with a new awards program being introduced to some of the outstanding achievements from many members.

### Special thanks to some key people

- Marie Walters for her significant contribution to SDA over the past four years. Marie left HQ at the end of the financial year 2018 with our very best wishes and gratitude for her hard work in membership management and education...and many other great contributions, far too many to mention.
- Thanks to Grant Wells, an amazing contribution for the communications review and becoming a part of the HQ team while on his three month internship from Deakin.
- Thanks also to Ali Patterson for her contribution as the SDA in-house sports dietitian, for the work she put into Fuel and the monthly CDP, as well as many other activities and projects, as well as her past role on the Board. Ali left us to welcome little Leo into the world...many congratulations to Ali and Sam.
- Welcome to Jess Rothwell for jumping into very big runners that Ali filled, who settled into the role quickly and making a great contribution.
- Welcome to Emilia Renney who recently was appointed to the Membership and Education Lead who is already bringing new insights and settling in.

I look forward to an exciting year ahead with more creative changes to continue to work on helping all our members achieve their goals as well as promote and increase the profile of sports dietitians throughout Australia and globally in line with the SDA Vision and Purpose.

Bev Friend - CEO



# SDA BOARD



Left to Right:

**SIMONE AUSTIN**  
PRESIDENT

*B.Sc, Masters of Nutrition & Dietetics, AccSD, APD*

AccSD Hawthorn AFL football club, Swisse Wellness, Private practice, Corporate health presentations, DAA media spokesperson.

**MIKE HARLEY**

*BSc; Grad.Dip (Bus.Admin), GAICD*

Country Director, Xpotential + Director, Percolate Pty Ltd. Previously Marketing & Innovation Director, National Foods; Global Category Director, Fonterra Brands

**ALI (ALICE) DISHER**

*BAppSc (Ex Phys) / BHlthSc (Nut & Diet) PhD (current), AccSD, APD*

Apple to Zucchini Sports Nutrition, QRL Referees Dietitian, Australian Canoe Sprint Team Dietitian

**DOMINIQUE CONDO**  
VICE PRESIDENT

*BSc; Masters in Nutr & Diet; PhD; APD; AccSD*

DC Consulting Private Practice; Lecturer, Deakin Uni; Sports Dietitian at Geelong Cats AFL

**CHLOE MCLEOD**

*B Nutr & Diet, APD, AccSD*

Sports Dietitian Private Practice – Balmain Sports Medicine, Redfern Physio & Sports Medicine; Owner/ Director at Chloe McLeod Dietitian

**ELIZA FRENEY**

*BAppSc; Masters in Dietetics; IOC Diploma, APD, AccSD*

Sports Dietitian to Cricket Australia; Ripen Health - Private Practice

**ANOOP SINGH**  
COMPANY SECRETARY

*MBA, Master of Arts (Eco), Bachelor of Arts (Eco Hons), CPA*

C00 International, Healthscope; Previously Director, Australian Diagnostics, GM – Pathology, Symbion Health Ltd; Commercial Mgr – Mayne Health

**GREGORY COX**

*BHMS, Grad Dip Nutr & Diet, Masters Health Science (Human Nutrition), PhD, APD SDA Fellow*

AIS Senior Sports Dietitian, Nutrition Lead for Triathlon Australia & Australian Canoeing, Sports Science Medicine Coordinator Triathlon Australia

**FIONA MANN**

*BHlthSc(Nutr &Diet)(Hons), Accredited Sport Dietitian, APD, MBA*

Food and Movement Private Practice

# COMMITTEES

Our Committees ensure strong governance, expert opinion and great input into program development. Each is guided by Board-approved Terms of Reference and Board members are appointed to Committees in accordance with their individual expertise. SDA is extremely grateful to all committee members who give of their time willingly and voluntarily. And they are a bunch of really nice people too!



## FINANCE AUDIT AND RISK

**Anoop Singh (Chair), Eliza Freney**

**Guest: Simon Power, Baillieu Holst (Investment Adviser)**

Oversees all aspects of SDAs financial & risk management, audit and investment strategy

## EDUCATION

**Greg Shaw (Chair), Greg Cox, Kathryn Jackson, Ali Disher, Ali Patterson**

Oversees all Career Development Pathway (CDP) matters; provides content direction for SDA events and conferences

## 2017 SDA CONFERENCE ORGANISING

**Ben Desbrow (Chair), Sally Garrard & Steve Flint, Georgie Sutherland**

Oversight of all aspects of the 2017 Conference, including scientific program content and review of abstracts submissions

### ACHIEVEMENTS THIS YEAR:

- Steady growth of SDA's Investment Strategy
- Completed Risk Assessment
- Prudent financial management to mitigate sponsorship reduction

### ACHIEVEMENTS THIS YEAR:

- Continuous update of CDP to include new activities, most notably academia activities
- Oversight of Sports Nutrition Courses delivered in Australia (Nov '17 & May '18)
- Ongoing content ideas for webinar series

### "PROPELLING YOUR KNOWLEDGE AND PRACTICE"

- Jam packed 2 day program including Soapbox sessions, virtual event bag
- High quality line up of national and international sports dietitians and sports professionals





Left to Right: Bev, Kellie, Marie, Georgie, Ali

**BEV FRIEND**  
CHIEF EXECUTIVE  
OFFICER

**KELLIE BARNES**  
MARKETING &  
COMMUNITY

**MARIE WALTERS**  
COURSES &  
MEMBERSHIP

**GEORGIE SUTHERLAND**  
PARTNERSHIPS &  
EVENTS

**ALI PATTERSON**  
"IN HOUSE" ADVANCED  
SPORTS DIETITIAN

## SIGNIFICANT OTHERS

From time to time, SDA utilised members of our Expert Scientific Panel are utilised to consider, review and guide SDA's scientific content, resources and direction

**Greg Cox, Louise Bell, Liz Broad, Louise Burke, Michelle Cort, Ben Desbrow, Holly Frail, Karen Inge, Deb Kerr, Ruth Logan, Helen O'Connor, Fiona Pelly, Gary Slater, Clare Wood**

## SDA FELLOWS

SDA acknowledges our Fellows - inspirational practitioners who have made an outstanding contribution to the field of sports nutrition in both research and education, as well as their service to SDA

**Prof Louise Burke, Dr Helen O'Connor, Karen Inge, Ruth Logan, Dr Deb Kerr, Dr Fiona Pelly, Dr Liz Broad, Holly Frail, Kerry Leech, Greg Cox and Sarah Dacres-Manning**

**HONORARY LIFE MEMBERS: GLENN CARDWELL AND LORNA GARDEN**



**SPORTS DIETITIANS AUSTRALIA LTD**

**A.B.N. 97 075 825 991**

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18**

**FINANCIAL REPORT**

**FOR THE YEAR ENDED**

**30 JUNE 2018**

# CONTENTS

DIRECTORS' REPORT	30
AUDITORS' INDEPENDENCE DECLARATION	31
STATEMENT OF COMPREHENSIVE INCOME	32
STATEMENT OF FINANCIAL POSITION	33
STATEMENT OF CHANGES IN EQUITY	34
STATEMENT OF CASH FLOWS	34
NOTES TO THE FINANCIAL STATEMENTS	35
DIRECTORS' DECLARATION	40
AUDITORS' REPORT	41
AUDITORS' DISCLAIMER	42
DETAILED PROFIT AND LOSS STATEMENT	43



# SDA FINANCIAL REPORT 17-18

## DIRECTOR'S REPORT

The directors present their report on the company for the financial year ended 30 June 2018.

### INFORMATION ON DIRECTORS

The names of each person who has been a director during the year and to the date of this report are:

**Simone Austin, Dominique Condo, Anoop Singh, Mike Harley, Gregory Cox, Alice Disher, Alison Patterson (resigned Oct. 2017), Chloe McLeod, Eliza Freney, Fiona Mann (started Oct. 2017)**

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

### OPERATING RESULTS

The loss of the company after providing for income tax amounted to \$19,236.

### SIGNIFICANT CHANGES IN THE STATE OF AFFAIRS

There have been no significant changes in the state of affairs of the Company during the year.

### PRINCIPAL ACTIVITIES

The principal activities of the company during the financial year were inspiring, educating and empowering sports dietitians to be world leaders in sports nutrition practice.

No significant change in the nature of the company's activity occurred during the financial year.

### EVENTS AFTER THE REPORTING DATE

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the company, the results of those operations, or the state of affairs of the company in future financial years.


### ENVIRONMENTAL ISSUES

The company's operations are not regulated by any significant environmental regulations under a law of the Commonwealth or of a state or territory of Australia.

### AUDITORS' INDEPENDENCE DECLARATION

The lead auditors' independence declaration in accordance with section 307C of the Corporations Act 2001, for the year ended 30 June 2018 has been received and can be found on page 5.

Signed in accordance with a resolution of the Board of Directors:

Director:   
Simone Austin

Director:   
Anoop Singh

Dated this 4th day of September 2018

# AUDITORS' INDEPENDENCE DECLARATION

## UNDER SECTION 307C OF THE CORPORATIONS ACT 2001 TO THE DIRECTORS OF SPORTS DIETITIANS AUSTRALIA LTD

We declare that, to the best of our knowledge and belief, during the year ended 30 June 2018 there have been:

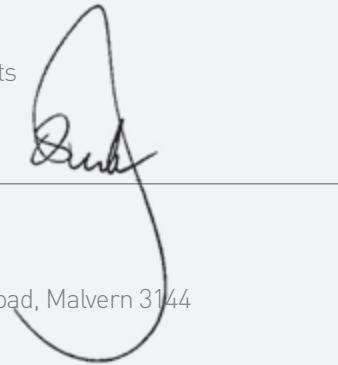
- (i) no contraventions of the auditor independence requirements as set out in the Corporations Act 2001 in relation to the audit; and
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.

**Name of Firm:** Mitchell Wilson  
Chartered Accountants

**Name of Partner:** \_\_\_\_\_  
Doug Mitchell

**Address:** 261-271 Wattletree Road, Malvern 3144

**Dated this 4th day of September 2018**



**STATEMENT OF PROFIT OR LOSS AND OTHER  
 COMPREHENSIVE INCOME FOR THE YEAR ENDED  
 30 JUNE 2018**

	NOTES	2018 \$	2017 \$
<b>INCOME</b>			
Sales revenue	3	7,222	6,105
Cost of sales		[5,963]	656
Gross profit		1,259	6,761
Other revenue	3	450,876	336,407
<b>EXPENDITURE</b>			
Administration expenses		[19,640]	[24,883]
Auditor expenses		[4,230]	[4,480]
Depreciation expenses		[12,481]	[13,400]
Employee expenses		[216,040]	[197,665]
Operating expenses		[26,287]	[12,907]
Other expenses		[192,693]	[97,742]
		[471,371]	[351,077]
<b>PROFIT (LOSS) AFTER INCOME TAX</b>		[19,236]	[7,909]

**STATEMENT OF FINANCIAL POSITION**  
**AS AT 30 JUNE 2018**

	NOTES	2018 \$	2017 \$
<b>ASSETS</b>			
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	4	55,714	92,697
Trade and other receivables	5	15,835	21,213
Financial assets	6	619,711	586,867
Inventories	7	3,899	4,495
Other current assets	8	2,969	27,805
<b>TOTAL CURRENT ASSETS</b>		<b>698,128</b>	<b>733,077</b>
<b>NON-CURRENT ASSETS</b>			
Property, plant and equipment	9	19,093	31,575
Intangible assets	10	1,731	-
<b>TOTAL NON-CURRENT ASSETS</b>		<b>20,824</b>	<b>31,575</b>
<b>TOTAL ASSETS</b>		<b>718,952</b>	<b>764,652</b>
<b>LIABILITIES</b>			
<b>CURRENT LIABILITIES</b>			
Trade and Other Payables	11	15,737	37,107
Provisions	12	11,438	6,200
Other current liabilities	13	52,612	62,944
<b>TOTAL CURRENT LIABILITIES</b>		<b>79,787</b>	<b>106,251</b>
<b>TOTAL LIABILITIES</b>		<b>79,787</b>	<b>106,251</b>
<b>NET ASSETS</b>		<b>639,165</b>	<b>658,401</b>
<b>EQUITY</b>			
Retained earnings	14	639,165	658,401
<b>TOTAL EQUITY</b>		<b>639,165</b>	<b>658,401</b>

## STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2018

	NOTES	RETAINED EARNINGS \$	TOTAL \$
<b>BALANCE AT 1 JULY 2016</b>		666,310	666,310
Profit / (Loss) after income tax		(7,909)	(7,909)
<b>BALANCE AT 30 JUNE 2017</b>		658,401	658,401
Profit / (Loss) after income tax		(19,236)	(19,236)
<b>BALANCE AT 30 JUNE 2018</b>		639,165	639,165

## STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2018

	NOTES	2018 \$	2017 \$
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>			
Receipts from courses, sponsorships and memberships		393,108	310,432
Payments to suppliers and employees		(450,185)	(344,745)
Interest received		316	873
Receipts from other sources		38,769	41,681
<b>Net cash provided by (used in) operating activities</b>	15	(17,992)	8,241
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>			
Payments for intangiblest		(1,731)	-
<b>Net cash provided by (used in) investing activities</b>		(1,731)	-
<b>CASH FLOWS FROM FINANCING ACTIVITIES</b>			
Returns on investments		(17,260)	(18,272)
<b>Net cash provided by (used in) financing activities</b>		(17,260)	(18,272)
Net decrease in cash held		(36,983)	(10,031)
Cash at beginning of financial year		92,697	102,728
Cash at end of financial year	4	55,714	92,697

## **NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2018**

The financial reports cover Sports Dietitians Australia Ltd as an individual entity. Sports Dietitians Australia Ltd is a public company limited by guarantee incorporated and domiciled in Australia.

The functional and presentation currency of Sports Dietitians Australia Ltd is Australian dollars.

The financial report was authorised for issue by the Directors on 24 August 2018.

Comparatives are consistent with prior years, unless otherwise stated.

### **1 BASIS OF PREPARATION**

The financial statements are general purpose financial statements that have been prepared in accordance with Australian Accounting Standards, Australian Accounting Interpretations and the other authoritative pronouncements of the Australian Accounting Standards Board (AASB) and the Corporations Act 2001.

These financial statements and associated notes comply with International Financial Reporting Standards as issued by the International Accounting Standards Board.

The financial statements have been prepared on an accruals basis and are based on historical costs modified, where applicable, by the measurement at fair value of selected non current assets, financial assets and financial liabilities.

The significant accounting policies adopted in the preparation of these financial statements are presented below and are consistent with prior reporting periods unless otherwise stated.

### **2 SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

#### **INCOME TAX**

No provision for income tax has been raised as the entity is exempt from income tax under Division 50-5 of the Income Tax Assessment Act 1997.

#### **INVENTORIES**

Inventories are measured at the lower of cost and net realisable value. The cost of manufactured products includes direct materials, direct labour and an appropriate portion of variable and fixed overheads. Overheads are applied on the basis of normal operating capacity. Costs are assigned on the basis of weighted average costs.

#### **PROPERTY, PLANT AND EQUIPMENT**

Each class of property, plant and equipment is carried at cost or fair value as indicated less, where applicable, any accumulated depreciation and impairment losses.

#### **PLANT AND EQUIPMENT**

Plant and equipment are measured on the cost basis less depreciation and impairment losses.

The cost of fixed assets constructed within the company includes the cost of materials, direct labour, borrowing costs and an appropriate proportion of fixed and variable overheads.

Subsequent costs are included in the asset's carrying amount or recognised as a separate asset, as appropriate, only when it is probable that future economic benefits associated with the item will flow to the company and the cost of the item can be measured reliably. All other repairs and maintenance are charged to the statement of comprehensive income during the financial period in which they are incurred.

#### **DEPRECIATION**

The depreciable amount of all fixed assets including building and capitalised lease assets, but excluding freehold land, is depreciated on a straight line basis over the asset's useful life to the company commencing from the time the asset is held ready for use. Leasehold improvements are depreciated over the shorter of either the unexpired period of the lease or the estimated useful lives of the improvements.

The assets' residual values and useful lives are reviewed, and adjusted if appropriate, at the end of the reporting period.

An asset's carrying amount is written down immediately to its recoverable amount if the asset's carrying amount is greater than its estimated recoverable amount.

Gains and losses on disposals are determined by comparing proceeds with the carrying amount.

These gains or losses are included in the statement of comprehensive income. When revalued assets are sold, amounts included in the revaluation reserve relating to that asset are transferred to retained earnings.

#### **CASH AND CASH EQUIVALENTS**

Cash and cash equivalents include cash on hand, deposits held at call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within short-term borrowings in current liabilities on the statement of financial position.

#### **TRADE AND OTHER RECEIVABLES**

Trade receivables are recognised initially at the transaction price (i.e. cost) and are subsequently measured at cost

less provision for impairment. Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

At the end of each reporting period, the carrying amount of trade and other receivables are reviewed to determine whether there is any objective evidence that the amounts are not recoverable. If so, an impairment loss is recognised immediately in statement of comprehensive income.

#### **TRADE AND OTHER PAYABLES**

Trade and other payables represent the liabilities at the end of the reporting period for goods and services received by the company that remain unpaid.

Trade payables are recognised at their transaction price. Trade payables are obligations on the basis of normal credit terms.

#### **GOODS AND SERVICES TAX (GST)**

Revenue, expenses and assets are recognised net of the amount of goods and services tax (GST), except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payables are stated inclusive of GST.

Cash flows in the statement of cash flows are included on a gross basis and the GST component of cash flows arising from investing or financing activities which is recoverable from, or payable to, the taxation authority is classified as operating cash flows.

#### **EMPLOYEE BENEFITS**

Provision is made for the company's liability for employee benefits arising from services rendered by employees to the end of the reporting period. Employee benefits have been measured at the amounts expected to be paid when the liability is settled.

### **3 REVENUE AND OTHER INCOME**

	2018 \$	2017 \$
<b>REVENUE</b>		
<b>Sales revenue:</b>		
Sale of goods	7,222	6,105
Other revenue:		
Interest received	316	873
Other revenue	450,560	335,534
	<b>450,876</b>	<b>336,407</b>
<b>TOTAL REVENUE</b>	<b>458,098</b>	<b>342,512</b>
<b>OTHER REVENUE FROM:</b>		
Courses	240,183	128,382
Memberships	83,196	78,051
Sponsorships	74,683	94,180
Investment Income Received	17,261	18,272
Other Income	19,654	8,744
Unrealised Gain on Current Investments	15,583	7,905
<b>TOTAL OTHER REVENUE</b>	<b>450,560</b>	<b>335,534</b>

	2018	2017
	\$	\$

#### 4 CASH AND CASH EQUIVALENTS

CBA - Cheque Acocunt	1,692	4,050
CBA - Business Saver	42,891	86,592
Paypal Account	11,131	2,055
	55,714	92,697

##### RECONCILIATION OF CASH

Cash and Cash equivalents reported in the statement of cash flows are reconciled to the equivalent items in the statement of financial position as follows:

Cash and cash equivalents	55,714	92,697
	55,714	92,697

#### 5 TRADE AND OTHER RECEIVABLES

##### CURRENT

Trade Debtors	15,433	21,213
Other Debtors	402	-
	15,835	21,213
	15,835	21,213

#### 6 OTHER FINANCIAL ASSETS

##### CURRENT

Colonial Investment Account	619,711	586,867
-----------------------------	---------	---------

#### 7 INVENTORIES

##### CURRENT

At cost:		
Stock on Hand	3,899	4,495

#### 8 OTHER ASSETS

##### CURRENT

Prepayments	2,969	27,805
-------------	-------	--------

#### 9 PROPERTY, PLANT AND EQUIPMENT

Office Equipment - at Cost	27,033	27,033
Less Prov'n for Depreciation	[26,507]	[26,025]
	526	1,008
Website - at Cost	67,500	67,500
Less Prov'n for Depreciation	[48,933]	[36,933]
	18,567	30,567
<b>Total Plant and Equipment</b>	<b>19,093</b>	<b>31,575</b>
<b>Total Property, Plant and Equipment</b>	<b>19,093</b>	<b>31,575</b>



	2018	2017
	\$	\$

## 10 INTANGIBLE ASSETS

Trademark	1,731	-
Total	1,731	-

## 11 TRADE AND OTHER PAYABLES

CURRENT		
Trade Creditors	365	19,409
Other Creditors	4,027	10,810
Superannuation Payable	929	-
PAYGW Payable	3,253	-
GST Control Account	7,163	6,888
	15,737	37,107

## 12 PROVISIONS

Provision for Annual Leave	9,487	6,200
Prov'n for Long Service Leave	1,951	-
	11,438	6,200
<b>TOTAL PROVISIONS</b>	11,438	6,200

### ANALYSIS OF TOTAL PROVISIONS

Current	11,438	6,200
	11,438	6,200

## 13 OTHER LIABILITIES

CURRENT		
Income in Advance	52,612	62,944

## 14 RETAINED EARNINGS

Retained earnings at the beginning of the financial year	658,401	666,310
Net Profit / (Loss) after income tax	(19,236)	(7,909)
Retained earnings at the end of the financial year	639,165	658,401

	2018	2017
	\$	\$

## 15 CASH FLOW INFORMATION

<b>RECONCILIATION OF CASH FLOW FROM OPERATIONS WITH PROFIT AFTER INCOME TAX</b>		
<b>PROFIT / (LOSS) AFTER INCOME TAX</b>	(19,236)	(7,909)
<b>NON-CASH FLOWS IN PROFIT</b>		
Depreciation	12,481	13,400
Provision for Annual Leave	3,287	(4,387)
Unrealised Gain on Investments	(15,583)	(7,905)
Asset Write Off	1,951	-
<b>CHANGES IN ASSETS AND LIABILITIES, NET OF THE EFFECTS OF PURCHASE AND DISPOSALS OF SUBSIDIARIES</b>		
(Increase) / Decrease in Trade & Other Receivables	5,378	(11,762)
Increase / (Decrease) in Trade & Other Payables	(21,370)	24,674
(Increase) / Decrease in Other Current Assets	24,836	(27,355)
Increase / (Decrease) in Other Current Liabilities	(10,332)	30,341
(Increase) / Decrease in Stock	596	(855)
	(17,992)	8,242

## 16 STATUTORY INFORMATION

### Sports Dietitians Australia Ltd


The principal place of business is:  
**Level 2, 375 Albert Street, South Melbourne**

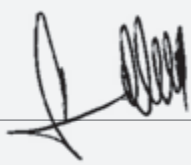
# DIRECTOR'S DECLARATION

The directors of the company declare that:

1. The financial statements and notes, as set out on pages 3 to 16, for the year ended 30 June 2018 are in accordance with the Corporations Act 2001 and:
  - (a) comply with Accounting Standards, which, as stated in accounting policy Note 1 to the financial statements, constitutes explicit and unreserved compliance with International Financial Reporting Standards (IFRS); and
  - (b) give a true and fair view of the financial position and performance of the company.
2. In the directors' opinion, there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

This declaration is made in accordance with a resolution of the Board of Directors.

Director:   
\_\_\_\_\_  
Simone Austin

Director:   
\_\_\_\_\_  
Anoop Singh

Dated this 4th day of September 2018

# INDEPENDENT AUDITOR'S REPORT

**TO THE MEMBERS OF  
SPORTS DIETITIANS AUSTRALIA LTD  
A.B.N. 97 075 825 991**

## REPORT ON THE FINANCIAL REPORT

We have audited the accompanying financial report of Sports Dietitians Australia Ltd which comprises the statement of financial position as at 30 June 2018 and the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the directors' declaration.

## DIRECTORS' RESPONSIBILITY FOR THE FINANCIAL REPORT

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards and the Corporations Act 2001 and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error. In Note 1, the directors also state, in accordance with Accounting Standard AASB 101: Presentation of Financial Statements, that the financial statements comply with International Financial Reporting Standards (IFRS).

## AUDITORS' RESPONSIBILITY

Our responsibility is to express an opinion on the financial report based on our audit. We conducted our audit in accordance with Australian Auditing Standards. Those standards require that we comply with relevant ethical requirements relating to audit engagements and plan and perform the audit to obtain reasonable assurance about whether the financial report is free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial report. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial report, whether due to fraud or error. In making those risk assessments, the auditors consider internal control relevant to the entity's preparation of the financial report that gives a true and fair view in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control.

An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by the directors, as well as evaluating the overall presentation of the financial report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

## INDEPENDENCE

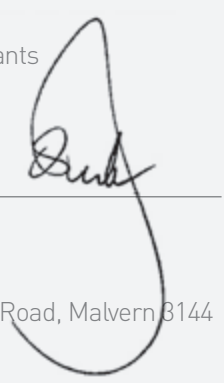
In conducting our audit, we have complied with the independence requirements of the Corporations Act 2001. We confirm that the independence declaration required by the Corporations Act 2001, which has been given to the directors of the company, would be in the same terms if given to the directors as at the time of this auditor's report.

## AUDITORS' OPINION

In our opinion:

- (a) the financial report of Sports Dietitians Australia Ltd is in accordance with the Corporations Act 2001, including:
  - (i) giving a true and fair view of the company's financial position as at 30 June 2018 and of its performance for the year ended on that date; and
  - (ii) complying with Australian Accounting Standards and the Corporations Regulations 2001; and
- (b) The financial report also complies with International Financial Reporting Standards as disclosed in Note 1.

**Name of Firm:** Mitchell Wilson  
Chartered Accountants

**Name of Partner:**   
Doug Mitchell

**Address:** 261-271 Wattletree Road, Malvern 3144

**Dated this 4th day of September 2018**

# DISCLAIMER TO THE DIRECTORS' OF SPORTS DIETITIANS AUSTRALIA LTD

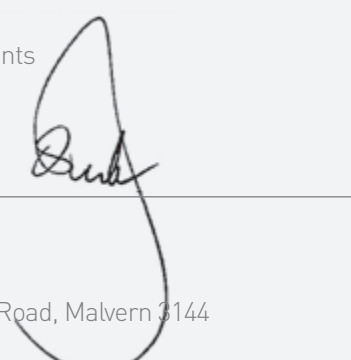
The additional financial data presented on pages 21 - 22 is in accordance with the books and records of the company which have been subjected to the auditing procedures applied in our statutory audit of the company for the year ended 30 June 2018. The additional financial data is intended solely for the use of the directors and management of Sports Dietitians Australia Ltd and is not intended to be used by anyone other than these specified parties.

**Name of Firm:** Mitchell Wilson  
Chartered Accountants

**Name of Partner:** \_\_\_\_\_  
Doug Mitchell

**Address:** 261-271 Wattletree Road, Malvern 3144

**Dated this 4th day of September 2018**

A handwritten signature in black ink, appearing to read 'Doug Mitchell', is written over a horizontal line. The signature is stylized and cursive.

## PROFIT AND LOSS STATEMENT FOR THE YEAR ENDED 30 JUNE 2018

	2018 \$	2017 \$
<b>INCOME</b>		
Courses	240,183	128,382
Memberships	83,196	78,051
Sponsorships	74,683	94,180
Interest Received	316	873
Investment Income Received	17,261	18,272
	415,639	319,758
<b>OTHER INCOME</b>		
Other Income	19,654	8,744
Unrealised Gain on Current Investments	15,583	7,905
Gross profit from trading	1,259	6,761
	36,496	23,410
	452,135	343,168
<b>EXPENSES</b>		
Auditor Fees	4,230	4,480
Annual Leave Provision	3,287	(4,387)
Advertising and Promotion	4,932	2,677
Bank Charges	6,971	4,964
Bookkeeping	10,060	9,600
Catering	7,182	8,069
Computer Expenses	5,228	4,592
Consultants Fees	4,802	-
Couriers	321	457
Course Material	3,133	8,976
Depreciation	12,481	13,400
Filing Fees	47	47
Fines	-	76
Equipment Hire	6,068	6,239
Insurance	2,514	2,251
Legal Costs	-	134
Long Service Leave Provision	1,951	-
Postage	975	537
Presentations	39,454	33,279
Printing & Stationery	11,369	3,244
Rent	7,760	5,446
Salaries	191,552	177,428

## PROFIT AND LOSS STATEMENT FOR THE YEAR ENDED 30 JUNE 2018

	2018	2017
	\$	\$
Staff Amenities	685	2,667
Staff Training	765	4,458
Subscriptions	3,009	6,406
Superannuation	16,716	16,599
Telephone & Internet	4,644	5,210
Travelling Expenses	20,570	19,270
Venue Hire	90,595	3,295
Website Costs	8,986	10,763
Workcover	1,084	900
	471,371	351,077
<b>Loss before income tax</b>	<b>(19,236)</b>	<b>(7,909)</b>

# OUR PARTNERS

## INDUSTRY



## CORPORATE







