

### Our Mission

**“Sports Medicine Australia**

**SA Branch is the peak**

**Multi- disciplinary organisation**

**of Sport Sciences and Sports**

**Medicine Professionals in**

**South Australia dedicated to**

**enhancing the health and**

**performance of the community**

**through safe participation in**

**sport and physical activity.”**

### Our Values

Sports Medicine Australia - SA Branch values:

1. the multi-disciplinary nature of its membership including the complementary range of expertise and professional qualities each member adds;
2. the contribution, cooperation and collaboration of all members, volunteers, staff and stakeholder groups;
3. the sharing, upgrading and broadening of members' knowledge and skills;
4. the ethical principles of Health Care Professionals and the maintenance of strong ethical practices in dealing with other organisations and the public;
5. the application of science and research as these underpin and steer best practice in Sports Medicine and Health Education;
6. collaborating with like organisations and agencies, to achieve common goals, for the benefit of the community.

### Our Objectives

Sports Medicine Australia - SA Branch will be successful in its mission through the achievement of a number of identifies objectives outlined within 6 key areas in its work practices.

Performance indicators have also been identified and will be vital in the evaluation process when reporting against objectives.

The development, application and refinement of strategies to meet these objectives is ongoing however a number of broad strategies which are listed will be reviewed and modified as required and are reflected in greater detail within staff work / action plans

# Objectives

Key areas For success	Objectives	Performance indicators
<b>Membership</b>	<p>Maintain a multi-disciplinary membership inclusive of all medical and allied professions who have an interest in sport and physical activity.</p> <p>Provide Membership services including Professional Education which meets the requirements of the Peak Organisations</p> <p>Support research in the relevant fields of sports medicine and physical activity</p>	<ul style="list-style-type: none"> <li>• Retention of members</li> <li>• Extend multidisciplinary membership</li> <li>• Members satisfaction with services</li> <li>• Members satisfaction with Education</li> <li>• Disseminate evidence based research information</li> </ul>
<b>Community Services</b>	<p>Increase the skills and knowledge of the physically active and sporting community in relation to the prevention and early management of sports injuries.</p> <p>Increase the skills and knowledge of the physically active and sporting community in relation to optimising their participation and performance.</p> <p>Increase community awareness of policies developed on health and social issues related to physical activity and sport.</p> <p>Increase the standard and quality of 'on the spot' sports first aid services.</p>	<ul style="list-style-type: none"> <li>• Number of people attending Sideline Help, Sports Trainers and other relevant courses</li> <li>• Use of Information Technology and social networking to disseminate SMA-SA resources and services.</li> <li>• Number of organisations with policies developed and being implemented to ensure safer participation.</li> <li>• Increased number of sporting and physical activity events with access to quality 'on the spot' sports first aid services.</li> </ul>
<b>Human Resources</b>	<p>Staff demonstrate exceptional skills and competence in the performance of their respective roles.</p> <p>Maximise the use of members' skills and knowledge in carrying out the operations of SMA SA.</p> <p>Volunteers are effectively utilised where considered appropriate.</p>	<ul style="list-style-type: none"> <li>• Staff/member/volunteer satisfaction and Deadlines met</li> <li>• Professional development of staff</li> <li>• Staff and volunteers undertake Play by the Rules and current training in Child Safe environments.</li> </ul>
<b>Finances</b>	<p>Maintain effective financial practices including a balanced budget to ensure financial security.</p> <p>Maximise financial opportunities.</p>	<ul style="list-style-type: none"> <li>• Maintain sound financial position</li> <li>• SMA SA operates within budget and acquits funding grants.</li> </ul>
<b>Structure and Management</b>	<p>Maintain an organisational structure and management systems which enhances the effectiveness and efficiency in carrying out the operations of SMA SA.</p> <p>Maintain an IT structure that enhances management systems and work practices.</p>	<ul style="list-style-type: none"> <li>• IT architecture implemented maintained</li> <li>• Improved communication and access to information by using IT</li> <li>• Deadlines met</li> <li>• Procedures Manual and work related policy documents maintained</li> </ul>
<b>Profile</b>	<p>Maintain recognition of SMA SA by professional, community, government and stakeholder groups as being the peak body dedicated to enhancing the health and performance of the community through safe participation in sport and physical activity.</p>	<ul style="list-style-type: none"> <li>• Maintain and improve current sponsor satisfaction.</li> <li>• Recognition through awards, media, industry.</li> <li>• Use of resources and services by the community, sporting organisations, physical activity providers and educational institutions.</li> <li>• 'Recognition' by stakeholders.</li> </ul>

# Broad Strategies

<b>Membership</b>	<ul style="list-style-type: none"> <li>• Promote full and associate membership to identified groups</li> <li>• Provide Professional Members Education sessions which meets requirements of the RACGP, APA and other discipline groups.</li> <li>• Promote members code of ethics.</li> <li>• Promote Physical Activity strategies to the Membership</li> <li>• Facilitate Annual Sports Medicine Conference</li> <li>• Members newsletter including e-news</li> <li>• Provide education through IT, social networking, Video, Podcasts</li> <li>• Maintain an up to date e-database and communication system</li> <li>• Evaluation of members services</li> </ul>
<b>Community Services</b>	<ul style="list-style-type: none"> <li>• Development and promotion of safe sport policy guidelines – including Severe Weather Guidelines</li> <li>• Integration and implementation of safe sport policies within state sporting organisations</li> <li>• Maintenance of educational brochures on identified Sports Medicine related issues and updating of these where appropriate, to develop sports specific brochures in association with SSO.</li> <li>• Maintenance, promotion and access to SMA SA Sports Injury information resources and services</li> <li>• Identify formal links to provide Regional Training &amp; Education Program</li> <li>• Implement IT Strategies and continued development and maintenance of Injury Prevention and Sports Medicine knowledge via the web-site, social networking and <a href="http://www.smasa.asn.au">www.smasa.asn.au</a>.</li> <li>• Identify partnership opportunities with organisations to achieve common goals – ORS, DHS, Educ. Dept, Local Government, universities, SMA National and State Branches and discipline groups.</li> <li>• Continue to provide training and development to sports trainers, coaches, fitness leaders, teachers, parents and volunteers by providing flexible delivery options with the objective of capacity building amongst these groups.</li> <li>• Continue and further develop SMA SA participation in Coach Education programs</li> <li>• Development and delivery of Sideline Help Courses to sporting and physical active community</li> <li>• To address social issues in the sporting and physical active communities and promote Play by the Rules.</li> <li>• To work with Indigenous community to implement STRONG program.</li> <li>• Coordination of the Sports Trainers Accreditation including roles and responsibilities.</li> <li>• To assess resources and identify their role in Physical Activity Strategy eg. Injury Prevention, safe sport policies, Lightweights and Nutrition information.</li> <li>• Sports Drug Education Unit Project – direct messages to members, elite/talented sporting community</li> <li>• Drugs in Sport – integrate information &amp; Resources into Community Education Programs.</li> <li>• Primary School Education - Sports Camps, Expos, SAPSASA – flexible, practical workshops</li> <li>• Secondary School Education - SASSSA, Yr 11 &amp; 12, Vet, and Sports Injury Modules.</li> <li>• Continued provision of the Sports Injury Management Service - to the sporting community.</li> <li>• Monitor existing sports medicine and science research.</li> <li>• Maintenance of Community Education database including e-mail addresses</li> <li>• Continual Evaluation of community services including associated courses and resources.</li> </ul>
<b>Human Resources</b>	<ul style="list-style-type: none"> <li>• Provide professional development opportunities for staff</li> <li>• Provide update and development programs for volunteers</li> <li>• Prepare and maintain staff and consultants job specifications/position statements/contracts</li> </ul>
<b>Finances</b>	<ul style="list-style-type: none"> <li>• Review and if necessary update financial management systems</li> <li>• Review and implement pricing policy for services and programs</li> <li>• Maintain MYOB financial operating systems</li> </ul>
<b>Structure and Management</b>	<ul style="list-style-type: none"> <li>• Implement an ongoing planning and reporting process</li> <li>• Continual evaluation of SMA SA activities including corporate governance policies.</li> <li>• Maintain staff handbook/procedures manual</li> <li>• Review and update SMA SA Risk Management Policies.</li> <li>• Maintain and further develop SMA SA Information Technology &amp; Marketing Plan</li> </ul>
<b>Profile</b>	<p>Maintain staff and volunteer code of ethics</p> <ul style="list-style-type: none"> <li>• Service sponsorship and grant agreements</li> <li>• Represent SMA SA at appropriate forums</li> <li>• Regular meetings with representatives from OR&amp;S, SSO's and identified groups.</li> <li>• Regular visits to relevant government and non-government stakeholders</li> </ul>



## Sports Medicine Australia is:

A multi-disciplinary **membership organisation** inclusive of all **medical** and allied health professions with an interest in **sport & physical activity**.

A **non-profit** health & safety promotion organisation.

A **community education** and industry service provider.

- ↑ Injury prevention
- ↑ Health & safety
- ↓ Injuries & illness
- ↑ Performance
- ↑ Participation & enjoyment

Address: 27 Valetta Rd, Kidman Park SA 5025  
Postal Address: PO Box 219, Brooklyn Park SA 5032

☎ 08 8234 636  
☎ 08 8234 6352

🌐 <http://www.smasa.asn.au>