

2024 ANNUAL REPORT



**SPORTS
NUTRITION**
ASSOCIATION

PRESIDENTIAL ADDRESS



Dear Members and Stakeholders,

As President of the Sports Nutrition Association, I'm pleased to report significant progress in fulfilling our mission to protect the public, empower our profession, and improve the industry.

Key Achievements

Our efforts have yielded meaningful results:

- Recognition: We've secured formal recognition from ACSM, NSCA, and REPS, elevating our members' professional standing.
- Influence: As your representative, I now sit on advisory panels for multiple insurers and underwriters, ensuring our voice shapes industry standards. Our social media reach has exceeded 3.6 million impressions over the past year (averaging 300,000 per month), dramatically expanding our influence and visibility.
- Standards: Our revised Code of Practice sets new benchmarks for ethical practice in sports nutrition.
- Financial Health: We've grown from approximately 600 to 812 members, with revenue increasing from \$300,000 to \$450,000. This growth has allowed us to invest in digital infrastructure and research, with two funded studies currently in the publication process.

More important

- Partnerships: New collaborations with MASS, Nuzest, WNBFAustralia, ICNWA, ICNACT, Sigma Nutrition Radio, and HPI create opportunities for research and professional development.

Strategic Direction

Looking ahead for 2025 we will focus on:

- Community Growth & Member Support: Investing in the success of your success. We cannot achieve our mission of protecting the public, empowering the professional, and improving the industry without you the members! So we will be running more events & initiatives designed to support and empower your success.
- Greater Public Awareness: By investing in specific campaigns targeted at improving the public's awareness for how Accredited Sports Nutritionists can help them, and how the SNA is helping make the industry a safer place for them.
- Long Term Development & Specialisation Pathways: Establishing initiatives & pathways to ensure those wanting additional education & professional development beyond the stock standard annual CPD have access to the most relevant and 'real world' industry ready programs available. Especially with the contemporary digital innovation we are currently experiencing.
- Additional & Flexible Compliance: The Establishment of registration & compliance initiatives that have larger degrees of flexibility to accommodate and allow for greater degrees of 'best practice' across the board.
- Increased Strategic Partnerships: that align with the mission

Our Community

Our membership of 812 professionals across six regions (and list countries) demonstrates the growing strength of our community. I encourage you to read the report from our Chair of Community and Membership detailing the impressive impact of our members and initiatives supporting your professional journey.

The Board recognises that our achievements are only possible through your dedication to upholding the highest standards of practice.

Thank you for your commitment to the Sports Nutrition Association. Together, we are transforming sports nutrition for practitioners and the public alike.

With appreciation,

Alex Thomas
President
Sports Nutrition Association
www.sportsnutritionassociation.com

Chair of community committee address:



The Heartbeat of Our Association: Our Member Community:

Dear Valued Members,

As Co-Chair of the Community and Membership Committee, it is my privilege to celebrate you – the dedicated professionals who form the heart of the Sports Nutrition Association. Your commitment advances our shared mission to protect the public, empower our profession, and improve the industry.

Your Impact in Numbers

When we look at our membership of 812 professionals, we see more than just a figure – we see 812 professional representatives for evidence-based nutrition practices. Together, you reach approximately 20,300 clients annually, which means an average of ~8500 individuals receiving ethical, informed guidance that improves their health and performance outcomes every week. Every consultation you conduct, every meal plan you design, and every piece of education you provide contributes to elevating the standard of sports nutrition globally. We wish to extend our heartfelt gratitude for your role in etching closer towards our mission, 10k members servicing 1,000,000 individuals every 3-4 years, into a reality.

Our community embraces diverse professional journeys – from casual practitioners earning an average of \$326 weekly to supplement their income, to full-time self-employed members with practices generating an average of \$140,000 per annum. Every one of you, whether among our provisional members or open members, contributes valuable expertise that strengthens our profession.

Your Membership Makes a Difference

When you renew your membership each year, you're doing more than maintaining professional credentials. You are:

- Protecting clients and the public by upholding rigorous standards of practice that distinguish evidence-based approaches from unqualified advice
- Contributing to a collective voice that advocates for our profession with regulators, healthcare systems, and sporting organisations
- Supporting continuing education initiatives that keep our professional body positioned as a leader in applied sporting nutrition practices
- Creating a community where practitioners can find support, guidance, and camaraderie in a sometimes challenging field
- Building a profession that offers sustainable and rewarding career paths for current and future practitioners

The connections you form with fellow members, whether through online platforms, regional meetups, annual conference, or committee involvement – strengthen not just your own practice but our entire professional ecosystem. Every time you share your expertise, mentor a new member, or participate in association initiatives, you're fulfilling our mission in tangible ways.

Looking Forward Together

In the coming year, we're enhancing your member experience through:

- An improved portal for connecting with peers in similar settings
- Regional community champions facilitating local professional development and referral networks
- A "Member Spotlight" program celebrating diverse career paths
- Expanded resources dedicated to expanding the technological aspects of your practice
- More opportunities to share your expertise through member-led content

Your ongoing commitment to registration makes you part of something larger than ourselves – a community creating a future where sports nutrition professionals are recognised, respected, and appropriately compensated for their vital contributions.

Thank you for being the heart of our association. Your work matters, your voice matters, and your continued membership makes our collective impact possible.

Yours in health,
Matthew White
Co Chair of Community & Members Committee



OUR MISSION, AT WORK:

“To protect the public, empower the profession
& improve the industry.”

PUBLIC PROTECTION STATS & INITIATIVES:

Social Media Statistics

Through our comprehensive digital presence, SNA has reached thousands of Australians with evidence-based sports nutrition information, directly countering misinformation in the wellness space. Our targeted campaigns have engaged hundreds of potential clients who now understand the value of working with qualified, registered sports nutrition professionals.

Future Campaigns

SNA is committed to launching targeted public awareness initiatives designed to elevate recognition of registered sports nutrition professionals and educate consumers about the importance of evidence-based practice. These campaigns will create new opportunities for members while protecting the public from unqualified practitioners.



534,136

peak reach data globally monthly

30.8K

Number of combined
audience over multiple
digital and social media
platforms



1,264,865

Average quartley views and reach



44,288

direct profile visits in the year

Integrative Risk Assessment Tool

In collaboration with a number of allied health professionals, we are developing a comprehensive risk assessment tool to help members navigate complex practice scenarios and referral pathways whilst maintaining the highest standards of care. This tool supports your professional decision-making while protecting both you and your clients through systematic risk evaluation processes.

PUBLIC PROTECTION STATS & INITIATIVES:

Strategic partnerships

We continued to establish key national and global partnerships with leading sporting organisations, educational institutions, and health bodies that create direct opportunities for our members. These relationships enhance your professional credibility, expand referral networks, and position our members as the preferred choice for sports nutrition services:



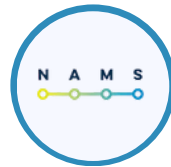
College of Health & Fitness



Holistic Performance Institute



Nuzest



National Academy of Metabolic Science



MASS Research Review



The Institute of Performance Nutrition



WNBFAustralia



ICN WA



ICN ACT



Sigma Nutrition Radio

Industry Claims

SNA continues to address misleading claims and unqualified practice in the sports nutrition space, while ensuring our members understand their registration obligations and insurance protections. This work safeguards your professional reputation and helps clients identify qualified practitioners in an increasingly crowded marketplace

Upcoming Grad Dip

PROFESSIONAL EMPOWERMENT STATS & INITIATIVES:

Annual CPD

Maintaining a 100% compliant audit rate directly reduces membership registration costs by minimising regulatory oversight expenses and avoiding penalty fees passed to members.

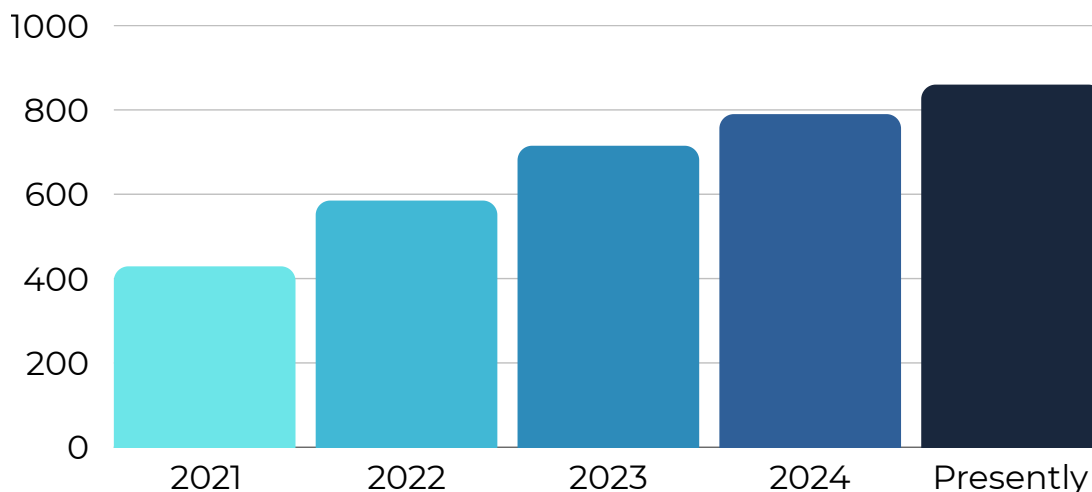
When all members meet compliance standards, the association avoids costly remediation processes and increased regulatory scrutiny.

This operational efficiency allows membership fees to focus on member services rather than covering compliance expenses, keeping registration costs lower while maintaining professional standards that protect practitioners and the public.

MEMBERS & CAREER STATS

Membership Growth:

Our membership growth, in numbers:



Membership Milestones:

Career & Financial:

15

No. of new home purchases in 2024

60+

No. of members successfully transitioning to FT

300+

No. of members increased client base by 50% or more

Professional Achievement:

100+

No. of members received further qualification

4+

No. of members contributed to published articles

11+

No. of members joined advisory boards/committees

Client Impact:

25000+

people impacted annually directly through members

200+

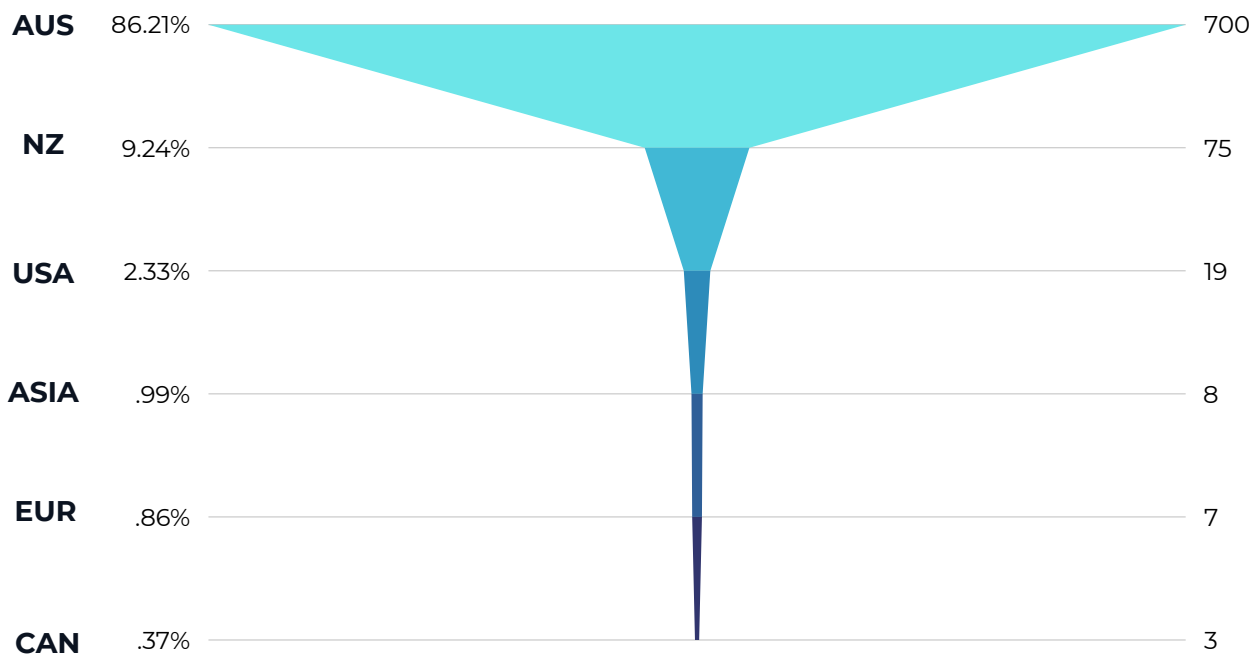
publically shared (and tagged SNA) testimonials of member client success

MEMBERS & CAREER STATS

Membership Growth:

684 Provisional **128** Open **25** clients per person - tie back to mission

Member distribution:



Member Average Salaries:

Casual (0-5hrs):	Part time (higher previously as inclusion criteria hours were higher in 23):	PT Employed:	FT Self-employed:
- Average = \$17k p.a. (prev 7.5k) For average of 5 hours/week = \$326/week - Min = \$5k p.a. (prev 1k) - Max = \$32k p.a. (prev 20k)	- Average = \$55k p.a. (increase 25% - went from 7-18hrs/week to 5-15hrs/week) - For 8-18 hours/week = \$1,058/week = \$133/hour (8 hours) - Max = \$115k p.a (prev 125k) - Min = \$25k p.a. (prev 25k)	- Average = \$48k p.a. - Max = \$65k p.a. - Min = \$35k p.a. (prev 35k)	- Average = \$140k p.a. (increase 13%) - Max = \$750k p.a. (prev 600k) - Min = \$65k p.a. (prev 50k)

MEMBERS & CAREER STATS

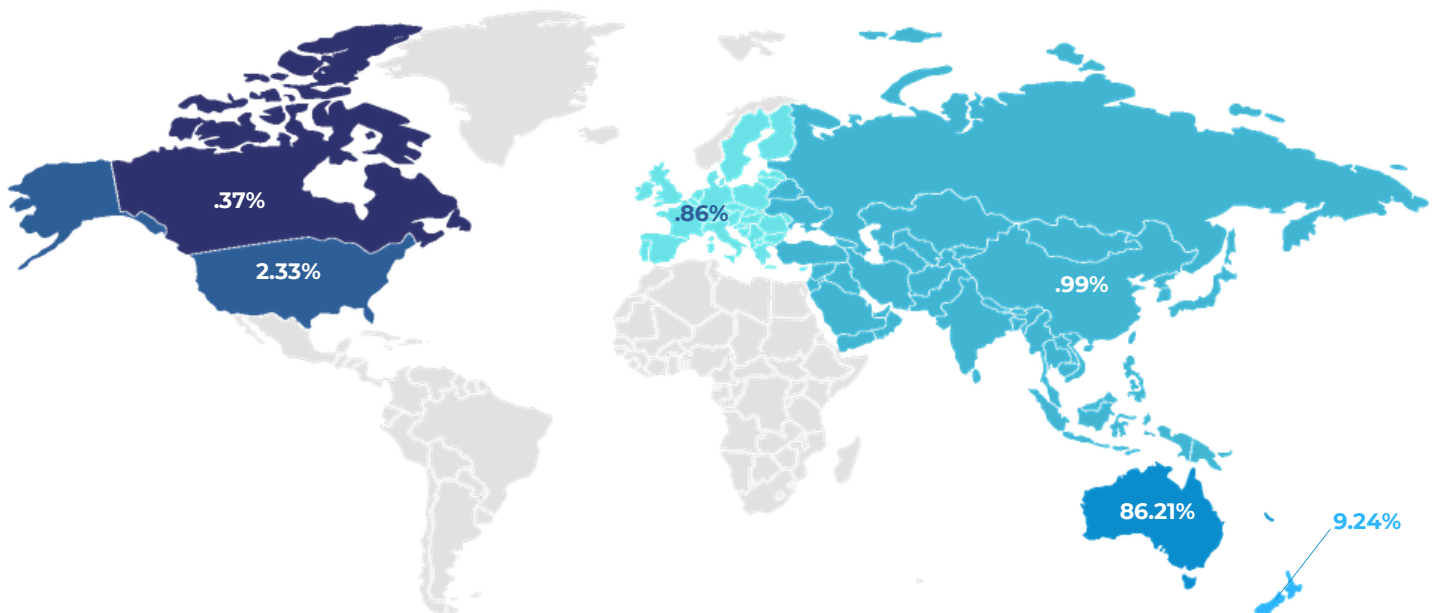
Membership Growth:

684 Provisional

128 Open

25 clients per person - tie back to mission

Member distribution:



Member Average Salaries:

Casual (0-5hrs):

- Average = \$17k p.a. (prev 7.5k) For average of 5 hours/week = \$326/week
- Min = \$5k p.a. (prev 1k)
- Max = \$32k p.a. (prev 20k)

Part time (higher previously as inclusion criteria hours were higher in 23):

- Average = \$55k p.a. (increase 25% - went from 7-18hrs/week to 5-15hrs/week)
- For 8-18 hours/week = \$1,058/week = \$133/hour (8 hours)
- Max = \$115k p.a (prev 125k)
- Min = \$25k p.a. (prev 25k)

PT Employed:

- Average = \$48k p.a.
- Max = \$65k p.a.
- Min = \$35k p.a. (prev 35k)

FT Self-employed:

- Average = \$140k p.a. (increase 13%)
- Max = \$750k p.a. (prev 600k)
- Min = \$65k p.a. (prev 50k)



MEMBERS & CAREER STATS

The aggregated data across all practice modalities demonstrates an encouraging trend – member incomes have increased beyond inflation and indexation rates during this period, reflecting the growing value and recognition of our profession.

This positive trajectory strongly correlates with two key behaviors we're observing: members consistently implementing their "8 and 2" practice standards, and those actively utilizing the Service Provider Suite to track their client connections and professional activities.

If your individual income hasn't yet aligned with these member averages, please don't be discouraged. Every practice journey is unique, and growth happens at different paces. What's most important is that we've identified the pathway to success, and it's remarkably straightforward:

1. Consistently implement your 8 and 2 – this foundational practice standard creates the professional consistency that clients value

2. Track your progress using the Service Provider Suite – what gets measured gets managed, and this tool helps you identify opportunities and celebrate wins

That's it! These two simple, consistent behaviors are the cornerstone of sustainable practice growth. Whether you're just starting to implement these practices or recommitting to them, know that you're on the right path. The data shows that members who focus on these fundamentals see their practices flourish over time.

Remember, your membership in SNA means you're never alone in this journey. We're here to support you every step of the way.

Boards & Committees

SNA has established specialised committees to address key areas of sports nutrition practice, leading the way for instilling governance of improved practicing standards.



Alex Thomas
President & Founder



Dr. Eric Helms
Advisory
Board Member



Dr. Shawn Arent
Advisory
Board Member



Dr. Joe Klemczewski
Advisory
Board Member



Laurin Conlin
Advisory Board
Member, MSc



Danny Lennon
Advisory Board
Member, MSc



Dr. Cliff Harvey
Advisory
Board Member



Matthew White
Advisory Board
Member, BSc



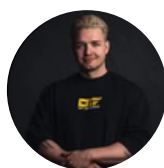
Dr. Eric Trexler
Advisory
Board Member



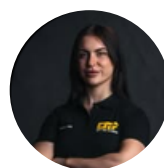
Dr. Gabrielle Fundaro
Advisory
Board Member



**Physique Prep
Committee**
Joey Cantlin



**Physique Prep
Committee**
Jonno Bannister



**Physique Prep
Committee**
Montana Bannister



**Physique Prep
Committee**
Daniel Yates



**Physique Prep
Committee**
Daniel Chapelle



**Physique Prep
Committee**
Tyarra Nelson



**Physique Prep
Committee**
Alicia Krgios



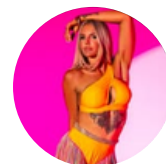
**Members &
Community
Committee**
Josh Smith



**Members &
Community
Committee**
Nina Gelbke



**Members &
Community
Committee**
Jemma Aitken



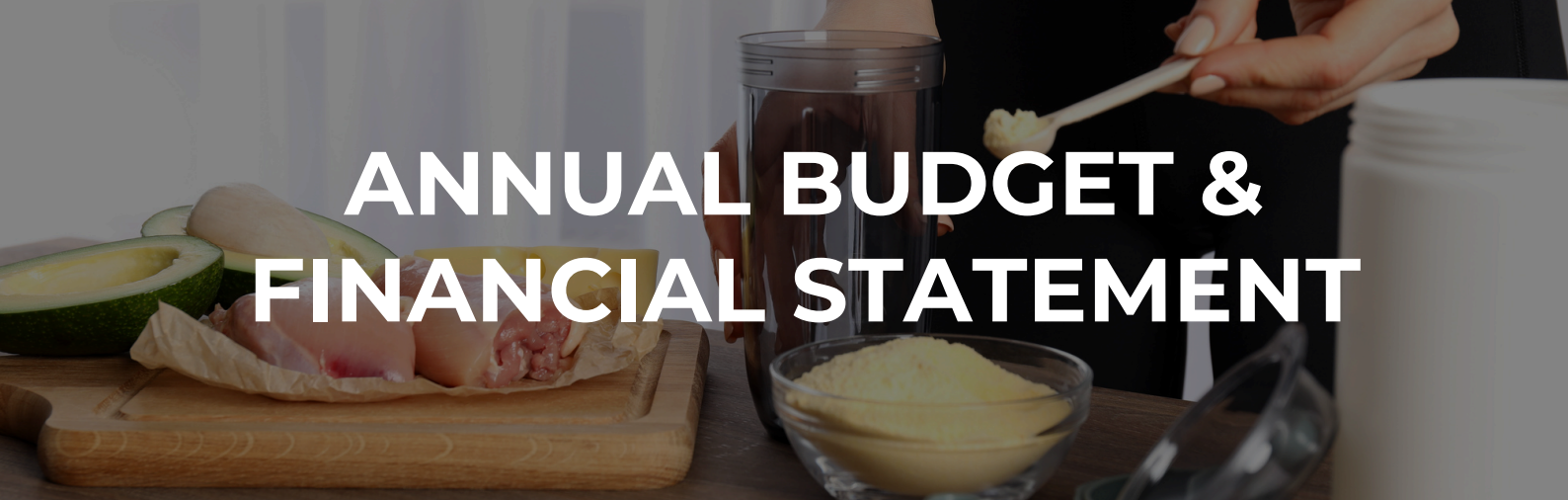
**Members &
Community
Committee**
Amanda Marxen



SUMMARY:

Our 2025 Annual Conference was held internationally for the first time in Austin, Texas, featuring 12 expert speakers across two days, focusing on the latest trends and evidence-based practices shaping the future of sports nutrition. The conference was open to the public, offering both in-person attendance and digital access options, with members receiving exclusive discount pricing.





ANNUAL BUDGET & FINANCIAL STATEMENT

Community & Events	\$23,254.00
Compliance	\$46,586.00
Contributions, Donation & Gifts	\$32,035.00
Operations	\$272,140.00
Governance	\$35,000.00
Growth	\$25,499.00
TOTAL	\$434,514.00

Your membership fees directly support the vital operations that enable us to protect, empower, and elevate our industry.

We're committed to transparency, and here's a breakdown of how your contributions are used:

Community & Events:

- "These funds support events and community initiatives that foster connection, knowledge sharing, and collaboration among our members and the public."

Compliance:

- "This covers expenses related to ensuring we meet all regulatory requirements and maintain the highest ethical standards in our operations."

Contributions, Donations & Gifts:

- "These funds represent our investment in supporting related causes, recognizing valuable contributions, and fostering goodwill within our community."

Day-to-day operations: This covers essential administrative tasks, ensuring the smooth running of our association.

- **Professional services:** Including accounting, legal, and consulting, to maintain our integrity and responsible practices.
- **Operational needs:** Rent, utilities, repairs, and office expenses, providing a stable and efficient working environment.
- **Staff support:** Payroll and amenities, recognizing the hard work of our team.
- **Technology and communication:** Computer expenses, telephone, internet, and subscriptions, keeping us connected and innovative.
- **Member resources:** Postage, stationery, and uniforms, for clear and professional communication.
- **Maintenance and compliance:** Adherence to regulations, ensuring a safe and compliant environment.

Governance:

- "These expenses are for the essential oversight and management of the association, ensuring responsible and effective leadership."

Growth:

- "This category includes investments in initiatives that expand our reach, enhance our services, and strengthen our impact on the industry."

We're dedicated to using your fees responsibly and efficiently, upholding our values of innovation, responsibility, collaboration, and integrity in all that we do. Your support allows us to continue raising industry standards and serving our community effectively.



OUR COMMITMENT CONTINUES:

As we look ahead, the Sports Nutrition Association remains steadfast in our mission to protect the public, empower our profession, and improve the industry. Your continued support allows our collective impact to grow stronger with every member, every client served, and every standard upheld.