

2022 ANNUAL REPORT



PRESIDENTIAL ADDRESS

Dear Members and Stakeholders,

As we complete our third year, I am pleased to report substantial progress in advancing our mission to ensure the sustainable prosperity of the sports nutrition profession. This year has been marked by significant growth, enhanced recognition, and the introduction of key practice standards that will shape our profession for years to come.



Key Achievements

Membership Growth:

- Expanded from 429 to 585 members, a 36% increase
- Enhanced our reach to approximately 17,550 clients annually
- Strengthened our presence across multiple regions

Professional Standards:

- Launched the "8 and 2" practice standards, establishing clear guidelines for professional excellence
- Introduced the Service Provider Suite, enabling members to track client connections and professional activities
- Achieved formal recognition from NSCA and ACSM, adding to our existing REPS recognition

Educational Advancement:

- Initiated our Academic Framework Project
- Established partnership with AUT for Masters pathway
- Hosted our annual conference, bringing together leading experts and practitioners

Digital Growth:

- Expanded social media presence to 11,000 followers
- Increased engagement with evidence-based nutrition content
- Enhanced our digital infrastructure to better serve members

Strategic Development

Our revenue grew significantly to \$239,589.10, representing a 75% increase from 2021. While we recorded a small operational loss of \$730.48, this reflects continued strategic investments in infrastructure, including the Service Provider Suite and Academic Framework Project, positioning us for sustainable growth.

Looking Ahead

As we move into 2023, we will:

- Establish specialized committees to better serve member needs
- Expand professional development opportunities
- Continue strengthening our advocacy for the profession
- Enhance member support services

Thank you for your continued commitment to excellence in sports nutrition practice.

With appreciation,

Alex Thomas
President & Founder
Sports Nutrition Association
www.sportsnutritionassociation.com

OUR MISSION

"To ensure the sustainable prosperity of the sports nutrition profession"

MEMBERSHIP & CAREER STATS

MEMBERSHIP GROWTH

585 ↑36%
MEMBERS

Our membership continues to expand, reflecting the growing recognition of the value we provide to sports nutrition professionals.

MEMBER IMPACT

17,550
clients served annually
(average 30 per member)

356
clients per week
across all members



Delivering evidence-based nutrition guidance at scale

PROFESSIONAL DEMOGRAPHICS

60%

Provisional Members (351)

40%

Open Members (234)



Members across 6 countries



Diverse practice settings
from clinical to
performance

INTRODUCING THE 8 AND 2 PRACTICE STANDARDS

This year marked a pivotal moment with the introduction of our "8 and 2" practice standards - a foundational framework that ensures consistency and excellence across all member practices. These standards provide clear guidelines for:

- Professional conduct
- Client communication
- Evidence-based practice
- Ethical considerations
- Continuous improvement

Combined with our new Service Provider Suite, members can now systematically track their professional activities and client outcomes, demonstrating the value of working with accredited professionals.

PROFESSIONAL RECOGNITION

Expanding Our Credibility

Building on our recognition efforts from previous years, we achieved significant milestones:

NSCA Recognition

- Formal acknowledgment from the National Strength and Conditioning Association
- Validates our members' expertise in performance nutrition

ACSM Recognition

- Recognition from the American College of Sports Medicine
- Strengthens our position in clinical and research communities

These recognitions, combined with our existing REPS accreditation, position our members as the preferred choice for evidence-based sports nutrition services.





ACADEMIC FRAMEWORK PROJECT

Building Educational Pathways

Our Academic Framework Project represents a significant investment in the future of our profession:

AUT Masters Partnership

- Established pathway for advanced education
- Creating opportunities for specialization
- Bridging practice and academia

This framework ensures our members have access to cutting-edge education while maintaining practical relevance to their daily practice.

PUBLIC PROTECTION AND ENGAGEMENT

Growing Our Influence

11,000 ↑38%

SOCIAL MEDIA FOLLOWERS

264,000

ANNUAL SOCIAL MEDIA IMPRESSIONS

CONSISTENT MESSAGING ABOUT
EVIDENCE-BASED PRACTICE

ACTIVE CAMPAIGNS AGAINST
NUTRITION MISINFORMATION

2022 ANNUAL CONFERENCE

Our annual conference brought together members and industry leaders for two days of learning, networking, and professional development. Key highlights included:



Latest research in sports nutrition



Practical application workshops



Networking opportunities



Industry updates and trends

The conference demonstrated our commitment to continuous learning and community building.



ANNUAL BUDGET & FINANCIAL STATEMENT

Revenue

Total Revenue: **\$239,589.10**

Expense Categories

Day-to-day Operations: **\$136,181.72**

- Enhanced technology infrastructure
- Service Provider Suite development
- Administrative support
- Member services expansion

Community & Events: **\$13,893.46**

- Annual conference
- Member networking events
- Regional meetups

Compliance & Governance: **\$33,254.08**

- "8 and 2" standards implementation
- CPD framework development
- Compliance monitoring systems

Growth & Development: **\$13,893.46**

- Academic Framework Project
- Marketing initiatives
- Member recruitment

Governance: **\$31,503.70**

- Board operations
- Strategic planning
- Committee establishment planning

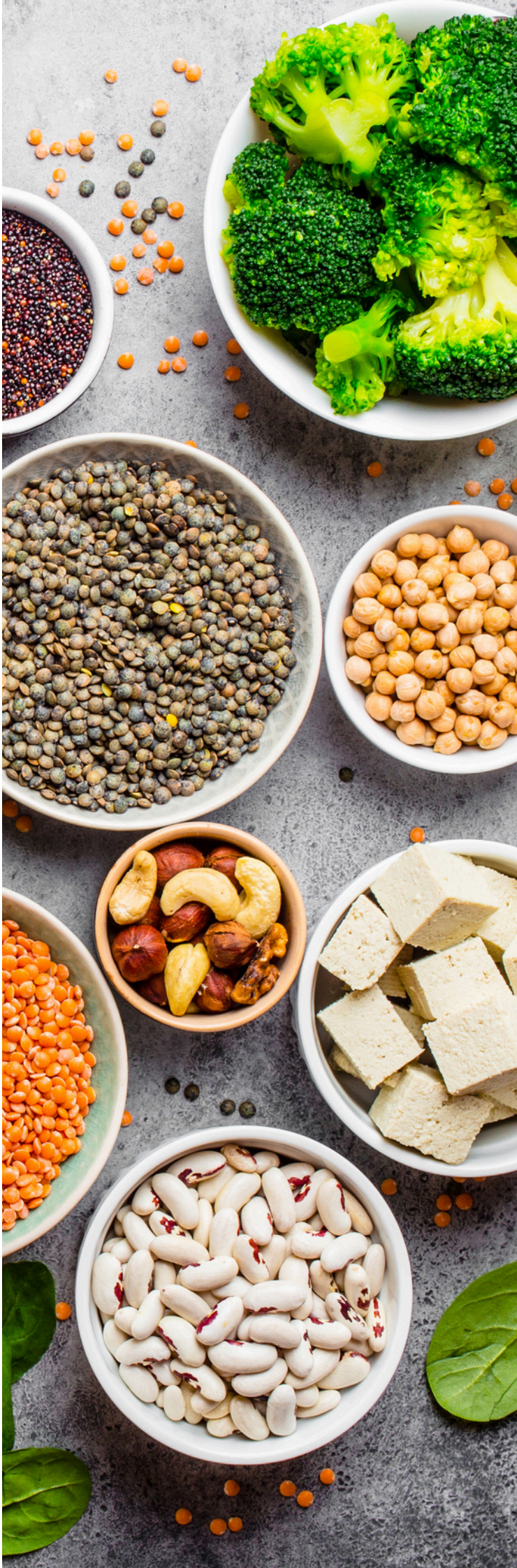
Contributions & Support: **\$11,593.16**

- Industry partnerships
- Member support initiatives

Total Expenses: **\$240,319.58**

Net Position - \$730.48

The minimal deficit reflects our strategic investment in infrastructure and systems that will support sustainable growth.





COMMITTEE DEVELOPMENT

As we look toward 2023, our fourth year of operations, we are excited to announce plans for establishing specialized committees, including a dedicated Members & Community Committee. This committee will be chaired by a member representative and focus on:

- Enhancing member experience
- Building stronger professional networks
- Creating more opportunities for engagement
- Supporting member success



LOOKING FORWARD

Building on our strong foundation, 2023 will see:

- Launch of the Physique Prep Committee
- Appointment of committee chairs
- Enhanced member support services
- Continued growth in membership and influence
- Special focus on women in sports nutrition

Your continued support makes our collective success possible.

SPORTS NUTRITION ASSOCIATION

www.sportsnutritionassociation.com

