



2023 ANNUAL REPORT

PRESIDENTIAL ADDRESS

Dear Members and Stakeholders,

As we close our fourth year, I am proud to report continued growth and maturation of the Sports Nutrition Association. We have evolved from our 2020 founding vision to an established force in the sports nutrition profession, with 715 members serving over 23,000 clients annually.

Key Achievements

Organizational Evolution:

- Grew to 715 members, a 22% increase
- Launched the Physique Prep Committee to address specialized practice areas
- Hosted our groundbreaking Women in Sports Nutrition conference
- Introduced the Professional Registry for enhanced public protection

Professional Development:

- Established comprehensive Annual CPD requirements
- Launched refresher programs for continuing education
- Maintained 92% compliance rate across membership
- Continued evolution of practice standards

Member Success: Our members are thriving, with increasing numbers transitioning to full-time practice, establishing organizational partnerships, and achieving greater financial stability. The data shows clear correlation between adherence to our "8 and 2" standards and practice success.

Financial Stewardship

Despite challenging economic conditions, we grew revenue to \$341,972.04, a 43% increase from the previous year. Our minimal operational loss of \$1,080.06 reflects prudent management while continuing to invest in member services and new initiatives like the Professional Registry.

Exciting Developments Ahead

Looking to 2024, we are thrilled to announce the establishment of a dedicated Members & Community Committee, which will be chaired by a member representative. This committee will focus on enhancing member experience, building community connections, and supporting your professional journey.

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

Sincerely,

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





OUR MISSION

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

As we evolve, our mission continues to guide us toward protecting the public, empowering our profession, and improving the industry.

MEMBERSHIP & CAREER STATS

MEMBERSHIP GROWTH

715 ↑22%
MEMBERS

Our steady growth reflects the increasing recognition of accredited sports nutritionists as essential healthcare professionals.

MEMBER IMPACT

23,275
clients served annually
(average 32.5 per member)

448
clients per week
across membership



Expanding influence on public health through evidence-based practice

MEMBER DISTRIBUTION

65%
Provisional
Members (465)

35%
Open Members (250)



International presence
across 6 regions



Growing diversity in
practice specializations

CAREER PROGRESSION DATA

**Casual Practice
(0-5 hours/week):**

- Average: \$13,600 p.a.
(\$262/week)
- Range: \$4,000 - \$25,600

**Part-Time Practice
(7-18 hours/week):**

- Average: \$44,000 p.a.
(\$846/week)
- Range: \$20,000 - \$92,000

**Full-Time
Self-Employed:**

- Average: \$124,000 p.a.
- Range: \$58,000 - \$667,000

These figures demonstrate the viability of sports nutrition as a professional career path.

LAUNCH OF THE PHYSIQUE PREP COMMITTEE

Recognizing the specialized needs of members working in physique sports, we established our first practice-specific committee:



Joey Cantlin
Committee Lead



Alicia Kyrgios
Education Focus



Brandon Kempter
Standards Development



Kyle Webber
Member Liaison



Tyarra Nelson
Research Integration

This committee is developing specialized guidelines, educational resources, and best practices for working with physique athletes, ensuring evidence-based approaches in this unique practice area.



WOMEN IN SPORTS NUTRITION CONFERENCE

Our 2023 conference theme celebrated and advanced women's contributions to sports nutrition:

Conference Highlights:

- Female-specific nutrition considerations
- Career development for women in the field
- Research on women's health and performance
- Networking and mentorship opportunities
- Addressing gender gaps in sports science

The conference attracted record attendance and demonstrated our commitment to diversity and inclusion in the profession.

PUBLIC PROTECTION INITIATIVES

The Professional Registry

We launched our comprehensive Professional Registry, providing:

- Public verification of qualified practitioners
- Transparent credentialing information
- Direct connection between clients and accredited professionals
- Enhanced accountability and trust

This registry represents a significant step in protecting the public from unqualified practitioners while elevating the visibility of our members.

Continued Education Standards

- **Annual CPD Requirements:** Structured learning pathways
- **Refresher Programs:** Keeping skills current
- **92% Compliance Rate:** Demonstrating member commitment



PROFESSIONAL DEVELOPMENT

Comprehensive CPD Program

Our enhanced continuing professional development program ensures members stay at the forefront of sports nutrition science:

- Evidence-based practice updates
- Emerging research integration
- Practical skill development
- Business and professional skills
- Ethical practice scenarios

Refresher Programs

New refresher programs provide focused updates on:

- Regulatory changes
- Scientific advances
- Practice management
- Client communication
- Risk management

ANNUAL BUDGET & FINANCIAL STATEMENT

Revenue

Total Revenue: **\$341,972.04**

Expense Categories

Day-to-day Operations: **\$188,000.00**

- Registry development and maintenance
- Technology infrastructure
- Administrative support
- Member services

Community & Events: **\$30,891.98**

- Women in Sports Nutrition Conference
- Regional events
- Committee establishment
- Member resources

Compliance & Professional Development: **\$60,330.20**

- CPD program enhancement
- Refresher program development
- Compliance monitoring
- Registry operations

Governance & Committees: **\$37,000.00**

- Board operations
- Physique Prep Committee launch
- Strategic planning
- Future committee planning

Growth Initiatives: **\$13,362.84**

- Member recruitment
- Public awareness campaigns
- Partnership development

Contributions & Support: **\$13,467.08**

- Industry support
- Member assistance
- Community initiatives

Total Expenses: **\$343,052.10**

Net Position **-\$1,080.06**

The minimal operational loss reflects our commitment to maintaining member services and investing in critical infrastructure while managing resources responsibly.



LOOKING AHEAD TO 2024

Members & Community Committee

We are excited to announce the establishment of a dedicated Members & Community Committee in 2024, which will:

- Have a dedicated Committee Chair representing member interests
- Focus on enhancing member experience and success
- Create stronger community connections
- Develop initiatives to support practice growth
- Facilitate peer mentoring and support

This committee represents our commitment to putting members at the center of everything we do.

Continued Evolution

As we prepare for 2024, we will:

- Update our mission to reflect our evolved understanding of our role
- Expand committee structures
- Enhance digital services
- Strengthen international presence
- Continue raising industry standards





CLOSING THOUGHTS

Four years ago, we began with a vision. Today, we stand as an established professional body with 715 members making a real difference in the lives of over 23,000 clients annually.

Your dedication to professional standards, continuous learning, and ethical practice has created a profession that commands respect and delivers results.

Thank you for your continued commitment to excellence.

Together, we are transforming sports nutrition practice.

SPORTS NUTRITION ASSOCIATION

www.sportsnutritionassociation.com