

ANNUAL REPORT 2017-18





PURPOSE

to lead the sonography profession in delivering excellence in ultrasound for the community

VISION

to ensure a sonographer is known as the expert in ultrasound across the community



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CONTENTS



Dr. Jennifer Alphonse, President, ASA

Advocacy

With the ASA purpose and vision in mind, the ASA continues to petition external stakeholders, including the government, to recognise the sonography profession and to protect the title in Australia as it is in New Zealand. Only with registration can a sonographer be truly recognised as a professional. The ASA is also working towards discussions with the Australian Government on the shortage of clinical placements for students.

Governance

Over the last year there have been changes at the Board level. Steve Macintosh stepped down as Vice President, with Erika Cavanagh stepping into the role in November 2017. Both Tony Parmiter and Lars Schiphorst stepped down as ASA directors. Tony was a director for 6 years while Lars was the first non-executive director appointed to the ASA Board, stepping down after more than 7 years. Both brought passion, diversity and knowledge

to ASA Board discussions and we thank them both immensely. Ian Schroen joined the Board as a director and as a member of SPAC (formally SAWP) has quickly become involved in many roles as an ASA director. In 2018 two new non-executive directors joined the board; Julie Toop and Kelly Griffiths. Both coming from a legal background but with different skills and both have already had a positive impact on board discussions and decisions. Silvano Palladino elected to serve another term as a non-executive director. The ASA is fortunate to have Silvano's experience on the board and as chair of the Finance and Risk Committee. The ASA Board is now at full capacity with seven directors and three non-executive directors. The ASA Board is an experienced and dedicated group of people that keep the ASA and its members as the focus with every discussion and decision. It is a privilege to work with them and represent the ASA members and we will continue to work together to advance the ASA and the profession of sonography.

Operations

Late in 2017 Gillian Whalley returned to an academic career in New Zealand after stepping in as Acting CEO. With her previous experience in corporate leadership, the board decided that Jodie Long would stand in as Managing Director of the ASA until a permanent CEO could be appointed. Jodie relished the role and the challenges it posed.

In order to ensure transparency, Watermark Consulting were engaged to provide a robust recruitment process. Amongst several high-quality candidates, it became clear that Jodie was the right CEO to lead the Association into the future. In the short time, Jodie has streamlined processes to improve member services. Jodie engages our external stakeholders regularly to advance the Association. She was pivotal in delivering an exceptional conference experience for all attendees in Sydney. Jodie recently oversaw the relocation of the ASA office, putting the ASA geographically in the centre of Melbourne, but more importantly in a more accessible position to meet with government representatives and external stakeholders.

SIGS2017 Adelaide and ASA2018 Sydney

The Special Interest Group Symposium (SIGS) was held 16–17 September 2017 in Adelaide and with 100% capacity the rooms were bursting at the seams. MSK and vascular sonography were the main streams with an excellent paediatric program held on the Saturday. The convening committee and the speakers are to be thanked and congratulated.

The ASA's 25th Annual Conference was held 25–27 May 2018 at the newly opened International Convention Centre (ICC) in Sydney and it was the largest ASA conference to date, with over 1500 delegates. I would like to thank all the speakers and the co-conveners Christina Farr and Donner Oomens, and their convening committee, for their time and efforts in the lead up to the conference and during the conference itself. Jodie and her team had the conference running like a well-oiled machine and they are to also be congratulated, as are the numerous volunteers.

The Future Directors Forum (FDF) was a panel discussion facilitated by Jayne-Maree Sedgman on three of the hottest topics in sonography – point-of-care ultrasound (POCUS), education pathways and MSK injections. This opened up lively debate and could easily have gone beyond the allocated time, however the importance of the discussions was to start conversations, which the ASA is continuing.

Research

The ASA has formed a partnership with the Queensland Government and engaged the Queensland University of Technology (QUT) to undertake research on sonographers administering ultrasound guided musculoskeletal injections. The research is designed to evaluate sonographers undertaking this proposed scope of practice at several sites in south east Queensland. All of the sonographers involved in this research are graduates of the Ultrasound-Guided MSK Injections course. The work is similar to a clinical audit, focusing on assessing

patient safety and continuity of care where ultrasound-guided musculoskeletal injections are provided by suitably qualified sonographers under the supervision of a medical practitioner. It will also establish minimum practice processes and competence, patient safety and treatment standards for this sonographer extended scope of practice.

The ASA's scientific, peer-reviewed journal *Sonography* has enjoyed a 43% increase in downloaded articles. This compares well with all Wiley journals in the radiology and imaging group, which experienced a 15% download increase.

Business as usual

The ASA staff are a fabulously dedicated and skilled group of people. Our CFO, Carolyn Todhunter has maintained the financial records to exceptional precision and the ASA has benefited from her attention to detail and her accountancy skills.

... our **vision** is to ensure a sonographer is known as the expert in ultrasound across the community with the ultimate goal of being able in conversation to say **"I am a sonographer"** and not have to qualify it with **"I do ultrasound"**.

With both Jodie and Carolyn leading an exceptional team at the ASA, the board expects an exciting and productive future for the ASA.

The ASA would not be the Association it is today without the member volunteers. It is the generosity of the ASA volunteers that is the foundation the ASA is built on and seeing the success the ASA has achieved is the reward. We thank the ASA volunteers for educating, co-ordinating, collaborating, advising and discussing sonography so that all ASA members benefit. If you are a young sonographer and want to be involved, look for expressions of interest in the ASA's weekly newsletter *cross section* or the quarterly member magazine *soundeffects news*, and apply to become an ASA volunteer. As an ASA volunteer, I have met amazing sonographers and made life-long friends. Through the experience of volunteering, I learn from my fellow volunteers and together we all make a difference.

PRESIDENT'S REPORT

As the 25th year of the ASA comes to a close, and as members of the ASA, there is much for us to be proud.

The ASA is in a strong financial position primarily due to the successful Annual Conference in Sydney and a steady growth in membership. ASA membership is currently at 5,721 members representing more than 70% of accredited sonographers across Australia and New Zealand. In 2018 we have welcomed 15 inaugural ASA Fellows. These sonographers represent a sustained commitment and contribution to the sonography profession and they are to be congratulated.

Strategic Intent

The *Strategic Intent* was reviewed, outlining the future direction of the ASA towards 2020.

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With the revision of the *Strategic Intent*, it was the decision of the ASA Board to not proceed further with the Institute of Diagnostic Ultrasound (IDU), given the current vocational landscape.



Jodie Long, CEO, ASA

Advocacy and Promotion

The sonography profession continues to face many challenges particularly as it is under recognised within the healthcare system and within the wider community. Our current lack of professional regulation does not assist us with advancing our profession and gaining professional recognition. The issue of sonographer regulation has been raised already with the National Allied Health Advisors Committee last November as well as with AHPRA earlier this year. In addition, the sonographer workforce continues to be on the national shortage list and with the first wave of retirees starting it is critical this is addressed as soon as possible. Lack of clinical placements are the road block to training more sonographers and with industry collaboration with RANZCR and ADIA we have and will continue to lobby for solutions to be implemented. Ultrasound Medicare rebates in Australia have not changed in over 20 years and this is having significant impact on sonographers, placing them under increased pressure to scan more

CEO'S REPORT

This is my first annual report as CEO and I feel extremely honoured to hold this position, where I am the voice representing and advocating for over 5,700 sonographers. In this, our 25th year, we should reflect and be very proud of what we have achieved so far and this report will highlight our many significant achievements in the last year. There is however still so much more to be achieved and raising the profile of sonographers to ensure sonographers are recognised as the experts in ultrasound across the community is our major focus for the coming year, along with delivering on all aspects of our strategic intent.

Key Highlights

This year we have reached over 5,700 members which is an increase of 10% compared to the previous year. The increase means we now represent over 75% of sonographers within Australasia. We have also spent considerable time building corporate partnerships by extending our reach to include more sonographer employers and educational providers. This has enabled the ASA to be truly representative of the whole sonographer industry especially on the topics of sonographer regulation and clinical placements. Every two years we conduct a Sonographer Salary and Employment Survey and this year we produced our inaugural Industry Report for our corporate partners to assist them in making decisions that affect sonographers.

patients in a day. Sonographers are already at a high risk of developing work-related musculoskeletal disorders and this unsustainable pressure on the workforce also increases the risk of sonographers making errors in their work or providing a suboptimal service quality.

These areas are where we will continue to devote significant time by regularly liaising with government ministers to gain their support to instigate change through the support of a government engagement agency.

Social media is one way that the ASA can increase its brand and the brand of sonography. This year the ASA engaged a social media consultant who has assisted us in changing the way we communicate through social media. The focus has been on moving away from telling and informing people of what events are happening to engaging with our audience on important topics that are affecting our industry. This increases our reach with governments as well as the community and helps ensure that the message that sonographers are the experts in ultrasound gets broadcast across a wider audience. We have increased our following across all our platforms by a minimum of 10% and started an Instagram account.

Professional development and member value

With sonographers now requiring 60 professional development points every 3 years across Australia and

60 hours in New Zealand, it is paramount that the ASA continues to provide a significant number of high quality professional development opportunities. In the last year we had over 1,500 attendees to our annual conference in Sydney which was our biggest conference yet. The educational program put together by the program committee was phenomenal and we have already begun to create another amazing conference in Brisbane next year with the plan to introduce more workshops based on members feedback. Workshops and the associated scanning techniques have always been in demand and last year the ASA held 30 workshops throughout the year across the country and New Zealand. Next year we are planning to have many more and with them in many different locations which will enable the majority of our members to access at least one of these per year.

We introduced a true on-demand facility for our webinars this year to enable members to watch these at their convenience and we are also in the process of increasing the **asa** webinar library. There were some delays in getting the CPD tests operational to our members after the database upgrade, however with the introduction of our learning management system – Intuto – we have been able to set these up again. This platform will also enable us to provide more online CPD content for our members such as educational videos and pod casts which we will be working towards in the coming year.

Delivering exceptional member value is extremely important and this year we were able to reduce our ordinary membership with insurance premiums by \$10 by negotiating a better insurance deal with our new provider Guild Insurance.

People and culture

One of the most significant changes has been the decision to move the ASA office from Dingley Village which was 40km from the Melbourne CBD and 80km from Melbourne Airport to a more central position within the heart of Melbourne's CBD. The new office space was chosen based on its ability to instill professionalism and to present the ASA as a modern and progressive organisation and a place to host key stakeholders.

The success of the ASA is dependent on the outstanding contribution of the ASA staff who work tirelessly to benefit members. Over the last year there have been changes within the ASA office and this has allowed us to reshape the office to better serve our members. We now have distinct teams that work on the different areas of the business. Of particular importance is that we now have a

member services team with a dedicated Member Services Manager who are focused on supporting members, especially member volunteers.

In addition, the ASA could not function without its exceptional volunteers who dedicate so much of their time to supporting other sonographers and the profession. To the staff and the volunteers, I say thank you for your contribution to making the last financial year such a success.

Future

Next year I believe will be even more successful for the ASA as well as the sonography profession as we continue to work towards delivering on our strategic intent and achieving our vision of ensuring that sonographers are recognised as the experts in ultrasound across the community.

To the staff and the volunteers, I say **thank you** for your contribution to making the last financial year such a success.

2017–2018 YEAR IN REVIEW

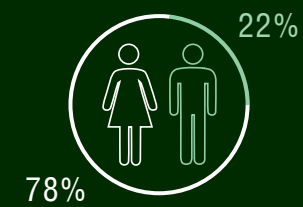
Last year we strengthened our position as the Australasian peak body and leading voice for sonographers by increasing our membership by 10% to have a 5721-strong voice.



OUR VOICE

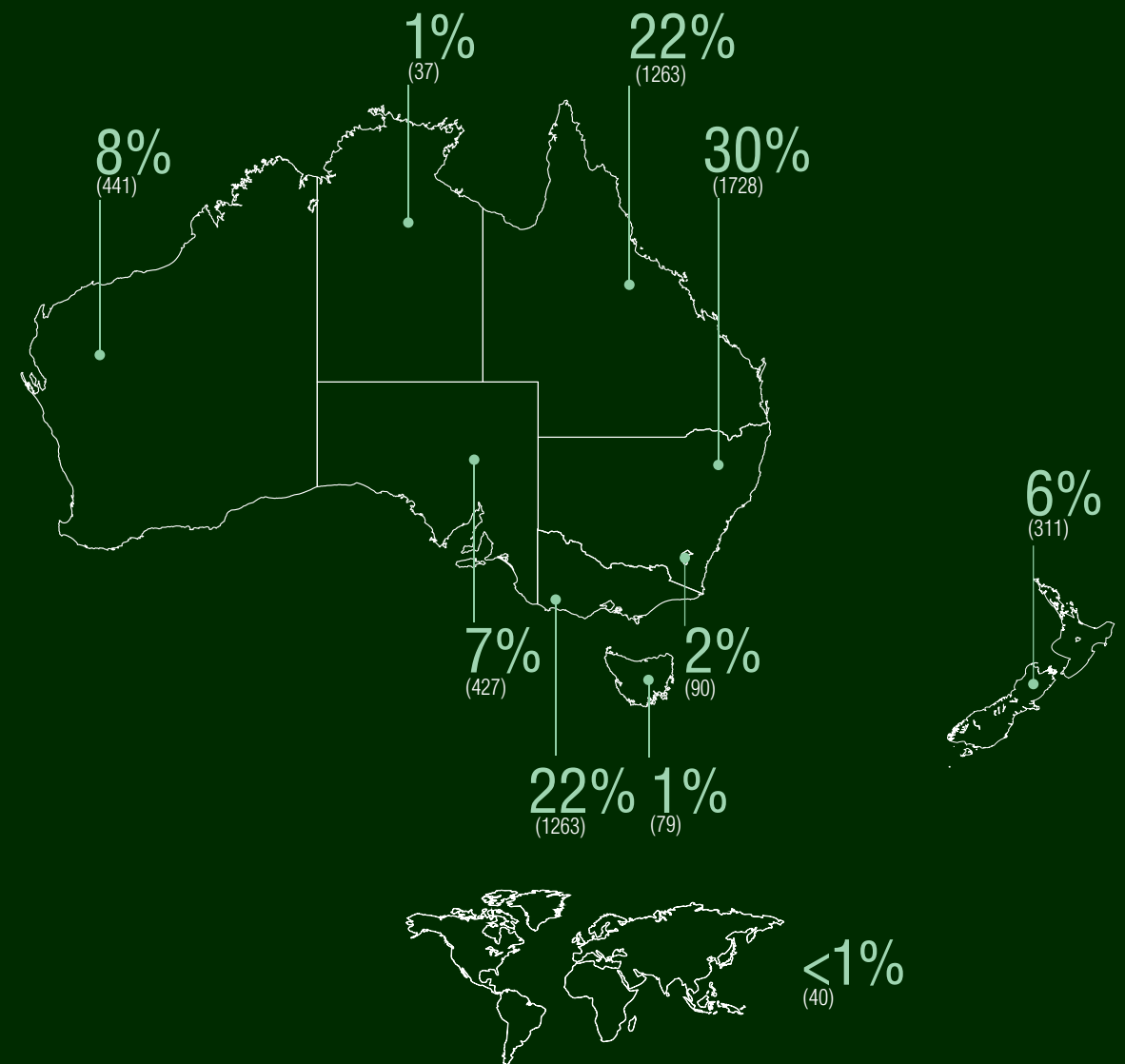
5721
Members
strong

33
Corporate
partners

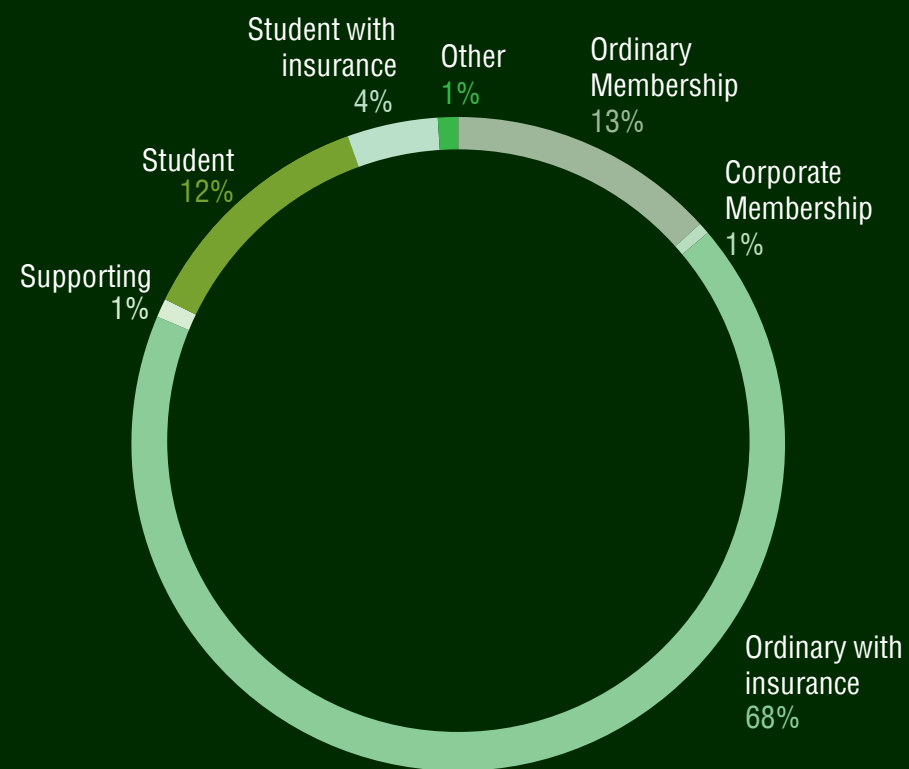


15
Fellows

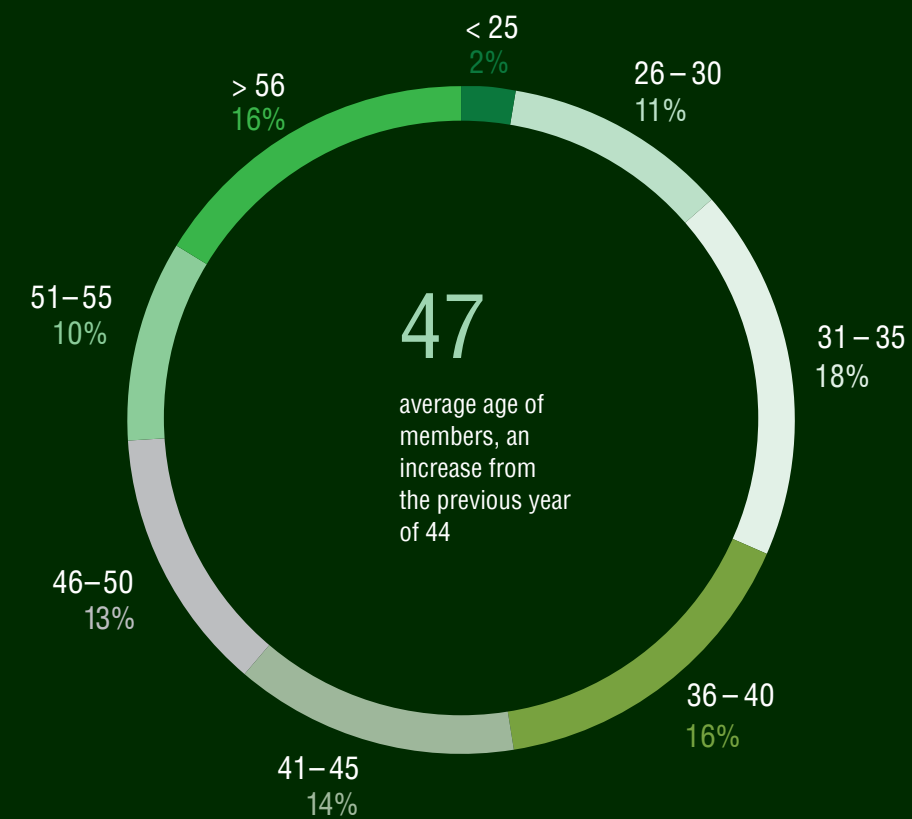
32
Associate
Fellows



Membership categories



Membership age mix



Membership employment

80%

of members perform some of their work within private practices

30%

of members perform some of their work within public hospitals

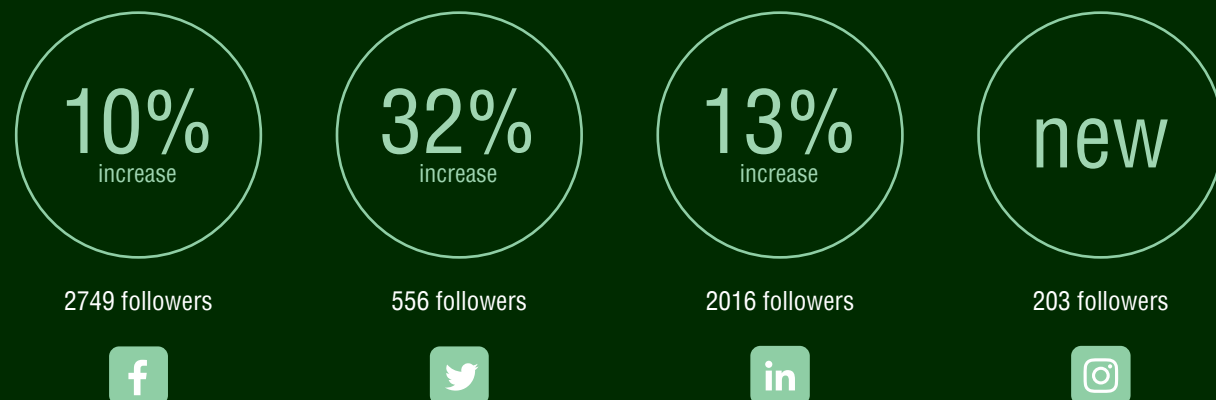
3%

of members perform some of their work at universities or training centres



PROMOTING AND ADVANCING THE PROFESSION

Social



The top three ranking posts:

- 1 A reach of 12,614 people via a post shared from the UK Society and College of Radiographers on the topic of *Limiting attendance at obstetric scans to two people and no children under 12*
- 2 A reach of 11,112 people via a post shared from healthcare-in-europe.com on the topic of *The role of sonographers and professional certification in Europe*
- 3 A reach of 9,922 people via a post shared from babygizmo.com on the topic of *Obstetric ultrasound and what your sonographer actually does during an obstetric scan*

Media releases

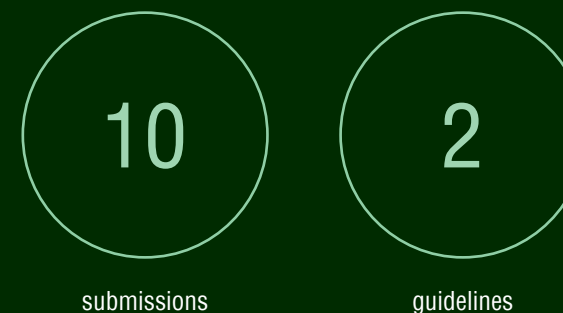
The ASA released 3 media release in financial year 2017/ 2018.

- ASA welcomes new campaign to fix broken Medicare for patients
- ASA Chief Executive Officer appointed
- ASA supports ADIA billboard campaign urging Government to keep election promise

Advocacy meetings

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ENHANCING THE QUALITY AND STANDARDS OF ULTRASOUND



HIGHEST QUALITY RESEARCH

MSK Research Project

The ASA is working in partnership with the Queensland Government and the Queensland University of Technology (QUT) in undertaking research on sonographers administering ultrasound guided musculoskeletal injections. The research is similar to a clinical audit, focusing on assessing patient safety and continuity of care where ultrasound guided musculoskeletal injections are provided by suitably qualified sonographers under the supervision of a medical practitioner.

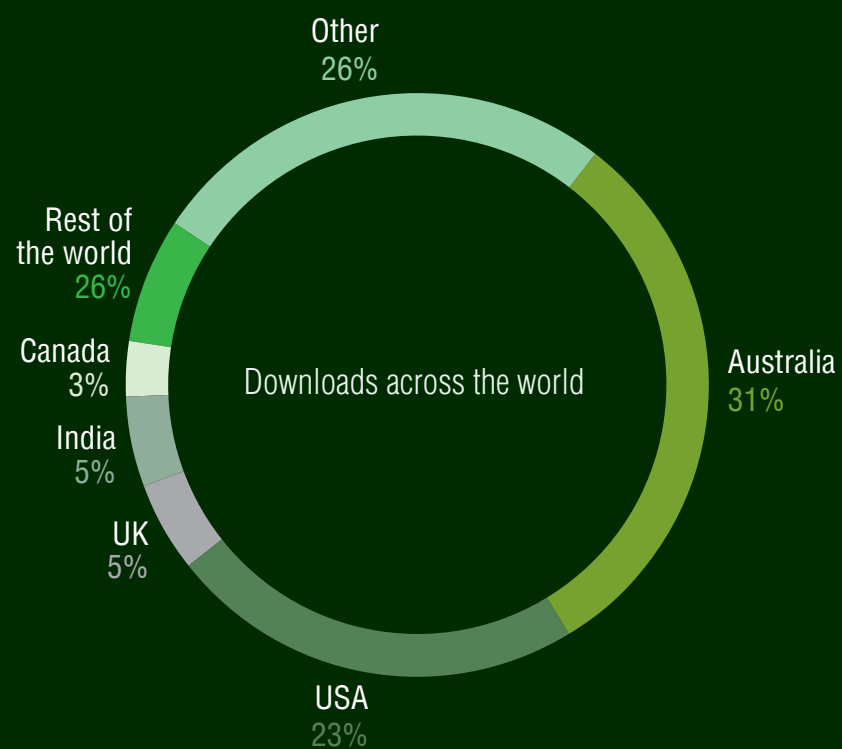
Research grants

In 2017 the ASA launched the inaugural ASA Research Grant Scheme, which provided an annual funding pool of AUD \$15,000 to support and facilitate new ultrasound research by ASA members.

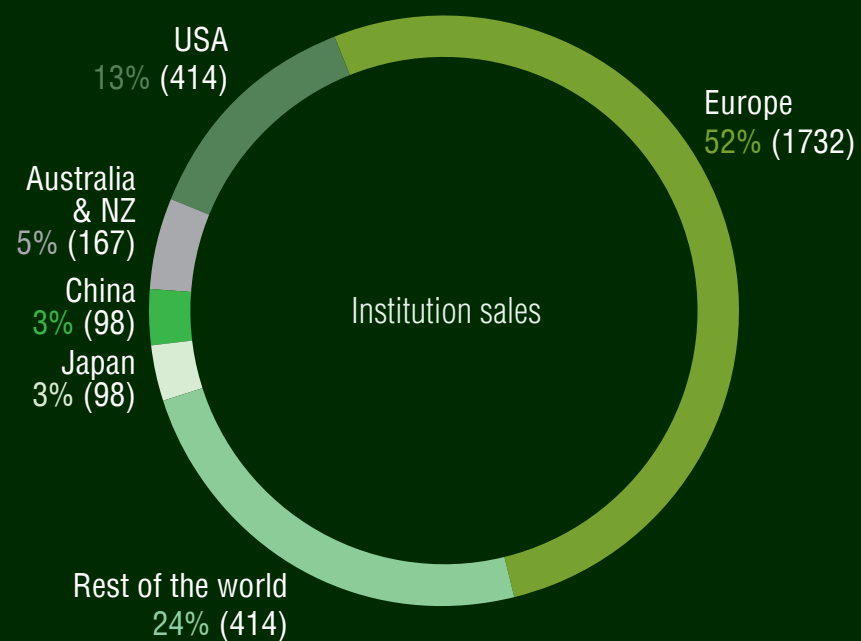
The research grant was awarded to:

- 1 Dr Jessie Childs for her research on **“The accuracy of a simple sonographic liver volume equation to determine hepatomegaly”** with her research team of Dr Kerry Thoires and Professor Adrian Esterman
- 2 Sharon Meng for her research on **“Virtual Reality in sonographic practical skill acquisition, enhancing student learning”** with her research team of Associate Professor Ann Quinton, Dr Delma Clifton and Mr Brendan Goode.

Sonography journal



The *Sonography* journal is accessed by institutions via a Wiley licence or subscription across the world. The journal's content is therefore now available with other Wiley journals to 3,305 libraries worldwide, bringing new revenue to the ASA.



Most downloaded papers in last year

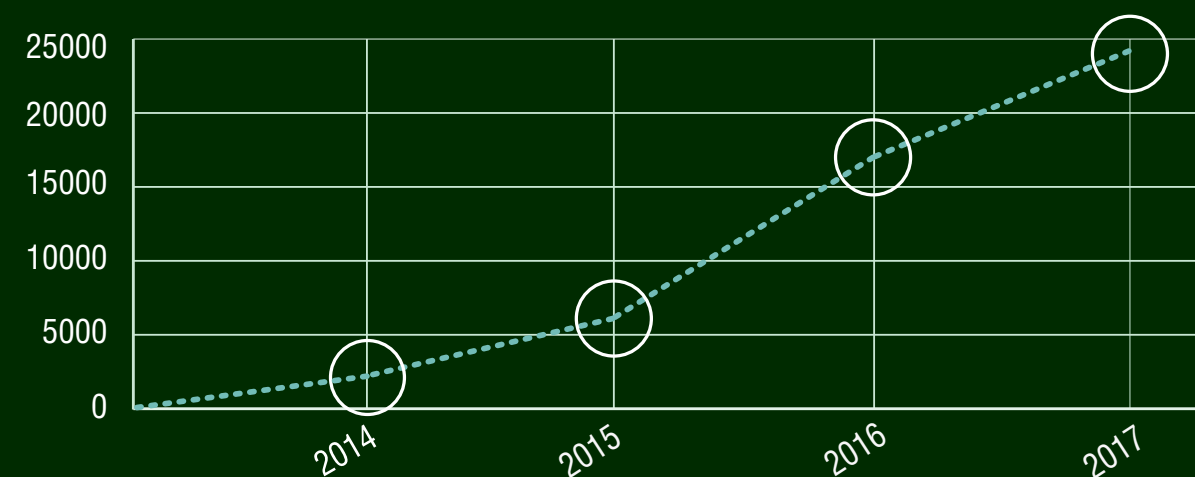
- 1 *Ultrasound in the assessment of hepatomegaly. A simple technique to determine an enlarged liver using reliable and valid measurements*
- 2 *Musculoskeletal pain and injury in sonographers, causes and solutions*
- 3 *Cardiac amyloidosis: the value of myocardial strain echocardiography in diagnosis and treatment*

Top scoring article on social media

Sonography of the ankle: The lateral ankle and ankle sprains

Increasing usage

In 2017 there was a **43% increase** in downloaded papers. This compares with an increase of 15% across all Wiley journals in the Radiology and Imaging group.



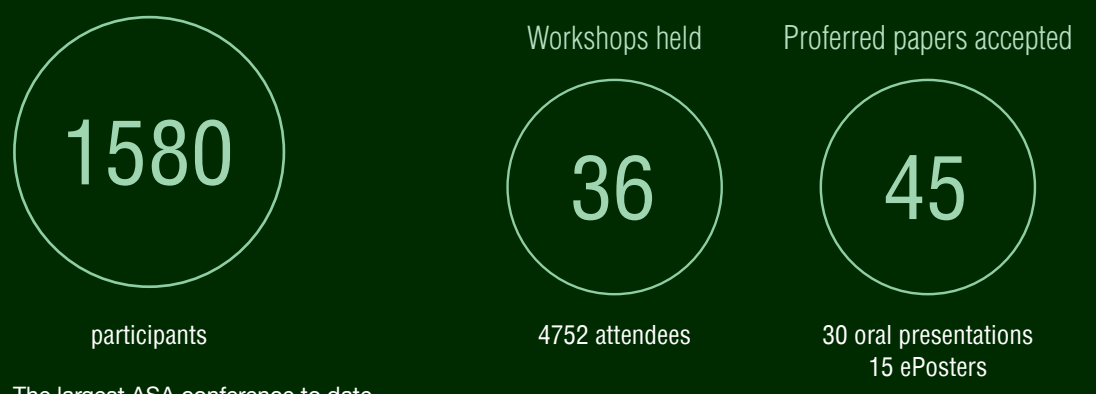
HIGHEST QUALITY PROFESSIONAL DEVELOPMENT



Special Interest Group Symposium SIGS2017 Adelaide



Annual Conference ASA2018 Sydney



Top 3 workshops

- 1 *Scanning the groin for hernias – Tiger country or simple dance moves?* – Le-Anne Grimshaw
- 2 *Clinical assessment and biomechanics of wrist pathology as related to ultrasound* – Le-Anne Grimshaw
- 3 *Imaging the fetal heart* – Dr Julia Solomon



GOVERNANCE

The ASA's Board of Directors consists of:

- Up to seven-member directors and therefore are accredited sonographers who are elected by ordinary members
- Three Non-Executive Directors with complementary skill sets who are appointed by the Board through an interview process.

All ASA Board directors are volunteers, with director terms being two years, with a maximum of four successive terms.

The Board of Directors also appoints the President and Vice-President.

The Board is responsible for governance, essentially that all accountability safeguards

are in place. It is the board which is ultimately responsible for the organisation and its activities. These include employing the CEO, adhering to relevant government legislations, overseeing the management and reporting of the organisation's finances, and being accountable and reporting to its members.

Directors also provide the organisation with guidance and support and are the guardians of the organisation's vision and mission.

The Board is also supported by the Education Advisory Committee, Sonographer Policy and Advisory Committee, Special Interest Groups, Branches, *Sonography* Editorial Board, Conference/Symposium Program Committees and the Fellowship Panel.

Sonographer Policy and Advisory Committee

Chairperson Ian Schroen

Education Advisory Committee

Chairperson Sharmaine McKiernan

ASA Fellowship Panel

Annual Conference and Special Interest Group Symposium Program Committees

Special Interest Groups

SIG Abdominal/Chest

SIG Breast

SIG Cardiac

SIG Musculoskeletal

SIG Obstetric and Gynaecological

SIG Paediatric

SIG Research

SIG Vascular

SIG Sonographer Health and Wellbeing

Branch Committees

Alice Springs

Co-chairs Micaela Gumbley, Emily Vargo

Auckland–Waikato

Chairperson Scott Allen

Australian Capital Territory

Chairperson Teri Carmody

Darling Downs

Chairperson Kristine Lawless

Far North Queensland

Chairperson Kath Deed

Gippsland

Chairperson Tania Waixel

Gold Coast

Chairperson Anna-Maria Galea

Goulburn Valley

Chairperson Kristy Thomas

Illawarra

Chairperson Lauren Dwight

Mackay

Co-chairs Ainslie Heinke, Claire Whitaker

MidCentral NZ

Melissa Westwood, Deb Mackintosh, Amanda Radic

Moreton Bay

Chairperson Chris Edwards

Newcastle

Co-chairs Sonya Simpson, Jill Wilcock

New South Wales

Chairperson Christina Farr

North Queensland

Northern Territory

Co-chairs Chloe Lipp, Emily Lovell

Queensland

Chairperson Michelle Wilson

Riverina

Chairperson Simone Francis

South Australia

Chairperson Sandhya Maranna

Tasmania

Chairperson Emma Brodribb

Victoria

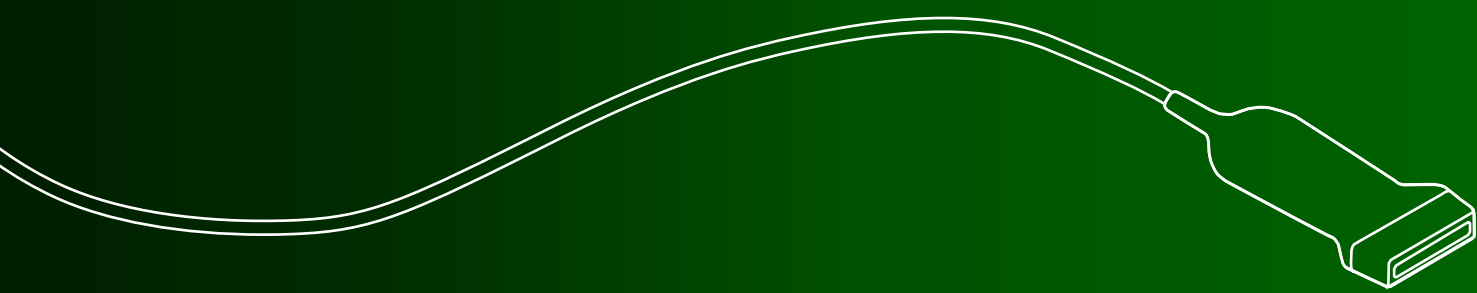
Chairperson Carolynne Cormack

Wellington

Chairperson (Margaret) Lynn McSweeney

Western Australia

Secretary Gail Crawford

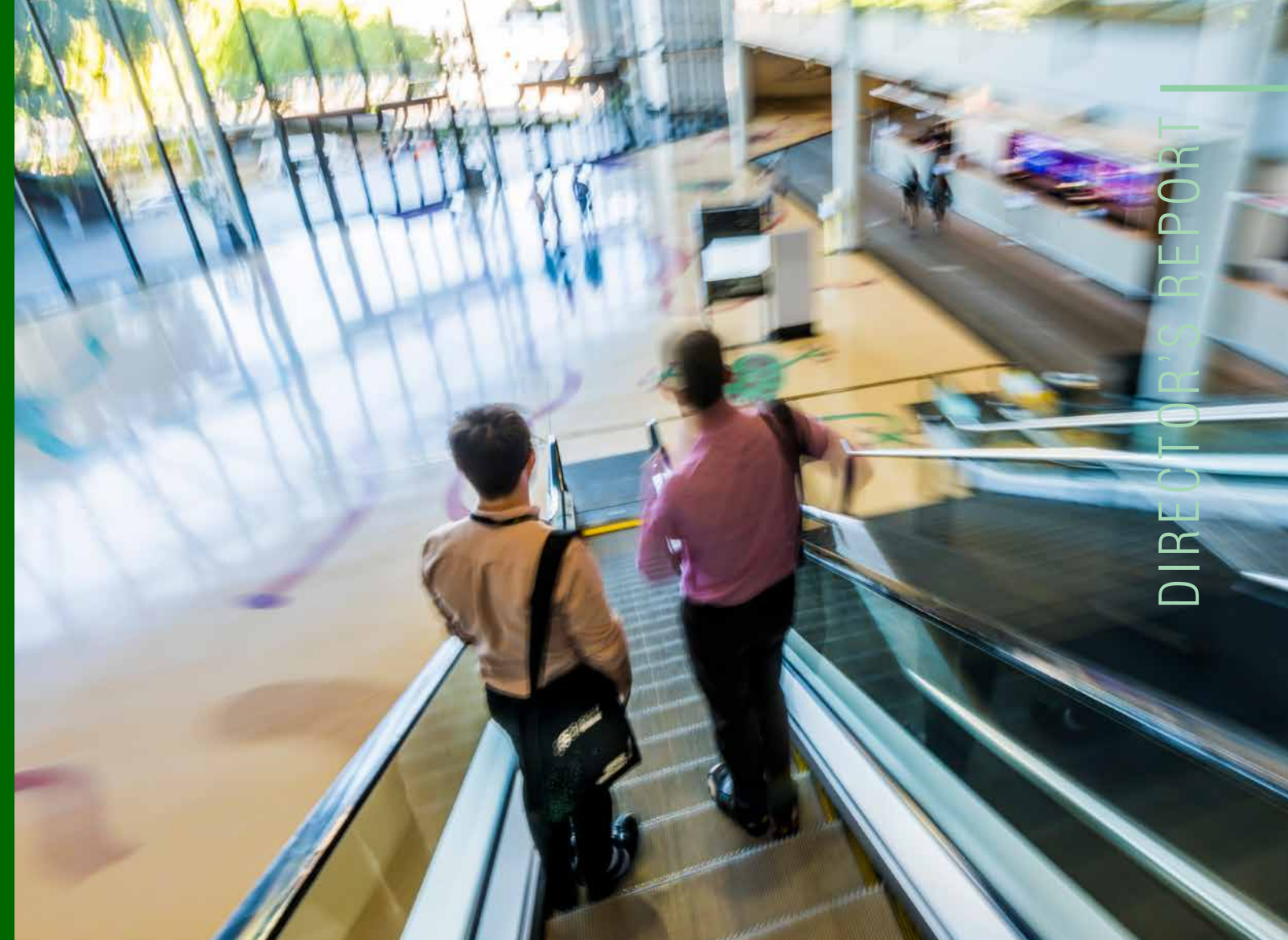


DIRECTORS' REPORT

Directors Report

Objectives of the ASA

Auditor's independence declaration



DIRECTORS

The following persons were directors of the company during the financial year and up to the date of this report, unless otherwise stated:

Name	Appointed/resigned	Name	Appointed/resigned
Jennifer Alphonse		Silvano Palladino	
Erika Cavanagh		Tony Parmiter	Resigned Sept 2017
Sarah Colley		Lars Schiphorst	Resigned Nov 2017
Michele Dowling		Ian Schroen	Appointed Sept 2018
Kelly Griffiths	Appointed May 2018	Julie Toop	Appointed May 2018
Jodie Long	Resigned Mar 2018	Anthony Wald	Appointed May 2018
Stephen Mackintosh			

The names of the directors, their relevant qualifications, experience and special responsibilities are as follows:



Dr Jennifer Alphonse

PhD, GradDipAppSc Medical Ultrasonography, BAppSc (Medical Radiation Science) Nuclear Medicine, AssocDip Nuclear Medicine Technology

Jennifer is a senior sonographer specialising in obstetric and gynaecological (O&G) ultrasound at a tertiary private O&G practice in Sydney. Jennifer also has a role as a research sonographer at the UNSW and has extensive experience in research and scientific publications, having completed her PhD on *Frontomaxillary facial angle in early pregnancy*. In addition, she is an external Ultrasound Marker with CQU.

Jennifer has completed her Foundations of Directorship with the Australian Institute of Company Directors. Jennifer has been a member of the ASA Board of Directors since 2015 and has been the President since February 2017.

Special responsibilities

- President
- Finance and Risk Committee
- Governance Committee
- Diagnostic Imaging Advisory Committee
- Peak Imaging Coalition

Highlight

For the ASA, the last year has been a fusion of growth and milestones. The 25th anniversary of the ASA culminated in a most memorable annual conference in Sydney. In accordance with the constitution, the ASA appointed its third external director bringing further diversity and skills to the ASA Board. The Strategic Intent was reviewed to support the purpose and vision of the ASA and a new CEO was appointed with experience, passion and leadership, to continue to guide the ASA into the next chapter.



Erika Cavanagh

M Medical Sonography, GradDipAppSc Medical Ultrasound, GradCert Health Professional Education, BAppSc Medical Radiation Technology (Medical Imaging Technology)

Erika is an advanced sonographer in the Maternal Fetal Medicine Department at the Gold Coast University Hospital. Prior to this she was the Chief Sonographer at the Royal Prince Alfred Hospital in Sydney for nine years. Erika has a keen interest in sonographer education and advanced practice, and in 2016 completed a Masters of Sonography.

Erika has been a member of the ASA Board of Directors since 2014 and has been the Vice President since November 2017.

Special responsibilities

- Vice President
- Sonographer Policy and Advisory Committee (SPAC)
- ASAR SAC
- NTUEMP

Highlight

The successful recruitment of a permanent CEO. The Board/CEO relationship is of vital importance in the smooth running of the organisation, and it is flourishing! Our new CEO has taken on the role with gusto, and has already shown great leadership, enthusiasm and initiative in her short time in the role. The ASA is in very capable hands.



Sarah Colley

Dip Medical Sonography, Cert Nuclear Medicine

Sarah is a general sonographer with extensive experience in the ultrasound industry and also in education and training. She is currently working part-time as an applications specialist with Cannon Medical.

Sarah was involved in the establishment of the postgraduate ultrasound qualification at Sydney University in 1990, where she has since returned in an Honorary Associate position teaching ultrasound to medical students. In addition, she has served as the Secretary of the Diploma of Medical Ultrasound Examination Board (1987–1990).

Sarah has been a member of the ASA Board of Directors since 2013 and was the ASA's Vice President in 2014/15.

Special Responsibilities:

- Finance and Risk Committee

Highlight

The highlight for me was the ASA2018 Sydney conference; world class education offered by a wide range of local and international speakers, and what a social buzz catching up with so many friends and colleagues. Fantastic effort by the organising committee and ASA staff to make this such a successful 25th!



Michele Dowling

GradDipAppSc Medical Ultrasound, BAppSc Diagnostic Radiography, Dip Radiography, Therapy

Michelle is a senior sonographer at a Sydney Private Imaging Group, having begun her career in London as a radiation therapist. She has extensive clinical management experience having been a group practice chief sonographer managing a large team of sonographers and students across nine locations.

Michelle has been a member of the ASA Board of Directors since 2016.

Special Responsibilities:

- Governance Committee
- Sonographer Policy and Advisory Committee (SPAC)

Highlight

The breadth and scope of high-quality education opportunities offered by the ASA for their members is truly impressive. Ranging from online webinars, branch meetings, traveling workshops, special interest groups and the annual conference, there is something for everyone at every level of experience. As sonographers, we should never stop learning, and the ASA provides the means to pass important knowledge on to others in the profession.



Kelly Griffiths

Australian legal practitioner, LLB Hons, BA, GradDip Intellectual Property Laws

Kelly is a registered Australian legal practitioner and was previously the Head of Legal for GlaxoSmithKline Australia and New Zealand. She is currently the Head of Government Affairs and Policy at GlaxoSmithKline, responsible for government relations and policy advocacy strategy, managing engagement with state and federal governments, the media, patient advocacy groups and public policy think tanks. Kelly has served previously on a number of GlaxoSmithKline governance boards (including finance, medical, risk and compliance) and also as a non-executive director on two not-for-profit boards, Youth Empowerment against HIV/Aids Ltd (YEAH Ltd) and Ranters Theatre Inc.

Special responsibilities

- Governance Committee

Highlight

I joined the Board of the ASA this year. I have been impressed by the focus, commitment and collegiality of my fellow members of the Board and the executive. There is strong rapport and respect between the Board and the executive with a real focus on delivering outcomes for members. I look forward to continuing to work with this dedicated team.



Stephen Mackintosh

BAppSc (Medical Radiations),
Dip Medical Ultrasound,
PG Dip HlthSc (MRI),
PG Cert HlthSc (Clinical Research)

Stephen is a general sonographer and MRI technologist working for Pacific Radiology in Palmerston North, New Zealand, as a senior sonographer and MRI unit charge. He has particular interests in musculoskeletal imaging and clinical education. Stephen is the first New Zealand member to be appointed as an ASA Director and has strongly supported the ASA's expansion into New Zealand. In addition, he has been on the convening committees for the Special Interest Group Symposia held in Wellington (2013) and Queenstown (2016).

Stephen has been a member of the ASA Board of Directors since 2014 and was the ASA's Vice President in 2016/17.

Special responsibilities

- Finance and Risk Committee

Highlight

For me, the 25th Anniversary celebrations in Sydney were a highlight. Hearing from people involved in the founding of the ASA clearly demonstrated how far we have come. We can all be grateful to those early members and volunteers for their vision.

A low light of the year was Lars Schiphorst stepping down from the Board. As our first external director he provided invaluable value to the board. Fortunately, we have recruited two external directors, from a number of suitable candidates. Kelly and Julie have a wealth of experience and diverse set of skills that are already contributing to the advancement of the ASA.



Silvano Paladino

BSc (Med Sc),
Dip Mgt, MHlthMgt,
Fellowship of the Australian Society for Microbiology,
Fellowship of the Faculty of Science (Royal College of Pathologists of Australasia) GAICD

Silvano is a qualified medical scientist with experience in laboratory medicine and laboratory management. He is currently the Executive Director of PathWest Laboratory and also an adjunct associate professor with the University of Western Australia's Faculty of Medicine. Silvano has a strong interest in the professional and workforce matters affecting the health sector and is involved with various professional bodies such as the National Coalition of Public Pathology Providers and the Workforce Advisory Subcommittee of the Pathology Agreement Advisory Committee (PAAC). He is also a Foundation Fellow of the Royal College of Pathologists of Australasia's Faculty of Science, and was a member of the Faculty's Foundation Committee

Silvano was appointed to the ASA Board in 2015.

Special responsibilities

- Finance and Risk Committee – Chair

Highlight

The highlight for me has been the leadership and enthusiasm shown by all within the ASA to work together so that we are now in a great position to enhance and grow the Association to achieve our strategic goals for the profession.



Ian Schroen

BAppSc (Medical Radiations),
Dip Vascular Ultrasound,
M Medical Ultrasound

Ian is currently working as a senior sonographer with IMED Radiology with past experience as a site supervisor sonographer with Monash Health. In addition, Ian has had an extensive commercial career working Philips Healthcare as an applications specialist and business manager.

Special responsibilities

- Sonographer Policy and Advisory Committee (SPAC)

Highlight

The ASA's comprehensive activities for advocacy across many avenues have been outstanding. With the important stakeholder engagement by our President and CEO along with many wide-ranging submissions by our policy officer the role of sonographers continues to be validated, as is the tireless pursuit of sonographer registration. Tremendous work by the entire organisation.



Julie Toop

LLB, GradDip Notarial Studies

Julie is currently the Head of Emerging Channels, Retail Distribution Network at ANZ bank with expertise in the health sector having set up the specialised Health Banking Sector in Business Banking, and has spent the last three years running the team of Health bankers who service ANZ's medical customers. She is an experienced lawyer in the provision of general commercial advice to not-for-profit and charitable organisations and is the current chair for the Ovarian Cancer Research Foundation.

Special Responsibilities:

- Finance and Risk Committee

Highlight

I took up my Board role with the ASA only recently, and have been impressed by the Board's focus on what is important to the profession and the ASA's members, particularly the quest for sonographer registration. Having been through a myriad of 'inductions' in my career, I was also impressed by my induction briefing and the comprehensive set of documents provided by Carolyn Todhunter – it really assisted me in preparing for my first Board meeting.



Anthony Wald

B Tech Cardiac,
GradDip Mgt

Anthony is currently a Point-of-care Ultrasound Educator – Echocardiography with MonashHeart and was previously the Chief Cardiac Physiologist and Sonographer at MonashHeart. He is also a casual tutor at Ultrasound Training Solutions and a casual lecturer/ tutor at Central Queensland University and casual tutor at Queensland University of Technology. Anthony has also been a Board Member of the Professionals in Cardiac Sciences Australia (PiCSA).

Highlight

I have been amazed at how much effort goes into running this organisation. The amount of volunteer hours that are put in by the various organising committees and local branches is phenomenal; something every member of ASA should be aware of. I hope it will acts as a stimulus to the new generation of ASA members to get involved and move our organisation to the next level.

MEETINGS OF DIRECTORS

The number of meetings of the company's Board of Directors ('the Board') and of each Board committee held during the year ended 30 June 2018, and the number of meetings attended by each director were:

		Board		Finance Committee	
		Attended	Held	Attended	Held
Jennifer Alphonse	Director	7	7	3	3
Erika Cavanagh	Director	7	7		
Sarah Colley	Director	7	7	3	3
Michele Dowling	Director	7	7		
Kelly Griffiths	Non-Executive Director	1	1		
Jodie Long	Director	5	5		
Stephen Mackintosh	Director	7	7	2	3
Silvano Palladino	Non-Executive Director	7	7	2	3
Tony Parmiter	Director	3	3		
Lars Schiphorst	Non-Executive Director	4	4	2	2
Ian Schroen	Director	4	4		
Julie Toop	Non-Executive Director	1	1		
Anthony Wald	Director	1	1		

Held: represents the number of meetings held during the time the director held office or was a member of the relevant committee.

All directors except those that are non-executive are ordinary members of the Australasian Sonographers Association and subsequently are Accredited Sonographers who hold tertiary qualifications in sonography.

Company Secretary

The following persons held the position of company secretary during the reporting period: Carolyn Todhunter

Experience: Finance Manager of Australasian Sonographers Association Ltd since September 2014.



OBJECTIVES OF THE AUSTRALASIAN SONOGRAPHERS ASSOCIATION

The principal activities of the Australasian Sonographers Association Ltd during the reporting period were to represent sonographers and raise the profile of the profession as well as provide professional development, promotion of industry best practice and provide products and services to members as required. The company is a not-for-profit organisation with a purpose to lead the sonography profession in delivering excellence in ultrasound for the community.

To reinforce its position as the peak body and leading voice for sonographers, the company's principal activities during 2018 included:

- engaging with key stakeholders to advocate for the profession
- publishing its quarterly publication, sound effects and the peer reviewed journal *Sonography* as well as providing a wide range of member services and benefits
- conducting its 25th Annual Conference held at Sydney.

Objectives

- Promote sonography at all levels of government
- Elevate the profile of the ASA as the peak body and leading voice for sonographers and the profession
- Advocate and influence the transition of the profession to the National Registration and Accreditation Scheme (NRAS)

- Influence the quality and availability of student education and support the delivery of clinical training
- Define industry accepted career frameworks for sonographers
- Prepare standards and guidelines for quality practice
- Promote advances in best practice sonography
- Offer a broad range of continuing professional development opportunities, and recognise advanced professional development
- Provide internationally recognised conferences and educational events
- Facilitate and promote research to support evidence-based practice
- Recognise and reward outstanding achievement in sonography
- Seek new and innovative benefits to maximise member value
- Increase the member base to strengthen our position as the peak body
- Lead the development and achievement of our purpose and strategy

Strategies to achieve objectives

Promote and Advance the Sonography Profession

1. Provide independent, articulate and highly visible advocacy on policy issues for the profession
2. Actively engage with relevant industry partners and stakeholders in support of the profession
3. Direct and frequent contact with media, industry and the community
4. Leverage a strategic approach, including collaboration with external stakeholders
5. Petition government for clinical placement funding
6. Partner with education providers and employers to address the shortfall in access to clinical training

Enhance the Quality and Standards of Ultrasound

1. Outline the standards for core, advanced, enhanced scope and point-of-care ultrasound
2. Produce guidelines and current practice updates
3. Evaluate and endorse international standards
4. Ensure timely and effective dissemination to members

Provide and Support the Highest Quality Professional Development and Research

1. Increasing participation of members from all locations, clinical streams, and levels of experience
2. Provision of advanced education and specialised practice opportunities
3. Number of members participating in the pd-ASA and Fellowship programs
4. Increased number of national and international event attendees
5. High quality proffered papers
6. Number of peer-reviewed publications produced
7. Number of applications for research grant and the quality of resulting publications

Deliver Exceptional Member Value and Organisational Excellence

1. Volunteer engagement and recognition
2. Quality and number of award nominees
3. Level of member satisfaction and retention rates
4. Year-on-year growth in membership in Australia and New Zealand
5. Demonstrate excellence in fulfilling governance obligations
6. Stewardship of member funds and financial sustainability
7. Support and engage the ASA's expert member committee

Performance

Each year the ASA board sets and reviews the company's progress based on Key Performance Indicators across areas including:

- membership retention
- membership recruitment
- member participation and satisfaction
- influence through its representation and advocacy activities
- engagement with stakeholders
- management and recognition of volunteers and staff.

Operating results

The surplus/(deficit) of the company for the reporting period after provision for income tax and before other comprehensive income was \$731,664.

Review of operations and future developments

The ASA is always working towards achieving its goals and providing value to its members.

We are working towards promoting and advancing the profession by increasing our presence in front of Government departments, Health Ministers and government health advisors as well as collaborating with other key stakeholders. Last financial year we engaged a social media consultant to increase engagement and we are now looking to engage policy advisors to assist with lobbying to the right government people. This will enable us to make an impact and raise the profile of the profession as well as delivering change in regards to sonographer regulation and addressing the sonographer workforce shortage.

The ASA will continue to work towards enhancing the quality and standards of ultrasound and we are looking at developing more robust guidelines for training and clinical supervision as well as working towards delivering increased support for trainee's (students) and clinical trainers. In addition, it is important that there are minimum qualification standards for anyone performing ultrasound and the ASA will continue to work with education providers, employers and ASAR on ensuring there is quality in the profession.

This year we strove to continue to assist members to achieve their continual professional development points as part of their membership by reintroducing CPD tests as well as increasing the **asa** **webinar** library. We will continue to work to broaden the range of continuing professional development by offering greater online learning through our learning management system with the development of educational videos. In addition, we are also looking to support more workshops throughout the year and we are hoping to have approximately 20 workshops across Australia and a minimum of 3 in New Zealand.

The ASA is committed to never stop sourcing new and innovative ways to benefit members and ensure it is delivering exceptional member value.

Members' guarantee

At the end of the reporting period Australasian Sonographers Association Ltd had 5,721 members.

Australasian Sonographers Association Ltd is a company limited by guarantee. In the event of, and for the purpose of winding up of the company, the amount capable of being called up from each member and any person or association who ceased to be a member in the year prior to the winding up, is limited to \$20, subject to the provisions of the company's constitution.

Auditor's independence declaration

A copy of the auditor's independence declaration as required under section 60-40 of the Australian Charities and Not-for-profits Commission Act 2012 is set out on page 33.



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AUDITOR'S INDEPENDENCE DECLARATION TO THE DIRECTORS OF AUSTRALASIAN SONOGRAPHERS ASSOCIATION LTD

In accordance with the requirements of section 60-40 of the *Australian Charities and Not-for-profits Commission Act 2012*, I declare that, to the best of my knowledge and belief, during the year ended 30 June 2018 there have been:

- no contraventions of the auditor independence requirements as set out in the *Australian Charities and Not-for-profits Commission Act 2012* in relation to the audit; and
- no contraventions of any applicable code of professional conduct in relation to the audit.

DFK Kidsons Partnership

DFK Kidsons Partnership

Robert Wernli

Robert Wernli
Partner

Melbourne
9 August 2018

FINANCIALS

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

	2018 \$	2017 \$
Revenue	4,208,882	3,784,224
Expenses		
Employee benefits expense	1,170,508	1,279,271
Events expenses	1,054,191	1,054,269
Meeting expenses	144,616	146,110
Printing and stationery	149,765	143,403
Members insurance	484,049	454,612
Other expenses	84,687	31,919
Subscriptions	53,385	54,789
Bank and merchant fees	46,012	33,072
Office expenses	184,673	176,463
Accounting, financial advisor, and legal expenses	45,605	36,229
Depreciation and amortisation	22,171	42,019
Assets written off	37,556	101,139
Total expenses	3,477,218	3,553,295
Surplus/(deficit) for the year	731,664	230,929
Other comprehensive income/(loss):		
Items that will be reclassified subsequently to profit and loss when specific conditions are met:		
Net profit on revaluation of financial assets	13,294	(19,176)
Total other comprehensive income/(loss)	13,294	(19,176)
Total comprehensive income/(loss) for the year	744,958	211,753

For full details, please refer to the Financial Report located on the ASA website.

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2018

Assets	2018 \$	2017 \$
Current assets		
Cash and cash equivalents	2,387,759	1,586,259
Trade and other receivables	3,434	88,955
Financial assets	1,075,255	565,694
Prepayments	66,379	203,063
Total current assets	3,532,827	2,443,971
Non-Current Assets		
Financial assets	183,842	116,638
Property, plant and equipment	71,655	45,337
Intangible assets	25,042	66,024
Total non-current assets	280,539	227,999
Total assets	3,813,366	2,671,970
LIABILITIES		
Current liabilities		
Trade and other payables	281,109	380,263
Provisions	72,887	75,111
Income received in advance	2,179,030	1,696,939
Total current liabilities	2,533,026	2,152,313
Non-current liabilities		
Provisions	24,604	18,545
Other liabilities	9,666	-
Total non-current liabilities	34,270	18,545
Total liabilities	2,567,296	2,170,858
Net assets	1,246,070	501,112
Equity		
Reserves	83,023	69,729
Accumulated surplus	1,163,047	431,383
Total Equity	1,246,070	501,112

For full details, please refer to the Financial Report located on the ASA website.

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

	Accumulated surplus \$	Financial asset reserve \$	Total equity \$
Balance at 1 July 2016	200,454	88,905	289,359
Surplus/(deficit) for the year	230,929	-	230,929
Other comprehensive income/(loss) for the year	-	(19,176)	(19,176)
Total comprehensive income/(loss) for the year	-	(19,176)	(19,176)
Balance at 30 June 2017	431,383	69,729	501,112
Balance at 1 July 2017	431,383	69,729	501,112
Surplus/(deficit) for the year	731,664	-	731,664
Other comprehensive income/(loss) for the year	-	13,294	13,294
Total comprehensive income/(loss) for the year	-	13,294	13,294
Balance at 30 June 2018	1,163,047	83,023	1,246,070

For full details, please refer to the Financial Report located on the ASA website.

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2018

	2018 \$	2017 \$
Cash flows from operating activities		
Receipts from operations	5,188,889	3,798,186
Interest received	13,894	9,184
Gain on disposals	20,687	–
Payments to suppliers and employees	(3,603,454)	(3,398,328)
Loss on disposals	(7,206)	–
Net GST paid	(223,476)	(135,792)
Net cash provided by operating activities	1,389,334	273,250
Cash flows from investing activities		
Proceeds from sale of financial assets	65,816	186,294
Payments for financial assets	(608,587)	(315,078)
Payments for property, plant and equipment	(41,351)	(3,890)
Payments for intangible assets	(3,712)	(44,122)
Net cash used in investing activities	(587,834)	(176,796)
Cash flows from financing activities		
Proceeds from borrowings	–	–
Repayment of borrowings	–	–
Net cash used in financing activities	–	–
Net increase in cash and cash equivalents held	801,500	96,454
Cash and cash equivalents at the beginning of the financial year	1,586,259	1,489,805
Cash and cash equivalents at the end of the financial year	2,387,759	1,586,259

For full details, please refer to the Financial Report located on the ASA website.

DIRECTORS' DECLARATION

Australasian Sonographers Association Ltd Directors' declaration 30 June 2018

In the directors' opinion:

The attached financial statements and notes comply with the *Australian Charities and Not-for-Profits Commission Act 2012* including:

- Giving a true and fair view of the company's financial position as at 30 June 2018 and of its performance for the financial year ended on that date;
- Complying with Australian Accounting Standards – Reduced Disclosure Requirements and the *Australian Charities and Not-for-Profits Commission Regulation 2013*; and
- There are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

Signed in accordance with a resolution of the directors:

On behalf of the directors



Jennifer Alphonse
Director

9 August 2018
Melbourne



Silvano Palladino
Director

9 August 2018
Melbourne



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INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF AUSTRALASIAN SONOGRAPHERS ASSOCIATION LTD

Opinion

We have audited the financial report of Australasian Sonographers Association Ltd which comprises the statement of financial position as at 30 June 2018, the statement of comprehensive income, statement of changes in equity and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies, and the directors' declaration.

In our opinion, the accompanying financial report of Australasian Sonographers Association Ltd, is in accordance with the *Australian Charities and Not-for-profits Commission Act 2012*, including:

- (a) giving a true and fair view of the company's financial position as at 30 June 2018 and of its financial performance for the year then ended; and
- (b) complying with Australian Accounting Standards – Reduced Disclosure Requirements and Division 60 of the *Australian Charities and Not-for-profits Commission Regulation 2013*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report. We are independent of the Company in accordance with the auditor independence requirements of the *Australian Charities and Not-for-profits Commission Act 2012* and the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 *Code of Ethics for Professional Accountants* (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We confirm that the independence declaration required by the *Australian Charities and Not-for-profits Commission Act 2012*, 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.

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

Responsibilities of the Directors 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 – Reduced Disclosure Requirements and the *Australian Charities and Not-for-profits Commission Act 2012* 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 preparing the financial report, the directors are responsible for assessing the Company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the Company or to cease operations, or have no realistic alternative but to do so.

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Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

As part of an audit in accordance with the Australian Auditing Standards – Reduced Disclosure Requirements, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit 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 Company's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Company's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide the directors with a statement that we have complied with relevant ethical requirements regarding independence, and to communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, related safeguards.

DFK Kidsons Partnership

DFK Kidsons Partnership

Robert Wernli

Robert Wernli
Partner

9 August 2018
Melbourne

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