

AUSTRALASIAN
SONOGRAPHERS ASSOCIATION
2025-26
ANNUAL REPORT



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We acknowledge the Traditional Custodians of the lands and seas on which we work and live and pay our respects to Elders past and present.

We acknowledge the mana whenua across Aotearoa New Zealand and recognise their enduring relationship with the whenua, waters and communities of this land. We pay our respects to kaumātua and acknowledge generations past, present and those yet to come.

The Strategic Plan 2025–2028 is our roadmap for the coming three years. It guides ASA's approach and direction with a focus on these key areas: advocacy, lifelong learning, professional support, and advancement of the profession of sonography. Ultimately, the ASA aims to ensure sonographers are recognised, supported and empowered to deliver high-quality ultrasound services.

ABOUT US

The Australasian Sonographers Association (ASA) is the peak professional organisation for Australian and New Zealand sonographers – highly skilled professionals who specialise in ultrasound. With more than 8,000 members, the ASA represents approximately 72% of the sonography workforce across Australasia.

Our purpose

The ASA fosters a strong, forward-facing sonography profession that delivers high-quality ultrasound services. Guided by its vision of a healthier world through sonographer expertise, the ASA works to advance public health and support education for those performing ultrasound.

Member education and professional development

The ASA provides Australasia's most comprehensive range of sonographer-focused continuing professional development opportunities. Members can access high-quality learning tailored to the profession, including:

- an online learning library
- face-to-face and online events
- the annual international conference
- resources and publications designed for sonographers.

Research, quality and standards

The ASA invests in, supports and shares research that strengthens the sonography profession's body of knowledge. It also contributes to quality and standards in sonography practice by developing guidelines for sonographers and the wider sonography industry.

Advocacy

The ASA advocates on behalf of sonographers to governments and industry stakeholders, helping ensure patients have access to safe, high-quality diagnostic medical ultrasound.



OUR VISION

A healthier world through sonographer expertise



OUR MISSION

Fostering a sonography profession that delivers high-quality ultrasound



OUR VALUES

Member-centric
Accountable
Caring
Innovative
Collaborative



Dr Tony Coles



Anthony Wald

CEO AND PRESIDENT'S REPORT

The 2025–26 year has been one of great momentum and opportunity for the Australasian Sonographers Association. From launching the profession's first entry-level scope of practice and new clinical guidelines to expanding our presence in New Zealand, and introducing new professional development opportunities, we have continued to take important steps forward for our members and the profession.

The evolving sonography landscape

Sonography is a highly skilled and essential health profession facing both significant opportunity and sustained pressure. Demand for diagnostic ultrasound continues to grow, yet persistent workforce shortages, limited clinical training placements and uneven access – particularly in rural and remote communities – constrain the profession's capacity to meet patient needs.

At the same time, sonography is evolving quickly. Artificial intelligence, the increasing use of point-of-care ultrasound, expanded and advanced scopes of practice, and changing models of care are creating opportunities for greater professional recognition, autonomy and career development.

ASA sees a need for stronger workforce planning, sustainable clinical training models and pathways, clearer professional standards and career frameworks, and regulatory reform. Addressing

these issues will help ensure a sustainable, recognised and supported sonography workforce capable of delivering safe, high-quality and equitable ultrasound services across Australia and New Zealand.

Advancing our profession

A major milestone this year was the launch of the sonography profession's first entry-level scope of practice, providing greater clarity around professional standards and recognition.

Our sonographer awareness campaign also brought greater visibility to the profession, with sonographers featured across a range of media, including SBS On Demand.

In New Zealand, our focus on growing and strengthening the profession delivered strong results, with two new branches established and membership increasing by 12%.

Advocacy for sonographer regulation remains a priority, and we will continue working with government and other stakeholders to advance regulatory reform and strengthen the profession's position within the healthcare system.

Highlighting quality and standards

Clinical excellence remains at the heart of ASA's work. During the year, we released new clinical guidelines supporting sonographers in key areas of practice, including chronic venous insufficiency,

ultrasound-guided peripheral intravenous catheter insertion and endometriosis ultrasound.

These resources provide practical guidance to promote safe, consistent and high-quality sonography practice, while supporting the profession's evolving standards.

Providing lifelong learning

ASA's professional development program gave members opportunities to learn, connect and celebrate the profession throughout the year.

The annual international conference on the Gold Coast introduced innovative new inclusions such as The Great Debate, while the Gala Dinner recognised the achievements of sonographers through the presentation of the sonographer awards.

The new sonography summit in Queenstown, New Zealand, successfully expanded ASA's professional development offering and created further opportunities for connection across the profession.

The ASA Sonographer Mentorship Program also supported members in their professional development, connecting colleagues through mentoring and peer support.

Trusted leadership

ASA's participation in the world affiliates network strengthened international collaboration across professional standards, workforce development, education and future opportunities for sonography.

Representatives from affiliate organisations also met in person at ASA2026, providing an opportunity to exchange insights, build relationships and explore areas for collaboration. Shared educational resources gave ASA members access to international perspectives and expertise to support their clinical practice.

Resilient organisation

ASA management has placed a strong emphasis on building a high performing, engaged and resilient organisation, underpinned by shared values and a caring and inclusive culture. Strong governance, prudent financial management and opportunities for professional growth and innovation remain central to this work.

High staff retention and strong staff satisfaction reflect the commitment of our people and the positive culture we are building at ASA.

Looking ahead

The year ahead will see ASA build on this foundation through several significant initiatives. We look forward to launching the certification for Advanced Practice in Endometriosis Ultrasound, the Career Framework for Sonographers and a new member recognition program.

We will also report on the findings from the Ultrasound-Guided Interventions and Scan Times projects, while progressing our work with government and other stakeholders towards sonographer regulation.

In 2027, we will welcome members to Adelaide for the ASA's 33rd Annual International Conference, returning to the city for the first time in 13 years.

A sincere thank you

None of this is possible without our community. We would like to sincerely thank our corporate partners for their ongoing support, in particular our Platinum Partners, Canon, GE HealthCare, Philips and Siemens Healthineers.

We also extend our thanks to our dedicated volunteers, who contribute valuable time and expertise across our various advisory committees, editorial board, program committees, branch committees and Special Interest Groups. A special thank you to our Board for the knowledge, commitment and passion they bring to advancing ASA and the sonography profession.

Finally, thank you to the ASA team for your unwavering commitment, professionalism and dedication to our members. Your work enables ASA to deliver meaningful value to our members and make a lasting contribution to the future of sonography.

Dr Tony Coles
CEO, Australasian Sonographers Association

Anthony Wald
President, Australasian Sonographers Association

FINANCE RISK AND AUDIT CHAIR'S REPORT

Revenue

Total revenue increased by 11% to \$7.29 million. The principal drivers were:

- Member subscription revenue increased by 11% to \$4.77 million, supported by membership growth to 8,300 members.
- Event income increased by 8% to \$1.56 million, reflecting continued demand for the ASA's professional development and engagement activities.
- Sponsorship income increased by 12% to \$0.48 million.
- Investment income was \$0.25 million, with higher dividend and distribution income partly offset by lower interest income.

Expenses and operating result

- Total expenses increased by 18% to \$7.14 million. This increase was primarily attributable to:
- Employee expenses of \$3.24 million, up 22%, reflecting investment in organisational capability and delivery of strategic priorities.
- Events and meeting expenses of \$1.78 million, up 25%, in line with the increased scale of event activity.
- Professional fees of \$0.25 million and continued investment in technology and administration to support organisational resilience and member services.

Investment performance

The ASA's managed investment portfolio generated net fair value gains of \$83,352, compared with \$47,988 in 2025. During the year, the managed investment portfolio increased to \$4.42 million as funds were reallocated from term deposits in



Alexandra Bell

accordance with the ASA's investment approach. The diversified portfolio continues to support the ASA's long-term financial sustainability.

Balance sheet and liquidity

The ASA remains in a strong financial position. Net assets increased by 5% to \$4.85 million at 30 June 2026. Cash and financial assets totalled \$8.20 million, compared with \$7.58 million in 2025, providing a sound foundation for future investment in member services, advocacy and the profession.

Operating activities generated positive cash flow of \$649,673 and the Finance, Risk and Audit Committee is satisfied that the ASA retains



appropriate liquidity to meet its obligations and support its planned activities.

Risk, controls and audit

The Finance, Risk and Audit Committee continued to oversee the ASA's financial reporting, risk management and control environment. The 2026 financial statements were prepared in accordance with Australian Accounting Standards – Simplified Disclosures and the relevant requirements of the Australian Charities and Not-for-profits Commission Act 2012 and the Corporations Act 2001.

The external auditor, DFK Kidsons Partnership, issued an unmodified audit opinion and reported no contraventions of applicable auditor independence requirements or professional conduct requirements. No contingent liabilities were reported at 30 June 2026 and no subsequent events were identified that significantly affected, or may significantly affect, the ASA's operations, results or financial position.

Outlook and acknowledgement

The ASA enters the new financial year with a resilient balance sheet, positive operating cash flow and the financial capacity to continue investing in its purpose. The Finance, Risk and Audit Committee will remain focused on disciplined financial management, effective risk oversight and ensuring that expenditure is aligned with the ASA's strategic priorities and delivers value for members.

On behalf of the Finance, Risk and Audit Committee, I thank the Board and the broader ASA team for their commitment to sound stewardship, transparent reporting and the continued strengthening of the organisation.

Alexandra Bell
Director and Finance Risk and Audit Committee Chair

STRENGTHENING SONOGRAPHY ACROSS AOTEAROA NEW ZEALAND

The 2025–26 year marked increased investment and growth for ASA in Aotearoa New Zealand, with a stronger focus on local representation, member engagement, workforce development, professional standards, research and advocacy.

In October 2025, ASA welcomed **Asil Nasir as Executive Officer – Aotearoa New Zealand**, providing dedicated local leadership to strengthen member engagement, advocacy and professional development.

The role has strengthened connections with sonographers, employers, regulators and other key stakeholders, while ensuring New Zealand perspectives inform ASA's broader strategic work.

Understanding the sonography workforce

In May 2026, ASA released the **Aotearoa New Zealand Sonography Workforce – in focus** report, providing an evidence base to support workforce advocacy and stakeholder engagement.

The report identified key challenges, including:

- **workforce shortages** with more than 70 FTE sonographers estimated to be needed to meet current demand
- **limited local training capacity** due to shortages of clinical placements, resourcing and clinical educators, leading to reliance on internationally qualified practitioners
- **workforce sustainability** with more than a third of surveyed sonographers expecting to retire within the next decade.

Research and professional practice

New Zealand sonographers continued to contribute to ASA research and initiatives supporting evidence-based practice.

In November 2025, ASA launched a **survey exploring sonographers' perceptions of ultrasound appointment times** across Australia and New Zealand.

ASA also released the **Endometriosis Ultrasound Guidelines (2026)** and accompanying **Technical Educational Reference (2026)**, developed with member input to support consistent, high-quality practice, strengthen sonographer capability and improve patient outcomes.

Advocacy and professional voice

ASA strengthened the professional voice of sonographers in Aotearoa New Zealand through advocacy, stakeholder engagement and communications.

During the year, ASA made three submissions to the Medical Radiation Technologists Board (MRTB):

- **Practising Certificate Policy (July 2025):** Opposed proposed reductions to mandatory practice hours, emphasising the importance of hands-on clinical experience.
- **Scope of Practice (January 2026):** Supported clearer recognition of obstetric and gynaecological sonography.
- **Remote and hybrid models of care (January 2026):** Supported the Board's approach while seeking guidance on clinical assistant training.

Rural and regional sonography

ASA highlighted the experiences of sonographers working outside New Zealand's major metropolitan centres.

An interview with **Pip Jeffrey, a sonographer based in Ashburton**, featured in *Soundeffects News – The Rural & Remote Issue*, highlighting the realities of delivering ultrasound services in regional Aotearoa New Zealand and the importance of maintaining access to high-quality imaging for rural communities.

NEW ZEALAND MEMBERSHIP SNAPSHOT

ACCREDITED MEDICAL SONOGRAPHERS

453

STUDENTS

140

LEAVE OF ABSENCE MEMBER

1

RETIRED

1

TOTAL
595

AOTEAROA NEW ZEALAND SONOGRAPHY WORKFORCE

802

sonographers held a current Annual Practising Certificate (APC) (as of December 2025)

15

sonographers per 100,000 people, compared with 31 per 100,000 in Australia (as of December 2025)

70+ FTE

additional sonographers needed to meet existing demand (as of 2024)

82

trainee sonographers registered with the New Zealand Medical Radiation Technologists Board (MRTB) (as of June 2025)

More than

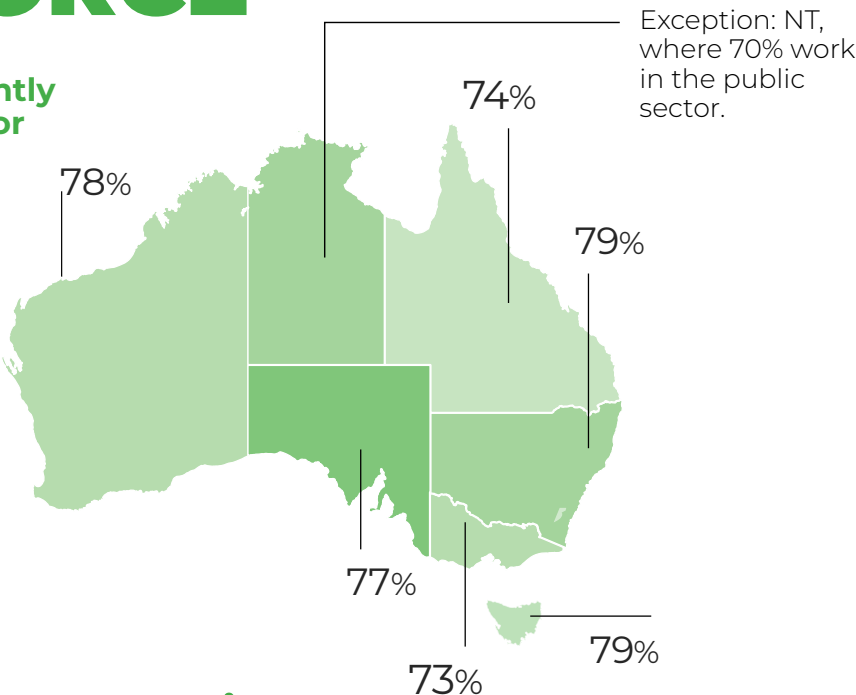
1 in 3

surveyed sonographers expect to retire within the next decade (37% as of 2024)

AUSTRALIAN SONOGRAPHY WORKFORCE

Members are predominantly based in the private sector

Across most states, around three-quarters of members work in private practice.



The **31–40** age group is our largest cohort

The 31–40 age group is the largest in every state, ranging from 29% to 38%.

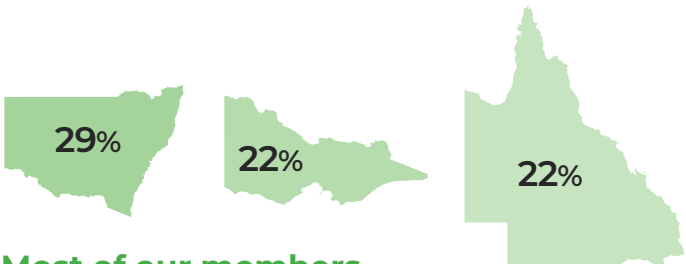
The predominant qualification is a graduate diploma

Graduate diploma is the most common qualification across every state.



Most members are based in metropolitan areas

Metropolitan areas are the dominant location for members in the larger states, with 54% in QLD to 84% in SA. NT and Tasmania are the exceptions, where regional centres are the largest group.



Most of our members are in NSW, VIC and QLD

NSW (29%), VIC (22%) and QLD (22%) together account for 73% of the membership represented in these figures.

FAST FACTS ABOUT SONOGRAPHY IN AUSTRALIA

- 1 Ultrasound is the most highly utilised diagnostic imaging service in Australia with 13.5 million exams undertaken in the past year.
- 2 Around three-quarters of sonographers identify as female.
- 3 More than 80% of sonographers primarily work in clinical roles. The remainder work in supervisory, managerial, or senior roles, with a small number working in education and academic roles.
- 4 Around 60% of sonographers work in part-time or casual positions, with only 40% working full-time.
- 5 There are currently 19 ASAR-accredited sonography courses, and most sonographers in Australia are domestically trained.
- 6 There is currently a national shortage of sonographers, with many employers estimating an undersupply of 15–20% or more.



Source



STRATEGIC PILLAR ONE ADVANCING OUR PROFESSION

ADVANCING OUR PROFESSION

STRATEGIC FOCUS: Sonographers are recognised and valued for their expertise

FOCUS AREAS

- Sonographers as experts in ultrasound
- Professional standards
- Policy direction regarding workforce challenges
- New technologies and models of care

HIGHLIGHTS

- Nineteen policy submissions on key issues across Australia and New Zealand
- Pre-Budget submission shaped government policy on a dedicated, higher-fee MBS item for complex gynaecological ultrasound
- Scan time survey attracted 779 responses from qualified sonographers and 114 students; a valuable evidence base to support future workforce advocacy and professional standards development
- Models of Training Project advanced with a comprehensive literature review completed to identify training and supervision models
- Australia's first scope of practice for entry-level sonographers completed

Shaping policy in Australia

In 2025–26, ASA reinforced the professional standing of sonographers by developing position statements and making 19 policy submissions on key issues across Australia and New Zealand, including regulation and scope of practice, workforce shortages and clinical placements, MBS reform, safety and quality standards, and the emerging role of AI and digital health. These initiatives strengthened ASA's influence in shaping policy and practice across both countries.

A particular highlight was the ASA's Pre-Budget Submission 2025–26, which put forward four proposals across women's health, workforce shortages and professional regulation. On women's health, the submission called for a new MBS item to cover endometriosis-specific ultrasounds, which the existing pelvic item did not adequately fund, leaving patients with out-of-pocket costs of up to \$470, alongside specialised training to upskill practitioners. This advocacy directly shaped

policy: from 1 November 2025, the Government introduced a dedicated, higher-fee MBS item for complex gynaecological ultrasound. The submission's remaining proposals, extending the Commonwealth Prac Payment to students and regulating sonographers under the National Registration and Accreditation Scheme (NRAS), are covered later in this report.

Advocacy in New Zealand

Throughout 2025–26, the ASA maintained an active presence in New Zealand, making submissions to the Medical Radiation Technologists Board (MRTB) on matters central to sonographer practice and patient safety.

- **Practising Certificate Policy** – in July 2025, ASA opposed proposed reductions to mandatory practice hours, highlighting the importance of hands-on clinical experience in operator-dependent ultrasound.
- **Scope of practice** – in January 2026, ASA supported clearer recognition of obstetric and gynaecological sonography.
- **Remote and hybrid models of care** – also in January 2026, ASA supported the Board's approach while seeking guidance on clinical assistant training.

New position statements

ASA released three position statements in 2025–26, each informed by evidence, professional expertise and stakeholder input:

- **Artificial Intelligence and Sonography (September 2025)** – supporting responsible AI adoption while emphasising patient safety, privacy, governance and professional judgement.
- **Point-of-Care Ultrasound (May 2026)** – addressing education, competency, scope of practice and quality assurance as PoCUS use expands across healthcare.
- **Non-Medical Ultrasound in Pregnancy (May 2026)** – reinforcing that pregnancy ultrasound should be clinically indicated and performed by appropriately qualified practitioners, with a focus on patient safety, informed consent and clinical governance.

A national scope of practice

The ASA completed Australia's first scope of practice for entry-level sonographers in December 2025, setting minimum competency standards for entry-level sonographers. Developed through a rigorous three-round Delphi consensus process with a 93-member expert panel, the framework supports consistency in professional standards and expectations across training providers, employers and accrediting bodies.



The case for national regulation

The ASA continues to advocate for sonographer regulation under the National Registration and Accreditation Scheme (NRAS) through the existing Medical Radiation Practice Board of Australia, which would align sonographers with other diagnostic imaging professions and introduce enforceable practice standards, recency-of-practice requirements and a centralised complaints mechanism. Following the 2025 NRAS Complexity Review, the ASA is engaging with the Health Workforce Taskforce's review of entry criteria to strengthen sonography's case for inclusion. Alongside this advocacy, the ASA is progressing self-regulation initiatives, including the newly completed scope of practice and revised code of conduct, to raise professional standards and safeguard patients while pursuing statutory reform.

New workforce data for the profession

The ASA launched two new workforce reports, consolidating data from the ASA, Australian Sonographer Accreditation Registry (ASAR) and the NZ MRTB into practical, timely snapshots of workforce size, distribution, training pipelines and emerging pressures. Developed in response to growing demand for workforce information, the reports strengthen the evidence base for future policy development, service planning and advocacy. The ASA looks forward to expanding both publications in future editions.

Tackling placement poverty for students

Supporting students through clinical training remains central to addressing the sonographer workforce shortage, the most significant barrier to growing the profession. In February 2026, the ASA released its Australian Student Placement Poverty survey (n = 112), capturing the financial toll of clinical placements on students. The findings were stark:

- 79% of students work while studying
- One in three students work 21+ hours per week
- 35% reported financial pressure as significant or extreme
- 40% had delayed, deferred or considered dropping out of their studies as a result
- Almost all combined bachelor/graduate diploma students undertake unpaid clinical placements. This evidence informed the ASA's Pre-Budget Submission calling for student sonographers to be included in the Commonwealth Prac Payment scheme, backed by the ASA's General Advice for Sonography Students on Clinical Placements (August 2025).

Scan time consultation

The ASA completed a targeted consultation with sonographers across Australia and New Zealand to better understand scan time allocation, workload demands and variations in practice across clinical specialities.

The survey attracted responses from 779 qualified sonographers and 114 students, providing a valuable evidence base to support future workforce advocacy and professional standards development. Quantitative analysis has been completed, with qualitative analysis underway. Findings will be used to inform future guidance on scan time allocation and discussions regarding workforce sustainability, clinical quality, and patient-centred care.



893

TOTAL SURVEY
RESPONSES



779

QUALIFIED
SONOGRAPHERS
PARTICIPATED

SURVEY OPEN FROM
NOVEMBER 2025 TO APRIL 2026

*'The future of workforce advocacy
relies on understanding the realities of
contemporary sonography practice.'*

Addressing workforce sustainability

The ASA progressed several future-focused initiatives aimed at addressing workforce sustainability and training capacity through evidence-based education and innovative training models.

The Models of Training Project advanced significantly during the year, including:

- A comprehensive literature review identifying training and supervision models that reliably produce competent entry-level sonographers while addressing workforce shortages and placement constraints.
- Planning for the next phase of research, including engagement with universities and exploration of innovative training approaches.

The ASA will use the information gleaned from the research to date to consider opportunities to alleviate workforce pressures (including issues associated with clinical placements and supervision) and work with the sector to develop a pathway towards a sustainable workforce.





STRATEGIC PILLAR TWO

HIGHLIGHTING QUALITY AND STANDARDS

HIGHLIGHTING QUALITY AND STANDARDS

STRATEGIC FOCUS: Sonographers provide high-quality healthcare

FOCUS AREAS

- High-quality professional practice and standards
- Investment and promotion of research to progress and strengthen the profession

HIGHLIGHTS

- Clinical Supervision Framework had 2,684 page visits and more than 2,100 downloads
- ASA Research and Audit Grant Program received 14 submissions, with funding awarded to one research project and two audit projects for a total investment of \$35,000
- Expanded portfolio of clinical and professional guidance documents to strengthen workforce development
- Sonography journal submissions up 51.5% with 149 journal submissions
- Three major guidelines and 2 updated clinical statements
- Commissioned research to examine policy, regulation and considerations around MSK ultrasound injections

Research in MSK ultrasound injections

In October 2025, the ASA commissioned research to examine the policy, regulatory and professional considerations associated with sonographers undertaking musculoskeletal ultrasound-guided injections. The research explores current practice across Australia and New Zealand, identifies opportunities and barriers to expanded sonographer practice and will inform future advocacy, professional standards and workforce policy.

New clinical and professional resources

The ASA expanded its portfolio of clinical and professional guidance documents to support consistent, evidence-based practice and strengthen workforce development.

New professional resources published during the year included:

- Chronic Venous Insufficiency Guideline
- Ultrasound-Guided Peripheral Intravenous Catheter Insertion Guideline
- Endometriosis Ultrasound Guideline and Technical Educational Reference

Updated clinical statements included:

- The Safe Use and Storage of Ultrasound Gel and Infection Prevention and Control

These resources provide practical guidance to clinicians, educators and workplaces and address areas of increasing clinical complexity and workforce demand.

The Clinical Supervision Framework demonstrated strong member engagement, receiving 2,684 page visits and more than 2,100 downloads across associated resources, highlighting the profession's ongoing commitment to supporting trainees and clinical supervisors.

Investment in research capability

The ASA continued to invest in research capability and promote evidence-based practice through grant funding, publication support and research education.

The ASA Research and Audit Grant Program attracted strong interest from members, with:

- 14 grant applications received (10 research projects, 4 clinical audits)
- Three projects funded (one research project, two clinical audits)
- A total of \$35,000 invested in sonographer-led research and quality improvement.

Future reporting models

Significant progress was made in investigating future sonographer reporting models and generating evidence to inform expanded professional practice opportunities.

The Sonographer Reporting Project progressed through completion of a literature review and establishment of international stakeholder engagement opportunities. Work included planned site visits and consultation with experts in the United Kingdom, New Zealand and Norway. Findings from these activities will inform consideration of future reporting pathways and workforce development opportunities for Australian and New Zealand sonographers.

“Exploring international reporting models provides valuable insight into how sonographers may further contribute to meeting future healthcare needs.”



Sonography journal

Educational resources support research literacy, publication and peer review skills, helping members to build their confidence as contributors to the profession's growing evidence base.

Research translation and dissemination continued through the *Sonography* journal with efforts focused on increasing quality, visibility and impact. In January 2026, *Sonography* moved to a rolling digital publication, allowing faster publication of accepted articles and improving accessibility.

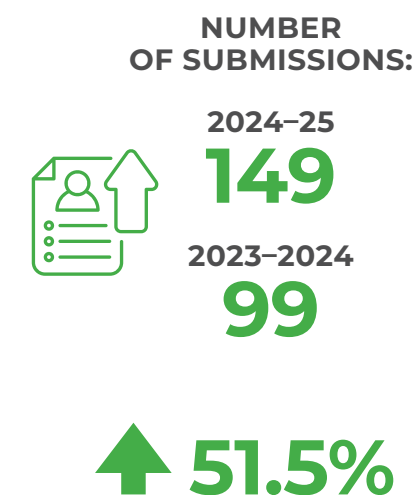
This year, *Sonography* launched dedicated Facebook and LinkedIn channels to build its distinct identity, strengthen its position as a recognised source of peer-reviewed scientific articles and evidence-based research, and connect with a more targeted audience both nationally and internationally.

Sonography continued to demonstrate strong growth compared to the previous year, including:

- article access via Wiley Online Library, up 32.1%
- submissions up 51.5% to 149 manuscripts
- open access publications up 31.6%
- citations up 21%

JOURNAL ARTICLES SUBMITTED TO SONOGRAPHY

Comparative data between 2024 and 2025, and then between 2023 and 2024.



'Investment in research today helps shape the future practice of sonography tomorrow.'



HIGHLIGHTING QUALITY AND STANDARDS

2025 GRANT RECIPIENTS



LISA MCGUIRE LISA MCGUIRE, AFASA – RECIPIENT OF A 2025 RESEARCH GRANT

The University of Sydney | Faculty of Medicine and Health

Can artificial intelligence deep ensembled learning assist ultrasound imaging to provide accurate diagnosis of the supraspinatus tendon in remote and rural locations?

The aim of this study is to test and validate a developed artificial intelligence deep ensembled learning model for the detection and classification of supraspinatus tears. Validation will occur in rural locations to test the effectiveness of this model in settings where there may be limited availability of sonographers. Lisa is collaborating with colleagues at the University of Sydney School of Computer Science to perform this project.



CASEY SMEDLEY – RECIPIENT OF A 2025 ASA CLINICAL AUDIT GRANT IN PARTNERSHIP WITH MARSH

The Women's and Children's Hospital, Adelaide | South Australia Medical Imaging, Women's Ultrasound Department

A clinical audit of sonographic fetal heart images at the routine mid-trimester scan.

This clinical audit assesses the quality of standard fetal heart images taken at the mid-trimester scan using an audit tool developed from local and international guidelines. This quality assurance audit will identify areas for improvement in current practice and ultimately help to increase the detection of CHD. The audit tool will also be assessed for its interobserver reliability.



SANDHYA MARANNA, FASA – RECIPIENT OF A 2025 ASA CLINICAL AUDIT GRANT IN PARTNERSHIP WITH MARSH

Adelaide University

Audit of Patient Satisfaction and Experience of the Consent Process for Transvaginal Ultrasound.

This project will support better communication and trust between patients and sonographers by evaluating patient satisfaction and experience with the consent process for transvaginal ultrasound, with emphasis on cultural sensitivity and trauma-informed approaches. Sandy is collaborating with colleagues at Repat Health Precinct and SA Medical Imaging (SA Health) to undertake this project.



STRATEGIC PILLAR THREE

LIFELONG LEARNING

LIFELONG LEARNING

STRATEGIC FOCUS: Ensuring sonographers have access to the training and education they need

FOCUS AREAS

- A diverse and accessible range of CPD across the career continuum
- An innovative and evolving world-class conference
- An inclusive and supportive learning culture

HIGHLIGHTS

- 26,326 CPD engagements across webinars, podcasts, educational videos, online learning modules and CPD assessments
- 3,908 online learning module interactions, representing 9.5% growth year on year
- NEW! In Focus Fetal Cardiac with Simon Meagher – Melbourne & Online – 285 registrations (28 March 2026) and All Things Endometriosis with George Condous – Auckland & Online – 140 registrations (21 March 2026)
- ASA 2026 saw 42 'new voices', 159 presenters, 2,154 attendees and 96 abstracts submitted
- 23 events across Australia and New Zealand, including 14 Travelling Workshops, that attracted 561 sonographers
- 41 branch events with 1006 members in attendance
- 300 new social media followers from ASA2026 Gold Coast

Professional development expansion

The ASA continued to expand and diversify its professional development portfolio, delivering education across all clinical streams and career stages through both online and face-to-face formats. Growth in member engagement demonstrates the increasing value placed on flexible, accessible and clinically relevant learning opportunities.

The CPD On Demand library continued to grow with new webinars, podcasts, educational videos, online learning modules, worksheets, clinical posters and CPD assessments developed across Women's Health, General, Cardiac, Vascular, Paediatric, Research and Professional Practice streams.

New learning resources addressed a broad range of topics including endometriosis, placental assessment, communication skills, workplace conflict, Aboriginal and Torres Strait Islander health, research publication, renal disease, cardiac amyloidosis and point-of-care ultrasound.

The ASA also expanded face-to-face learning opportunities through specialised In Focus events. The endometriosis event with Professor George Condous in Auckland attracted strong member interest, while the fetal cardiac imaging event with Professor Simon Meagher sold out and generated significant demand for recorded content.

 **26,326**

**CPD ENGAGEMENTS ACROSS
WEBINARS, PODCASTS,
EDUCATIONAL VIDEOS, ONLINE
LEARNING MODULES AND CPD
ASSESSMENTS**

11,168 

**WEBINAR VIEWS AND
COMPLETIONS**

 **60%**

**INCREASE IN PODCAST
ENGAGEMENT COMPARED
WITH THE PREVIOUS
REPORTING PERIOD**

3,908 

**ONLINE LEARNING MODULE
INTERACTIONS, REPRESENTING
9.5% GROWTH YEAR ON YEAR**

 **512**

**VIEWS OF THE ENDOMETRIOSIS
EDUCATIONAL VIDEO WITHIN
WEEKS OF RELEASE**

“Providing accessible, flexible and clinically relevant education remains fundamental to supporting sonographers throughout every stage of their career.”

THANKS TO OUR PLATINUM PARTNERS FOR THEIR SUPPORT OF ASA CPD

To ensure our members continue to have access to worthwhile learning and development opportunities, the ASA secures ongoing partnership funding. This support allows us to deliver high-quality training at a reduced cost, making professional development more accessible and affordable for our members.

Our Platinum Partners – Canon, GE HealthCare, Phillips and Siemens Healthineers – demonstrated their commitment and support to ASA CPD by partnering with us for all ASA live scanning events throughout 2025/26, including our Summit, two In Focus days, two Special Interest days, 14 Travelling Workshops, one cardiac masterclass, one general fundamental seminar, one cardiac fundamental, and one clinical supervision online Special Interest Group day.

Canon
CANON MEDICAL

 **GE HealthCare**

PHILIPS **SIEMENS**
Healthineers

Building confidence, capability and careers

The ASA continued to strengthen support for supervisors, trainees, students, early career sonographers and aspiring presenters, helping to build confidence, capability and career pathways across the profession.

The ASA2026 program incorporated a deliberate focus on developing new presenters and future leaders, ensuring opportunities were available to sonographers at all career stages.

At university-based events, planning commenced for greater student engagement, including dedicated student abstract sessions, student presentation categories and hands-on scanning opportunities designed to strengthen the transition from student to practitioner.

Future supervisor education models are also being considered through outcomes of the Models of Training Project, which will assist in identifying best-practice approaches to developing clinical educators and supervisors.

“A strong profession depends on developing and supporting the next generation of sonographers.”



ASA EVENTS

In 2025–26, the ASA continued to deliver high-quality learning opportunities for members. While demand for in-person events remained steady, ASA expanded its reach through a mix of formats, ensuring members could access training that suited their needs and locations.

Across the year, we delivered **23 events** complemented by interactive online seminars, giving members flexibility while maintaining hands-on learning experiences. Events were hosted in every Australian state and in New Zealand, bringing together leading experts and sonographers for knowledge sharing and live scanning sessions.

Standout events

Our Special Interest Group (SIG) and In Focus days and new Sonography Summit were standout offerings, attracting 765 attendees across five events, with highlights including:

- NEW Collaboration: In Focus Fetal Cardiac with Simon Meagher (Melbourne and online) – 285 registrations
- NEW Summit (Queenstown) – 203 registrations
- All Things Endometriosis with George Condous (Auckland and online) – 140 registrations

Foundational learning remained a priority, with General Fundamental Ultrasound and Cardiac Fundamental Ultrasound Seminars collectively attracting 110 registrations across multiple sessions. We also hosted an online Clinical Supervisors SIG day that was well attended with 214 registrations. In addition, Cardiac Masterclasses in Brisbane provided advanced education for 14 attendees.



Taking education to regional communities

To support members in regional and rural areas, the Travelling Workshop program delivered 14 workshops across Australia, reaching 561 attendees. Locations ranged from major regional hubs to smaller towns, including Darwin, Mildura, Townsville, Launceston, Newcastle, Canberra, Wagga Wagga, Cairns, Wollongong, and as far as Busselton. This ensured sonographers, regardless of geography, had access to high-quality professional development in their local community.

23
EVENTS DELIVERED

765
ATTENDEES AT SIG, SUMMIT,
IN FOCUS DAYS

324
REGISTRATIONS FOR ONLINE
SEMINARS

561
REGISTRATIONS ACROSS 14
TRAVELLING WORKSHOPS

41

BRANCH MEETINGS AND EVENTS
ATTENDED BY 1,006 MEMBERS

Through these programs, the ASA continued to provide high-quality, accessible education, ensuring members across Australia and New Zealand could access practical and relevant professional development.

ASA Branch Committees

The ASA's Branches are a key component of networking and engaging members at a local level. Branch meetings and workshops provide local opportunities for members to connect, share professional knowledge and participate in continuing education.

In 2025–26, key branch activity included:

- 41 branch meetings and events
- 1,000+ member attendees
- Interesting case nights with topics ranging from vascular ultrasound and women's imaging to placental ultrasound and lower-limb scanning
- Ultrasound trivia nights
- Highest attendance: Advanced Vascular Melbourne (87) and Queensland (82), followed by interesting case nights in Victoria (75) and Western Australia (72).

Supporting Special Interest Groups

ASA is committed to ensuring that the Special Interest Groups are well supported in their roles. The Member Services team organised 30 regular meetings to bring the 10 SIGs together throughout the year.

EVENT TESTIMONIALS



TRAVELLING WORKSHOPS

'The speaker was amazing and very knowledgeable. The set-up and schedule of the day were run very well. Thank you.'

'Interesting topics and engaging speaker who is passionate about sonography and the topics being discussed. New and engaging content and lots of learning opportunities.'

'Presenter was very knowledgeable and passionate on the topic presented and engaging with the audience whenever answering questions. Presenter was very polite with the models. The topics helped me understand more deeply and taught me how to do extra views that are not routine to improve my obstetric work for future patients.'

SEMINARS

'Very hands-on, engaged with the audience instead of just speaking from a PowerPoint.'

'I thought Erica was an excellent presenter who was personable, humble, but extremely experienced and knowledgeable. The mix of case studies, pathologies, embryology and practical tips was very engaging. I appreciated the emphasis on what is and is not important at a tertiary level, for example, labelling the placental CI for twins as a way to differentiate them.'

SIG/MASTERCLASS

'Been scanning for 37 years and am always happy to learn.'

'The SIG days and Travelling Workshops continue to provide high-quality ongoing education. Well done, ASA.'

'Excellent day. Great central venue. Speakers did well; Claire and James, in particular, were excellent.'

WORLD CLASS ANNUAL INTERNATIONAL CONFERENCE: ASA2026 GOLD COAST

The 32nd Annual International Conference of the ASA was a resounding success held for the first time on the Gold Coast, attracting **2,154 attendees**, with 59% in person (1,275 delegates) and 41% virtual (879 delegates).

Key audience insights:

- Location – 54% of in-person attendees travelled interstate, 33% were from Queensland, 11% from New Zealand, and 2% from overseas
 - Expertise – The majority specialised in general ultrasound (69%), followed by obstetrics & gynaecology (11%), cardiac (5%), and vascular (5%)
 - Experience level – The conference attracted an experienced audience, with 30% of attendees having more than 20 years' experience, 29% having 11–20 years' experience, and 31% having 2–10 years' experience. More than 200 delegates also attended the conference in person for the first time
 - Motivations – Top reasons for attending included educational opportunities, live scanning/masterclasses, and networking
- Planning and delivery of ASA2026 reflected a commitment to innovation, presenter development, clinical excellence and member engagement, resulting in one of the association's largest and most diverse conference programs to date.
- A multidisciplinary Program Committee worked with ASA staff to develop a comprehensive educational program across all sonography streams. Strong emphasis was placed on emerging voices, presenter development, and contemporary workforce issues.

The conference program included new features such as the Great Debate, alongside an expanded suite of pre-conference workshops offering intensive clinical and professional development opportunities. National and international keynote speakers were secured early, supporting the conference's growing reputation as a leading ultrasound education event.

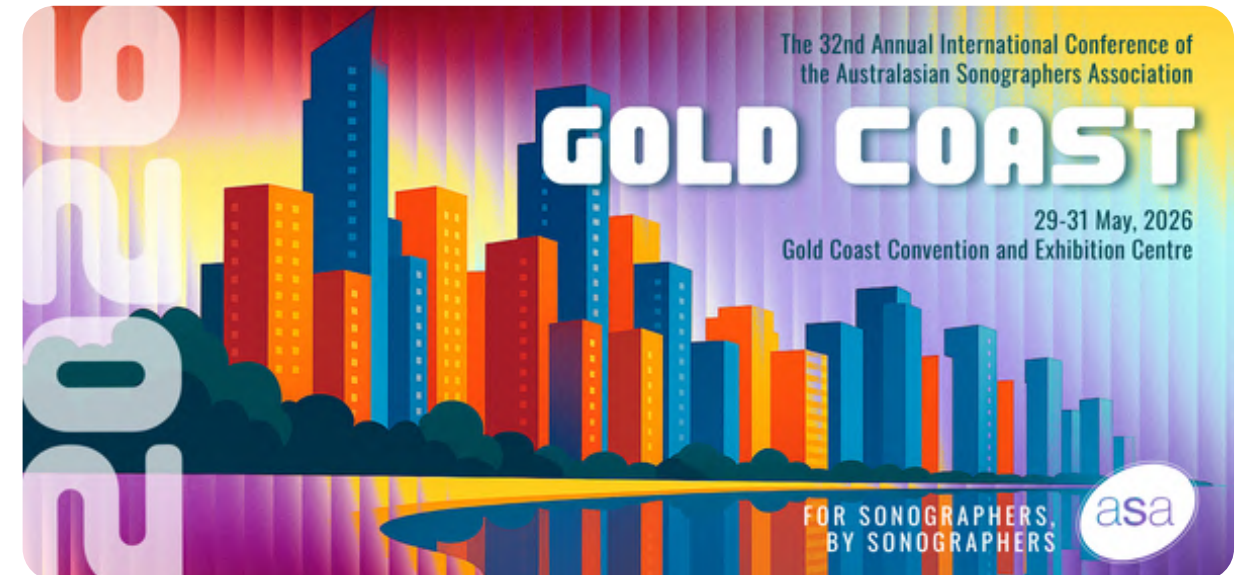
'The ASA conference continues to connect, inspire and challenge sonographers through world class education and professional collaboration.'


2,154
CONFERENCE ATTENDEES


159
PRESENTERS CONTRIBUTING TO THE PROGRAM


374
PRESENTATIONS


96
ABSTRACTS SUBMITTED



Key 2026 conference initiatives and outcomes:

- **NEW! Great Debate** – ASA2026 introduced the Great Debate exploring the topic, 'Scope or Overstep? The Case for Sonographer Reporting'. The fast-paced session brought together strong opposing views on independent diagnostic reporting, examining implications for patient care, workforce pressures, professional recognition, legal considerations and international practice, with audience polling and Q&A encouraging delegates to engage in the discussion.
- **NEW!** – Full day of Pre-Conference Immersive Workshops offered five small-group sessions focused on practical clinical skills and professional development, including live scanning, MSK injection techniques, pelvic floor assessment, supervision and advanced ultrasound. The workshops provided delegates with valuable opportunities to learn from experts, apply new skills to real-world practice and enhance patient care.
- New voices – The ASA continued its commitment to supporting emerging presenters, with 42 first-time presenters taking to the stage at the conference. In a fantastic result, all Proffered Paper Awards were won by first-time presenters.
- Larger workshop spaces – In response to delegate feedback, ASA2026 expanded its live scanning workshop spaces, with three of four rooms upgraded to auditorium-style seating to improve visibility and delegate experience. Across Friday and Saturday, delegates could access 51 live scanning sessions showcasing expert techniques and practical clinical skills.
- Virtual conference – Continued 3-day event, ensuring accessibility for remote delegates, and will remain a key component of future programs.

Our annual international conference continues to demonstrate its priority status with machine providers, employers, recruiters, and suppliers with four Platinum, two Gold, nine Silver and 19 Bronze level partners attending.

CONFERENCE ABSTRACT SUBMISSIONS

2026 ANNUAL CONFERENCE:
96

2025 ANNUAL CONFERENCE:
84



2026 – CONFERENCE TESTIMONIALS



'The whole event was career affirming. It helped me realise that the glass ceiling can be broken.'

'The round-table style pre-conference immersive workshops were a great offering and were a revelation. Well-rounded topics with enough time to cover broadly but also go deep, opportunity to share and learn from others rather than be lectured to (although the lecturers were all brilliant).'



'My first full ASA conference attendance in person. Grateful to learn from those who have gone before us and generously shared their knowledge and experience. Learning, sharing, and growing together.'

Rural and Remote Support at the ASA2026 Gold Coast Conference

ASA continued its partnership with Marsh Insurance to provide conference support packages to sonographers who may face barriers to attending the annual conference, including those living and working in rural and remote areas, Aboriginal and/or Torres Strait Islander sonographers, Māori sonographers in Aotearoa New Zealand, and those affected by floods or natural disasters.

The package provided full in-person ASA2026 Gold Coast Conference registration, flights and accommodation, with recipients expressing their sincere gratitude and describing the support as a highly positive and valuable conference experience.



'It was an honour to receive the grant and very much appreciated. It enabled me to attend in person and meet other sonographers across different fields. I enjoyed the varying topics and especially appreciated the hearing of the overall career risk of "burn out" to sonographers. Brooke Hanson was such a pleasure to listen to. It is nice to see the cardiac inclusion grow and hope to see more cardiac sonographers come to ASA, rather than traditional echo conferences. The Gala Dinner was the best I have ever been to! I appreciate the opportunity and encourage your sponsors to continue the grants for regional and remote. I look forward to next time I attend.'



'I would like to sincerely thank the ASA and Marsh Insurance for the opportunity to attend the conference as a rural delegate. The lectures were outstanding, providing valuable updates that help ensure our skills and knowledge remain current for the benefit of patients in remote and regional communities. The networking opportunities were the highlight of the conference for me, as working in a regional area can often be professionally isolating. Connecting with colleagues from across the country and beyond allowed for the sharing of experiences, ideas, and best practices that will ultimately contribute to reducing health inequities and improving patient care in rural and remote settings. I am extremely grateful for the support and investment in rural sonographers.'

The ASA Marketing and Communications team supported and promoted the conference with a vibrant brand that celebrated the location and created a high level of visual interest in the lead-up promotion and onsite at the Gold Coast Convention Centre.

R&R – CONFERENCE 2026 TESTIMONIALS



'As a sonographer working solo in a very remote setting, I was extremely grateful to receive a rural and remote sponsorship for the ASA Conference 2026. As a sole sonographer, I found it a great opportunity to engage with my peers, both ones I know and the chance to meet new connections. I also took the opportunity to attend talks and workshops on subjects that would allow me to extend my skillset as well as consolidate some areas I felt less confident in. This allows me to provide a wider-ranging service to the community I work and live in, reducing the need for patients to travel.'



Key communications metrics for ASA2026GC Conference

The ASA2026 Conference social media campaign reached 111,220 people on Instagram, up from 24,062 in 2025. A stronger focus on video, behind-the-scenes content and real-time coverage helped significantly increase visibility, while maintaining a 2.73% engagement rate. The on-the-ground strategy also contributed to 300 new followers across ASA's social channels.

301,429
IMPRESSIONS/VIEWS

ON-THE-GROUND AUDIENCE ENGAGEMENT 28-31 MAY 2026:

215,879

TOTAL IMPRESSIONS

300

NEW FOLLOWERS
INCREASED BY
99% FROM 2025

107,241

TOTAL REACH

4,135

POST INTERACTIONS INCREASED
BY 90% FROM 2025

STRATEGIC PILLAR FOUR TRUSTED LEADERSHIP

TRUSTED LEADERSHIP

STRATEGIC FOCUS: Leading voice for sonographers

FOCUS AREAS

- Partnerships nationally and internationally to share expertise and insights
- Partner in education and training
- ASA's role in community health and public awareness
- Membership and services where needed

HIGHLIGHTS

- 8300 members as of June 2026, an increase of 3% from the previous year
- Integrated Australasian sonographer awareness campaign generated more than 9.9 million impressions and reached over 1.8 million people across paid channels
- 24 pairs of mentors and mentees matched in the inaugural Mentoring Program
- ASA hosted and facilitated two Peak Imaging Coalition (PIC) meetings
- Website traffic increased by 12.78%
- 86 morning teas registered to celebrate Australasian Sonographers Day



Additionally

- **Ninety-three jobs** were advertised to members between 1 July 2025 and 30 June 2026.
- The **membership fee pro-rata pricing** restructure was implemented, which is a fair and flexible approach for members who can join at any time and still receive full access to our services without overpaying.
- The **member journey mapping project** was **completed**, and the recommendations from this will be considered as part of the IT review project.

IT project details

A technology infrastructure review project was conducted between May and November 2025. This in-depth review identified system limitations and proposed strategic options for modernisation and growth.

Project phase 1 (completed) – comprehensive tech infrastructure review, stakeholder discovery and workflow mapping, user experience review, integration and infrastructure assessment, strategic roadmap and recommendations

Project phase 2 (in progress) – organising demonstration of suitable customer relationship management systems (CRMs), software selection, evaluating proposals for technical and budget comparison

Project phase 3 (anticipated in 2027 and 2028) – new system selected, development, user acceptance testing (UAT) and migration.

Membership

ASA is **member-focused**, delivering innovative and high impact services to meet the evolving needs of members. As of 30 June 2026, there were **8300 members**, an **increase of 3%** since June 2025. ASA engages with sonographers early in their career by meeting **sonography students** in person and online, offering complimentary membership.

ASA continues to provide **exclusive access** to the association's group professional **insurance policy**, provided by Marsh Insurance. The policy features coverage for practising sonographers to help mitigate risk and protect their livelihood. More than **5200 members** were covered under the ASA Group Liabilities Insurance 2025–26.

Becoming a **Fellow** or **Associate Fellow** is a significant recognition of a sonographer's achievement over the last membership cycle. This year, 8 members were awarded Fellowship, and 12 members were awarded the Associate Fellowship of ASA.

Pilot mentoring program

ASA's first pilot mentoring program was successfully completed in July 2025 with 80 members applying for the program. Experienced members were paired with early career colleagues to advance their careers, explore new areas of practice or navigate challenges with the support of a mentor. With most applicants from Victoria and working in private practice, the Member Services team matched 24 pairs, with 22 completing the program.

The program received overwhelmingly positive feedback

- Participants reported **high levels of satisfaction**, describing the program as mutually beneficial and enriching.
- Mentors valued the opportunity to **refresh their knowledge** and gain new perspectives through their mentees.
- Participants highlighted the development of **soft skills alongside technical knowledge** as a key benefit.

TESTIMONIALS

 **Mentee testimonial** – ‘My mentorship experience so far has been phenomenal, would be the word that I would use. It’s been so reassuring, well-rounded. Everything that I’ve had to discuss with my mentor has been ... thoroughly empathised with and understood, and she’s been able to give me actual, real, lived-world guidance on everything that I’ve had so far with her. This is one of the most rewarding professional programs that I’ve been through.’

 **Mentor testimonial** – ‘It gave me a degree of confidence professionally. When you’ve been in leadership for decades, you often forget the wealth of experience and knowledge which you’ve accumulated. It’s not until you have somebody new to leadership that you become aware that you do have plenty to offer.’

Collaboration and world affiliates

Global collaboration and partnership through the world affiliates network enabled meaningful discussions across a broad range of topics and areas, including professional standards, workforce development, education and future opportunities for international collaboration. Importantly, shared educational resources ensured members had access to international perspectives and expertise to help guide their clinical practice.

Representatives from affiliate organisations met in person during ASA2026, providing a valuable opportunity to build relationships, exchange

insights on workforce and professional practice issues, and explore collaborative initiatives that support the global advancement of ultrasound and sonography. The meeting reinforced ASA's position as an internationally connected organisation and highlighted the value of working collectively to share expertise, identify opportunities for future collaboration and discuss common challenges across the profession.

The ASA collaborated extensively with professional bodies, universities, healthcare organisations, industry partners and subject matter experts on projects, including:

- **clinical guidelines and professional standards** such as the Endometriosis Guidelines, PIVC Guideline, Infection Prevention and Control Clinical Statement – ensuring resources reflected contemporary evidence and real-world practice
- **career framework development** – progressing through consultation and comparative analysis of international and local career pathways, laying the foundation for broader stakeholder engagement and future profession-wide adoption
- **the Sonographer Reporting Project** – engaging with stakeholders and experts from the United Kingdom, New Zealand and Norway to explore advanced practice and reporting models. These insights will help inform future workforce development initiatives in Australia and New Zealand.

“**‘Many of the challenges facing sonographers are shared globally. By working together through the world affiliates network, we can learn from each other, share solutions and advance our profession internationally.’**

Peak Imaging Coalition

In 2025, ASA hosted and facilitated two PIC meetings. In addition to ASA, PIC membership includes RANZCR, ASUM, ASMIRT, NZSMIRT, ACPSEM, ANZSNM and a consumer representative. Representatives from each organisation provided an update on issues affecting their members or the sector more broadly, as well as activities of note relevant to PIC members. Regulation, workforce shortages, and AI were all raised as issues of concern, and members discussed opportunities for closer collaboration.

Michael Ryan, Director, Diagnostic Imaging Section, Australian Government Department of Health and Aged Care, also presented at each of the meetings and shared statistics on the use and growth of medical imaging services under Medicare



“**‘By sharing sonography expertise across healthcare professions, we can help improve access to safe and effective ultrasound practice.’**

as well as planned administrative changes under the MBS. In 2026, ASUM took on the mantle of host organisation for PIC. ASA continues to contribute to these meetings through representation from the Board Chair, CEO and General Manager for Policy and Advocacy.

International partnerships

ASA contributes regularly with international sonography professional bodies through quarterly online meetings and other engagements. In 2026, ASA took the opportunity to host a forum with representatives from BMUS, SDMS and Sonography Canada following the annual international conference on the Gold Coast. Discussions were wide-ranging and included shared advocacy initiatives, opportunities for education and professional development at a global level and partnering to share professional resources such as clinical guidelines and position statements. ASA will continue to work with international affiliates to advance the agenda for sonographers in Australia and New Zealand.

A trusted source of ultrasound education for other health professions

As ultrasound use continues to expand across healthcare, the ASA has actively explored opportunities to share expertise beyond the sonography profession and contribute to safe, evidence-based ultrasound education.

The ASA engaged with professional organisations representing physiotherapists, podiatrists, myotherapists and midwives to better understand educational requirements and identify opportunities for future collaboration. These discussions position the association as a trusted source of ultrasound education and guidance across a broader healthcare landscape.

The ASA also continued discussions with external organisations on developing educational resources, training programs, and professional support materials, further extending ASA's influence as a leader in ultrasound education.

New Zealand

In October 2025, ASA employed its first Aotearoa New Zealand Executive Officer, Asil Nasir, to assist with delivering services on the ground to members in New Zealand. In that time, our focus was on the following:

- **Strengthening NZ engagement** – continued focus on building ASA's presence and relationships with sonographers, employers, and key stakeholders across Aotearoa
- **Workforce** – launch of the Aotearoa New Zealand Sonography Workforce Report, providing valuable insight into workforce trends, training and future workforce needs
- **Advocacy and stakeholder engagement** – continued engagement with key organisations, including MRTB and Health New Zealand | Te Whatu Ora, on issues relevant to the sonography profession and workforce
- **Branch development** – continued development of branch and networking activity across Aotearoa, alongside opportunities to strengthen regional engagement
- **Education and CPD** – development of clinical education, hands-on learning and professional development opportunities for NZ members
- **Industry partnerships** – continued development of relationships with major NZ health providers and industry partners to support education, events, and membership growth
- **Professional visibility** – strong NZ participation in Australasian Sonographers Day and the wider Sonographer Awareness Campaign, supporting greater recognition of the sonography profession
- **Member engagement** – increased opportunities for members to connect through events, workplace engagement, education, and regional activities

Communications and marketing

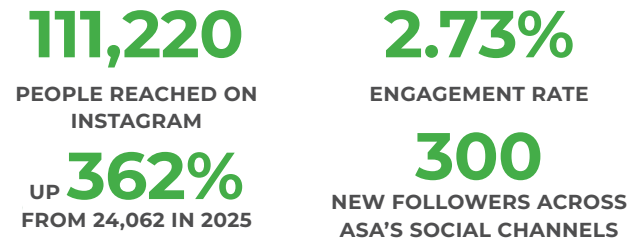
ASA's marketing and communications strategy had two key objectives: strengthening member engagement and elevating the profile of the sonography profession. Through digital-first storytelling, accessible communications and timely advocacy updates, campaigns showcased professional expertise, highlighted member experiences, and connected members with a broad range of information and resources.

- Improve member engagement – using storytelling, targeted campaigns and timely communications
- Increased public awareness – the Sonographer Awareness campaign in late 2025, and the annual Medical Ultrasound Awareness Month and Australasian Sonographer Day in October
- Boosting digital communication – digital-first approach through short-form video, audience-specific content and integrated campaigns

- Improve website usability – better search functionality and clearer information hierarchy
 - Program support – focus on initiatives and information that build the profession, including the new Policy and Advocacy newsletter
- Content moved from its promotional focus to telling authentic stories that showcased the people behind the profession, including:
- Lisa Hackett – Conference Ambassador
 - Danni Macklin – First-time conference speaker
 - Tristan Reddan and Jay Dong – Mentor and mentee perspectives
 - Conference behind-the-scenes content

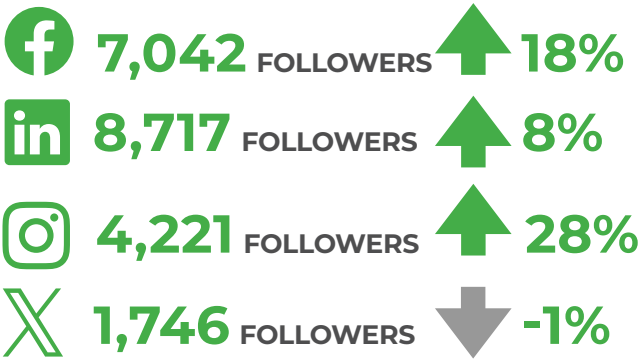


The ASA2026 conference social media campaign achieved significant reach and engagement, driven by a stronger focus on video, behind-the-scenes content and real-time coverage. Key results included:



SOCIAL MEDIA REACH

Follower growth remained steady from 2025 to 2026.



Website

The new ASA website is now 12 months old. The site now has 30 pages, a simplified menu, and a clearer homepage structure. A review of the site's performance shows it has delivered strong improvements in its usability, engagement and overall performance:

- Website traffic increased by 12.78%
- User engagement improved significantly, with deeper content interaction – with interactions up by 13.15%
- Resource access increased, with more users downloading key materials
- Navigation improvements reduced friction and improved user journeys
- New content areas successfully attracted new and prospective users – with a 10.13% increase in first-time visitors to the site

Fortnightly newsletter

Cross Section is the ASA's fortnightly newsletter, keeping members informed about the latest resources, professional development opportunities, events and initiatives, including external advocacy, policy and industry updates, providing members with timely information that supports their professional practice.

Cross Section achieved its strongest-ever performance during the year with a **63.83%** open rate and **5.98%** click-through rate.



CELEBRATING OUR PROFESSION

Medical Ultrasound Awareness Month and Australasian Sonographers Day

In 2025, Medical Ultrasound Awareness Month and Australasian Sonographers Day were brought together into one streamlined campaign, recognising and celebrating sonographers. Throughout October, the campaign featured testimonials by members shared across social media, plus 86 workplaces across Australia and New Zealand hosting morning teas on Australasian Sonographers Day. Each morning tea registered went into the draw to win 1 of 5 deluxe hampers.



PUBLICATIONS

Making Waves

Published twice yearly, Making Waves delivers easy-to-read reviews of the latest sonography research from around the world. Curated by members of our special interest group committees, each issue distils key findings and clinical applications for each speciality stream.



TOTAL IMPRESSIONS:
9,908

TOTAL READS:
2,262

AVERAGE READ TIME:
4 MINUTES
57 SECONDS

YEAR-ON-YEAR PERFORMANCE:
↑35%
INCREASE FROM PREVIOUS YEAR

Soundeffects News

A magazine-style publication for sonographers, the content is by sonographers for sonographers and includes interviews and thought leadership. The first edition of each year is linked to the annual international conference featuring the full program and special interviews with some of the presenters. This year, the spotlight was on our New Voices.

In the October 2025 edition, the focus on rural and remote highlighted both the challenges and immense rewards when working across Australia and New Zealand.



TOTAL IMPRESSIONS:
10,567

TOTAL READS:
2,012

AVERAGE READ TIME:
7 MINUTES
10 SECONDS

YEAR-ON-YEAR PERFORMANCE:
↑46.8%
INCREASE FROM PREVIOUS YEAR

OUR HIGHLY VALUED CORPORATE PARTNER PROGRAM

Our corporate partner program continues to maintain value for 54 corporate partners, indicating the value they place on being part of the ASA community. The ASA extends its gratitude to all our partners for their ongoing support.



SONOGRAPHER AWARENESS CAMPAIGN

From October 2025 to March 2026, ASA delivered a national awareness campaign to increase public understanding of the sonographer profession and to position accredited sonographers as experts in medical ultrasound. The campaign combined paid media across Meta, LinkedIn, digital out-of-home (DOOH) and SBS On Demand, reaching the public, healthcare professionals and government decision-makers across Australia and New Zealand.

The campaign generated more than **9.9 million** impressions and reached over **1.8 million people** across paid channels. Meta served as the primary awareness platform, delivering **9.5 million impressions** and reaching **1.25 million** people, exceeding the campaign's reach target by **14%** while achieving a cost per estimated ad recall of **\$0.32**, well below the \$1.00 KPI.

Primary objectives

- Increase public understanding of what sonographers do
- Showcase sonography as a profession spanning all areas of healthcare, not just pregnancy-related imaging
- Clearly differentiate accredited sonographers from other medical imaging roles and unregulated providers

The creative strategy focused on real stories by real sonographers to inspire audiences to learn more about the profession. Content was delivered via multi-formats optimised for digital space, premium video and out-of-home environments.

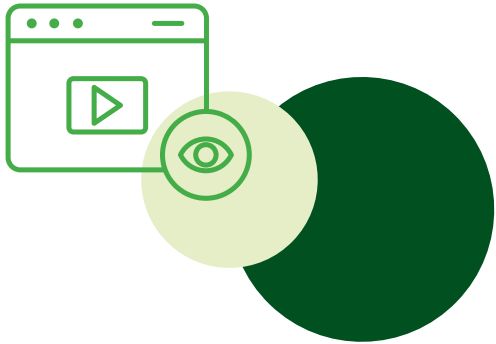
LinkedIn extended the campaign to healthcare professionals and policy stakeholders, while digital billboards and SBS On Demand reinforced the message across public spaces and premium video environments. Across all channels, the campaign met or exceeded its performance benchmarks, delivering strong awareness at an efficient cost.

Social media engagement – organic

- **Meta organic hero video (Facebook):** 15,213 video views, reaching 9,345 people organically, with 118 reactions, 29 comments and 65 shares
- **LinkedIn organic hero video:** 3,412 video views, reaching 2,836 members organically, with 126 reactions, 7 comments, 19 reposts and 10 new followers. The video generated 414 clicks, achieving an 11.2% engagement rate and an 8.2% click-through rate
- **Instagram organic videos:**
 - Hero video: 8,172 views, reaching 4,010 accounts
 - Video 2: 5,064 views, reaching 359 accounts
 - Video 3: 5,466 views, reaching 3,726 accounts
- **X Organic hero video:** 103 views and 425 impressions
- **YouTube/Vimeo:** 92,902 total views and 1,387 impressions

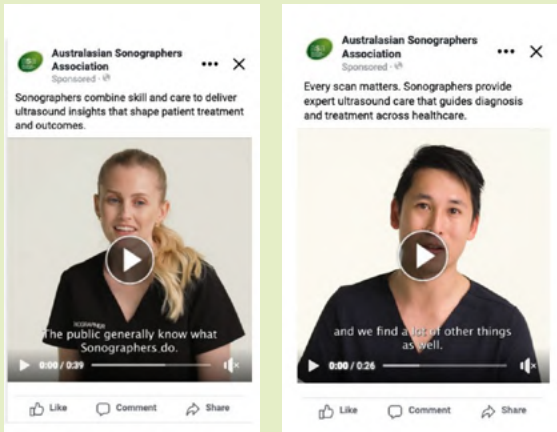
Website metrics

- **Landing page views:** 9,615
The campaign landing page was viewed 9,615 times
- **Active users:** 9,007
9,007 users actively engaged with the website during the reporting period

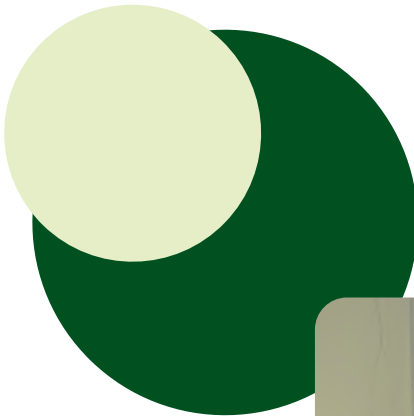


TRUSTED LEADERSHIP

Meta creative examples



LinkedIn creative examples




9.9M
IMPRESSIONS


REACHED OVER
1.8M
PEOPLE ACROSS
PAID CHANNELS

The Sonographer Awareness Campaign in the wild!

BROADCASTER
VIDEO ON DEMAND
271.5K
IMPRESSIONS

PAID META CAMPAIGN
REACH ACHIEVED
1.25M
EXCEEDING THE
BENCHMARK BY **14%**





STRATEGIC PILLAR FIVE RESILIENT ORGANISATION

RESILIENT ORGANISATION

STRATEGIC FOCUS: Thriving, engaged and resilient organisation

FOCUS AREAS

- A caring and inclusive culture
- Strong governance and stewardship
- Prudent financial management
- Professional growth, innovation and impact

HIGHLIGHTS

- High staff retention and high staff satisfaction
- Membership revenue processes operate effectively and are well managed

Team culture

ASA management has placed a strong emphasis on building a high-performing, harmonious team centred on ASA values. Staff turnover was low in FY26 with just one staff member resigning. The annual staff survey again showed strong staff engagement and high job satisfaction.

This year's staff awards focused on the ASA values: member-centric, innovative, caring, accountable, and collaborative. Congratulations go to the following recipients for their awards of excellence:

- Vanessa Mumford (Membership Services Officer): 2025 Award for Most Member-Centric
- Flora Lun (Bookkeeper): 2025 Award for Most Accountable

- Dee Morella (Office Manager): 2025 Award for Most Caring
- Stacey Rocco (Partnerships Manager): 2025 Award for Most Innovative
- Emma Jardine (Projects & Standards Manager): 2025 Award for Most Collaborative

Internal audit

As part of ASA's commitment to sustaining prudent financial management, ASA engaged the services of BDO to undertake an internal audit of membership revenue processes and associated internal controls. The review was requested by management and the Board, noting the significance of membership revenue as ASA's primary source of income and the ongoing reliance on outsourced finance support.

The review focused on evaluating the design and operating effectiveness of controls from the receipt of membership payments through to recording, reconciliation, and reporting to identify control gaps, key risks, and opportunities for improvement.

The Board and management were pleased with the results from the audit, which noted that ASA's membership revenue processes operate effectively and are well managed.

Professional growth and development

During staff annual performance reviews, all employees are encouraged to discuss their career aspirations at ASA and what they will need professionally to reach their goals in the year ahead. A budget is set aside for professional development to help staff realise their potential, which in turn contributes to overall organisational performance.



RECOGNISING OUTSTANDING SONOGRAPHERS

The 32nd Annual ASA Conference Gala Dinner, held as part of ASA2026GC on the Gold Coast, brought together sonographers from Australia, New Zealand, and around the world to celebrate excellence, best practice and leadership in sonography.

A highlight of the evening was the presentation of the 2026 ASA Awards of Excellence, showcasing outstanding contributions across clinical practice, research, education and volunteer service. The Pru Pratten Memorial Lifetime Achievement Award, ASA's highest honour, is presented to a sonographer who has made outstanding contributions to the profession and the ASA throughout their career.

The ASA is proud to celebrate the dedication, innovation and leadership of the following sonographers:

PRU PRATTEN MEMORIAL LIFETIME ACHIEVEMENT AWARD

This year's recipient is Tristan Reddan, FASA, whose outstanding contributions span research, education, mentorship and service to the sonography profession.

Tristan Reddan, FASA, is widely respected and recognised for his distinguished career and his many significant contributions and achievements based on his deep clinical expertise, education and research. In the first cohort of sonographers to be recognised as a Fellow, Tristan leads with a focus on research, with multiple proffered papers at ASA scientific meetings, winning Best Poster 2014 Adelaide and Best Poster 2016 Melbourne. He completed his PhD at QUT in 2019 and has accumulated more than 50 peer-reviewed publications.

A 2022 co-authored paper in the journal Ultrasound on AI in the sonography profession has been cited as a foundational reference in subsequent work on AI curriculum development. This deep investment in research is mirrored in Tristan's formal role in education. As a clinical associate professor, he lectures and tutors in ultrasound within an ASAR-accredited training program. Guiding the future of sonography through research, he supervises higher degrees by research candidates and PhD candidates. Tristan translates knowledge through training for other professional groups, including radiologists and advanced practice clinicians. He has addressed health equity and access to paediatric imaging for First Nations children through a retrospective cohort study for Radiography.

We are deeply honoured to have Tristan's service to the profession through a longstanding and active relationship with the ASA, which includes 15 years on the Queensland Branch committee, two years on the Annual Conference Convening committee and now as Chairperson of the Research Special Interest Group. Tristan has served on the Editorial Review Board of Sonography since 2017 and as a regular presenter at ASA annual conferences. The depth and breadth of Tristan Reddan's contributions from formal academic appointments to clinical mentorship and in-service training reflect a genuine and sustained commitment to growing the next generation of sonographers.



RESILIENT ORGANISATION

SONOGRAPHERS OF THE YEAR 2026

We congratulate and acknowledge the outstanding contributions of our 2026 recipients of the Award of Excellence for their work across patient care, innovation and leadership in their region:



NSW
Jane McCrory



New Zealand
Sumi Shrestha
Taylor, FASA



Queensland
Heath Edwards,
FASA



South Australia
Dannielle Ghezzi



Tasmania
Jarrod French



Victoria
Amy Clough, FASA



Western Australia
Shani Watts



Northern Territory
Linzi Ashlin

Other major award recipients included:



Rural and Remote Sonographer of the Year
Tim Ovens



Emerging Sonographer of the Year
Stephanie Maconachie

RECOGNISING OUTSTANDING SONOGRAPHERS – CONTINUED



Tutor/Clinical Supervisor
of the Year
Emma Godrik



Researcher of the Year
Gary Liu, FASA



Sue Caitcheon Volunteer
of the Year Award
Kate Russo, AFASA

FELLOWS

ASA Fellowship is the association’s highest membership distinction, recognising Accredited Medical Sonographer members who have demonstrated outstanding commitment to advancing the sonography profession and the ASA. Our newest Fellows were formally celebrated at the Conference Gala Dinner on the Gold Coast on Saturday 30 May 2026. With this year’s inductees, 57 members have now been awarded Fellowship and are entitled to use the postnominal letters FASA. ASA’s Board, members and staff extend deep gratitude for the dedication and efforts of our newest Fellows. Congratulations to this year’s recipients:



Ian Schroen



Heath Edwards



Narelle Kennedy



Alison White



Margaret Condon



Angela Farley



Emma Jardine



THANK YOU

The ASA warmly thanks its many volunteers across our various advisory committees, editorial board members, program committees, branch committees, and special interest groups. We acknowledge the time and effort made by our members, the positive impact of their knowledge, commitment and passion, and how this contributes to the success of ASA and its membership.

The Sonographer Policy and Advisory Committee Chair is Board member Narelle Kennedy
The NZ Sonographer Advisory Group Chair is Sarah Stevens-Gieseg.

Sonography Editorial Board Members

Christopher Edwards
Rebecca Perry
Narelle Kennedy
Peter Coombs
Sumi Shrestha Taylor
Ann Quinton
Tristan Reddan
Jessie Childs
Glenda McLean
Leah Wright
John Leddy
Katie Simms
Amy Clarke

ASA2026 Gold Coast Program Committee

Kim Prince – Cardiac
Dr Jacqueline Roots – General & MSK
Saba Harrington – General & Volunteer Coordinator
Heath Edwards, FASA – Vascular
Julie Cahill, FASA – Professional Topics & Women’s Health
Assoc Prof Tristan Reddan, FASA – Paediatric
Eva Cullen – Women’s Health
Naz Clifford – Women’s Health

SPECIAL INTEREST GROUPS

SIG Committee | General

SIG Chair – Jane Keating
Committee Members – Emma Jardine, Paula King, Donna Napier, Marilyn Zelesco

SIG Committee | Cardiac

SIG Chair – Alison White
Committee Members – Mitchell Hubble, Lucy Law, Chee Liew, Louise Smith, Christopher Thomas

SIG Committee | Research

SIG Chair – Tristan Reddan
Committee Members – Afrooz Najafzadeh, Michelle Fenech, Anna Graves, Ling Lee, Glenda McLean, Paul Stoodley, Caterina Watson

SIG Committee | Paediatric

SIG Chair – Cain Brockley
Committee Members – Madonna Burnett, Paige Forbes, Sara Kernick, Leanne Lamborn, Lino Piotto, Keith VanHaltren, Rachel Williams

SIG Committee | Musculoskeletal

SIG Chair – Michelle Fenech
Committee Members – Deborah Carmody, Susan Diep, Andrew Grant, Sophie O’Brien, Jacqueline Roots, Daniel Walkley, Craig Winnett, Sean Yeoh

SIG Committee | Vascular

SIG Chair – Heath Edwards
Committee Members – Matt Adams, Lara Anders, James Maunder, Donna Oomens, Claire O’Reilly, Daniel Rae, Jacqui Robinson, Linda Thebridge

SIG Committee | Emerging Technologies

SIG Chair – Lisa McGuire
Committee Members: Robyn Boman, Charlotte Harman, Jacqueline Roots

SIG Committee | Women’s Health

SIG Chair – Sophie O’Brien
Committee Members – Joyce Chen, Jessica Coffey, Sharron Earsman, Simone Haami, Saba Harrington, Fiona Hilditch, Gina Humphries, Ling Lee, Linda Thebridge, Amber Mohacsy, Nayana Parange

SIG Committee | Sonographer Health and Wellbeing

SIG Chair – Emma Jardine
Committee Members – Peter Esselbach, Megha Singh Dangol, Emily McDonald, Kimberley Prince, Jane Wardle

SIG Committee | Clinical Supervisors

SIG Chair – Kate Russo
Committee Members – Angela Farley, Carolynne Cormack, Deanne Chester, Helen Beets, Ilona Lavender, Jacqui Robinson, Jenny Parkes, Julie Archbold, Karen Barton, Louise Deshon, Margaret Condon, Sheri A Rae

BRANCH COMMITTEES

Branch Committee | ACT
Australian Capital Territory

Interim Chair – Rebecca Manning
Chair – Teri Carmody
Committee – Les Burgess, Lisa Hicks, Natalie Smith

Branch Committee | NSW
New South Wales

Chair – Christina Farr
Committee – Vaishali Bulsari, Trixie Kong, Mary McPhail, Solange Obeid, Jacqui Robinson, FASA, Kathryn Smith, Robyn Tantau, Lucy Taylor,

Elaine Wang, Gina Zhang
Central West NSW
Chair – Jacqueline Spurway
Vice Chair – Jenelle Toole
Committee – Micaela Gumbley, Olivia Houghton, Kim Orr

Illawarra
Chair – Lauren Dwight
Vice Chair – Tony Chapman
Secretary – Saheeda Zotter
Kirsten Marie McIntosh

Mid North Coast
Chair – Martin Bennie
Committee – John Gordon, Joanne Lennox
Newcastle
Chair – Greg O’Connor
Committee – Susan Cowie, Jessica Cox, Chelsea Fairley, Sarah Fell, Candice Learmouth, Gary O’Connor, Danny Pavan, Sonya Simpson, Debbie Slade, Adam Tolfree

Riverina
Chair – Simone Francis
Committee – Jared Mooney, Jessica Talbot

**Branch Committees | NT
Northern Territory**
Chair – Sadie Atkins
Committee – Linzi Ashlin, Sally Edwards
Alice Springs
Chair – Ashtyn Lee
Committee – Sarah Dick, Kirstie Geiger

**Branch Committees | Qld
Queensland**
Chair – Mehrnaz Clifford
Committee – Heather Allen, Kalnisha Appavoo-Juhasz, Julie Cahill, Michael Foster-Greenwood, Louise Hudson, Simone Karandrews, Claire Morrissey, Minh Nguyen, Melissa Pisano, Melita Robert, Rania Singh
Far North Queensland
Chair – Lara Anders
Committee – Danielle Burke, Lisa Morrell, Amanda Morris, Lee Williams
Gold Coast
Chair – Vacant

Mackay
Chair – Hannah Canavan
Vice Chair – Haylee Moran
Moreton Bay
Chair – Chris Edwards
Sunshine Coast
Chair – Mitchell Cassin
Secretary – Stacy Anderson
Committee – Anthea Allen, LeShell Carter, Emma Chettle, Renee Dixon, Aisling Fox, Sarah-Jane Kenna, Dan Rae, Jacinta Sporton
Toowoomba/Darling Downs
Chair – Alison Mander

Committee – Beatrice Au Yang, Taylor Hansen
**Branch Committee | SA
South Australia**
Chair – Kosta Hellmanns
Vice Chair – Lino Piotto
Committee – Julie Bakutis, Eleanor Bruce, Susan Cesana, Melissa Farnham, Emma Godrik, Mark Matheson, Casey Smedley

Branch Committees | Tas
Tasmania

Chair – Emma Brodribb
Committee: Cara Landers
Tasmania North
Chair – Cara Landers
Committee: Emma Brodribb

**Branch Committees | Vic
Victoria**
Chair – Ignatius Pereira
Secretary – Andrew Grant
Committee – Linda Bradfield, Paul Coussens, Laura Harbinson, Meredith Hopps, Ray Hora, Sree Kenche, Dalena Nguyen David Nguyen, Rigel Pandit, Gabrielle Sarroff, Aaditya Singh, Sharon Stafford, Ming Tan
Gippsland
Chair – Vacant
Goulburn Valley
Chair – Timothy Fairgray
Committee – Kirsten Arthur, Gavin Curley, Ashlee Hicks, Joanne McCready, Cailey Smith, Kathleen Steigenberger, Kristy Thomas

**Branch Committee | WA
Western Australia**
Chair – Gail Crawford
Committee – Carla Elliott, Paige Forbes, Rosemary Langat, Narelle Morin, Carly Styles
South West Western Australia
Chair – Natalie Clements
Vice Chairperson – Richard Ayre
Secretary – Stacey Harrison
Committee – Amy Twist, Samantha Ward, Susan Woodbridge

**Branch Committees | New Zealand
Auckland-Waikato**
Chair – Scott Allen
Secretary – Kerrie Child
Committee – Taylor Archer, Paula Edwards, Katy Gillies Wong, Anabel Greville, Julie Heaney, Alison Keay, Nethanel Marzan, Marion Raffaelli
Mid-Central
Chair – Vacant
Committee – Vacant
Wellington
Chair – Vacant
Committee – Vacant

DIRECTORS' REPORT

DIRECTORS' REPORT

DIRECTORS

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



Anthony Wald, (ASA President)

BTech AMS, PDM MClinEd

Anthony Wald is an Australian Cardiac Sonographer and Clinical Product and Applications Specialist with extensive experience in echocardiography, point-of-care ultrasound, and clinical education. He has worked across clinical and industry settings, supporting the adoption of advanced ultrasound technologies and delivering education programs for sonographers, emergency physicians, intensivists, and other healthcare professionals. Anthony is passionate about improving ultrasound practice through evidence-based training, clinical collaboration, and innovation. He regularly presents at educational events and conferences and works closely with healthcare teams across Australia to optimise ultrasound imaging and support high-quality patient care. He has served on the ASA board since 2018 and has chaired the board since 2024.

Special Responsibilities

- President and Board Chair, Company Secretary
- Ex Officio Member, Finance, Audit and Risk Committee
- Chair, Governance, Nominations and Remuneration Committee



Sean Coveney, (ASA Vice-President)

MMedSon GradDipMedSon
BMedRad(DiagRadiog) DipGov(Management),
GIA(Affiliated)

Sean Coveney became a full ASA member in 2009, joined the Board in November 2022 and was appointed Vice President in November 2023.

Sean brings almost two decades of experience within SA Health's SA Medical Imaging (SAMI) service at Adelaide's Repatriation General Hospital, including as Head of Ultrasound (2013 to 2024). In 2024, he joined the private sector as SA Operations Manager for Mobile Radiology Australia.

Since 2025 he has served as Clinical & Operations Manager – SA for Advara HeartCare, leading teams across the state's cardiac services network.

Sean holds a Bachelor of Medical Radiation Science (Diagnostic Radiography), a Postgraduate Diploma and Master of Medical Sonography, a Diploma in Public Sector Management, and a Master of Business Administration in Healthcare Management. He is an Affiliate of the Governance Institute of Australia.

With a strong interest in developing the sonography profession, Sean is committed to workforce growth, governance and the continued recognition of sonographers for the specialised clinical skills and judgement they bring to patient care.

Special responsibilities

- Vice President
- Member, Finance, Audit and Risk Committee
- Member, Governance, Nominations and Remuneration Committee



Julie Archbold AMS, AFASA

(appointed 6 November 2025)

Julie is a senior sonographer and ultrasound modality leader based in Victoria, with more than 26 years of experience in ultrasound clinical practice. Her experience includes all areas of ultrasound general imaging with previous experience in tertiary obstetrics and gynaecology. In 2019 she was awarded the Sonographer of the Year – Victoria at the ASA National Conference in Brisbane.

Julie has a strong interest in clinical training and in advocating for sonographer education and development and is a member of the ASA SIG Clinical Supervision Committee, working with the SIG committee to create education resources for clinical supervisors and trainees. Julie was elected to the ASA Board of Directors in November 2025.

Julie is currently the National Sonographer Workforce Strategy Lead for Integral Diagnostics (IDX), which includes over 150 imaging centres throughout Australia and New Zealand. As the Ultrasound Modality Leader, she works alongside the IDX sonographer leads to promote patient-centric care and oversee clinical governance, education, and training.



Janessa Baddeley

(appointed 6 November 2025)

Associate Fellow, Australasian Sonographers Association (AFASA)

Janessa is a senior specialist sonographer with over a decade of expertise in obstetric and gynaecological ultrasound, specialising in advanced complex gynaecological conditions and fetal maternal medicine. Holding a Master of Medical Ultrasound in Women's Imaging from CQUniversity, she has developed advanced protocols alongside leading Maternal Fetal Medicine and COGU specialists across South Australia and Victoria.

A recognised leader in sonography education, Janessa regularly presents at national and state conferences, advancing clinical standards and diagnostic precision in women's health. She was awarded Associate Fellowship by the Australasian Sonographers Association in 2023 in recognition of her outstanding contributions to the field and commitment to patient care.



Michele Dowling

(retired 6 November 2025)

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

Michele began her career in health care at St Bartholomew's Hospital in London, UK, as a radiographer in the field of radiation therapy. Emigrating to Sydney, Australia, she extended her qualifications through the Royal Melbourne Institute of Technology (RMIT) to become a diagnostic radiographer and worked in several private imaging practices between bringing up a family of 4 children, 2 German Shepherd dogs, multiple cats, and a budgie.

Michele continued her journey into Medical Ultrasound via The University of Sydney. She subsequently gained extensive experience as the Group Practice Chief Sonographer for a large independent imaging group, which involved operational management, business development, and the implementation of strategies related to ultrasound. She was also responsible for managing a large team of sonographers and students across nine locations.

Michele served as an elected member of the ASA Board of Directors for the maximum term of nine years from November 2016 to November 2025. At various times she was also a member of the Governance and Nominations Committee, Policy and Advisory Committee (SPAC), and the Sonographer Health and Wellbeing Special Interest Group (SHW-SIG).

Michele has recently retired from practicing as a Diagnostic Medical Sonographer after 30 years working in ultrasound.



Dr Narelle Kennedy AMS FASA PhD

Doctor of Philosophy (Medicine), Graduate Diploma of Applied Science (Medical Ultrasonography), Bachelor of Applied Science Medical Radiation Technology (conversion), Diploma of Applied Science Medical Radiation Technology (Diagnostic Radiography).

Narelle is a Chief Sonographer specialising in obstetrics and gynaecology at Nepean Hospital, with over 25 years' experience working in ultrasound in the private and public sectors in both clinical and administrative positions. She completed her philosophy doctorate in 2018, completing her original research on obesity in pregnancy. Narelle has extensive experience in research and is a member of the Editorial Board for Sonography and reviews manuscripts for several national and international journals. She continues her passion for research as an affiliate of the University of Sydney with an honorary position of research fellow. Narelle was appointed to the ASA Board in October 2020. She is the Chair of the Sonographer Policy and Advisory Committee.

Special Responsibilities

- Member, Finance, Risk and Audit Committee (until 29 November 2025)
- Member, Governance, Nominations and Remuneration Committee



Roger Lee

GradDip in Medical Ultrasound, Bachelor of Radiography and Medical Imaging, Certificate in Leadership and Management

Roger is a Commercial Manager for Integral Diagnostics with a keen interest in the US profession. With numerous years spent as an operational manager, clinical and tutor sonographer, and years of experience in the public and private sectors, he has a deep understanding of the industry in Australia and abroad. Roger has a passion to drive the sonography industry forward in a future filled with possibilities. Both AI and disruption to the industry will present itself in the coming years and he hopes to assist the ASA to position sonographers in the best place to leverage these opportunities.

Special Responsibilities

- Member, Finance, Risk and Audit Committee



Brooke Osborne SFHEA FASA

GradDipEd, MMedSon, BHlthSc (Hons), BMedRad, PhD

Brooke is an accredited medical sonographer with experience mainly in tertiary referral hospitals and specialising in obstetric and gynaecological ultrasound within a maternal-fetal medicine unit. Brooke left clinical practice to complete an education degree, following which she started her academic career. Brooke was the Program Director for the medical sonography programs at the University of South Australia from 2017 to 2022, and is currently Associate Dean, AU Online at Adelaide University. Brooke's primary research focus is on student agency in clinical skills development, particularly through work integrated learning, and she continues to contribute to research and consultancy work across a range of ultrasound and allied health projects.

Special Responsibilities

- Member, Governance, Nominations and Remuneration Committee



Alexandra Bell, ACA, GAICD

BSc Economics and Accounting with Law, Fellow Institute of Chartered Accountants of England and Wales, Member of Chartered Accountants Australia and New Zealand

Alexandra (Alex) was appointed Chief Financial Officer of Challenger Limited in December 2022, having previously held a number of senior roles at Challenger, including Group Deputy CFO and CFO, Funds Management. Alex was previously a Partner in KPMG's CFO Advisory Practice and has extensive experience across life insurance and wealth management, including roles at BT Financial Group. She is the Chair of the Group of 100, the peak business association and advocacy body representing Australia's CFOs.

Special Responsibilities

- Chair, Finance, Risk and Audit Committee



Kelly Griffiths

LLB Hons, BA, GradDip Intellectual Property Laws

Kelly is a Partner and Head of the Healthcare and Life Sciences practice of Gadens, a leading Australian law firm. Prior to this role, Kelly was Head of Government Affairs and Policy and Chief Legal Counsel for GSK, one of the world's largest biopharmaceutical companies, in Australia and New Zealand. Kelly has also formerly worked for top tier law firms and in enforcement at the Australian Securities and Investments Commission. Kelly is the President of the Victorian Health Complaints Commission Advisory Council, Deputy Chair of the Forest Firefighters Presumptive Rights Advisory Committee, a non-executive director on a number of healthcare boards and a member of the Royal Children's Hospital Human Research Ethics Committee.

Special Responsibilities

- Member, Governance, Nominations and Remuneration Committee



Julie Toop

Bachelor of Laws, Graduate Diploma Notarial Studies, Graduate DSCV Mediation Course, GAICD.

Julie has a diverse background as a banker, lawyer, Notary Public, Accredited Mediator and a Non-Executive company director.

She has extensive expertise in risk management, finance, cultural transformations, governance, stakeholder management and business development. A Collaborative leader, Julie has demonstrated capability in advising boards and communities. Julie held a range of legal and banking roles in her 15-year career at ANZ, including establishing a very successful specialist health banking proposition backed by a team of bankers dedicated to meeting the business and personal banking needs of Medical Practitioners and Pharmacists. Prior to joining ANZ, Julie was a Special Counsel at Allens Linklaters. She has worked across various areas of law throughout her lengthy career, and whilst at Allens Linklaters she specialised in property, estate planning, probate, succession, trusts and the provision of general commercial advice to not for profit and charitable organisations. Julie is an experienced Notary Public who provides notarial services to individuals and corporations. A director of Accordo Pty Ltd, a mediation business established in 2023, Julie assists parties in dispute to explore options and find areas for agreement. Julie is the Chairperson of the Ovarian Cancer Research Foundation and Chair of the Adeney Private Hospital.

Special Responsibilities

- Member, Finance, Risk and Audit Committee



Sarah Stevens-Giesege

(retired 6 November 2025)
NZDipBus, DNUGen, NZDipMDI

Sarah is a general medical Sonographer who worked initially in a hospital offering tertiary level obstetric and paediatric ultrasound. Due to her background as an interventional radiographer, Sarah also maintains an interest in vascular ultrasound. Sarah also holds a NZ Diploma of Business. After moving to private practice, Sarah pursued her interest in Sonographer education as a clinical tutor. The expansion of the practice led to her current role as clinical support sonographer, providing support and problem solving for the electronic reporting software across New Zealand. The role also requires delivery of training and development of worksheet tools across all ultrasound specialties for RHCNZ. Sarah's professional interests include advocating for fairer access to ultrasound services, sonographer credentialling and ensuring sonographers are recognised as the experts in ultrasound.

Company Secretaries

The following persons held the position of Company Secretary during the reporting period:

- Anthony Wald
- Chris Booton

Registered Office

The company's registered office is:
Australasian Sonographers Association Ltd.
Level 2, 93-95 Queen Street
Melbourne, VIC 3000





Corporate Governance

The company is incorporated under the Corporations Act 2001 and is a company limited by guarantee. The company is established and operates under its Constitution.

The Board of Directors is accountable to the members for the governance, management and control of the activities, business and affairs of the company. As shown under its Constitution, the Board comprises of seven elected General Directors and three appointed External Directors. Office Bearers include both a President and Vice-President.

The Australasian Sonographers Association operates under the terms and guiding doctrines of its Constitution and supporting governance policies. The company is registered as a charity with the Australian Charities and Not-for-profit Commission (ACNC).

To assist the Board in fulfilling its duties, it has established two committees: (i) a Finance, Risk and Audit Committee and (ii) a Governance, Nominations and Remuneration Committee. Each Board committee operates under an approved terms of reference setting out clear delegation and responsibilities from and to the Board for the operations of the committee. The day-to-day management of the company has been delegated to the CEO.

Principal Activities

The purpose of the Australasian Sonographers Association Ltd is to strengthen the sonography profession to deliver better health through ultrasound with a vision of creating a healthier world through sonographer expertise. The company is a not-for-profit organisation and is a registered charity working to advance the health of the public and to advance the education for those performing ultrasound.

The principal activities of the company during the reporting period included leading sonographer regulation and raising professional standards, developing clinical guidelines, increasing the recognition of sonographers as the experts in ultrasound, delivering professional development opportunities for sonographers and supporting evidence-based research which will help to deliver better health care outcomes for patients in Australia and New Zealand. No significant changes in the nature of the entity's activities occurred during the financial year.

Strategic Intent and Short-term Objectives

The ASA's five strategic objectives, as outlined in the current Strategic Plan, are as follows:

- To promote and advocate for the advancement of the sonography profession by positioning the sonographer as the expert and principal provider of diagnostic medical ultrasound, progressing sonographer regulation and raising professional standards, taking the lead in establishing a sustainable future workforce supply and clinical placement pathways in Australia and New Zealand so that all patients can have access to sonographer-performed ultrasound, and ensuring sonographers are part of the conversation involving new and emerging technologies.
- To drive the quality and standards of sonography practice by contributing to high- quality professional practice through the development of recommendations for sonography, facilitating and promoting evidence-based practice within the profession, supporting and investing in research that assists in progressing and strengthening the profession, as well as contributing to safe, appropriate, effective and equitable care for Australians and New Zealanders.
- To provide lifelong learning through the facilitation of comprehensive skills and professional development opportunities in ultrasound and ensuring sonographers have access to a broad range of opportunities to advance their professional knowledge and careers, as well as collaborating with key stakeholders to increase other professions' knowledge of ultrasound and advancing the education of those performing ultrasound for improved health outcomes.
- To be the trusted leader in ultrasound by strengthening the association's role in community health and public awareness and expanding our partnerships and collaborations, both nationally and internationally, to share expertise and insights that advance the profession, as well as actively growing our membership and expanding our services, particularly in under-served areas.
- To strengthen our organisational excellence by maintaining strong governance and stewardship, sustaining prudent financial management with which to invest in our purposes, and fostering a caring and inclusive culture that supports high performance, professional growth, innovation and strategic impact to cultivate a thriving, engaged and resilient organisation.

Long-term Objectives

The company's long-term objectives are to continue to operate as the professional association furthering the sonography profession, the interests of all sonographers, and the health outcomes for their patients across Australasia by:

- promoting and advocating for the advancement of the sonography profession;
- supporting and disseminating research that contributes to the sonography profession's body of knowledge;
- positioning sonographers as the experts and principal providers of diagnostic medical ultrasound;
- contributing to the quality and standards of sonography practice by developing clinical guidelines for sonographers and the sonography profession;
- engaging with Government and other healthcare providers to improve the quality and accessibility of sonography services and the future supply of sonographers in the workforce;
- facilitating professional development opportunities through conferences, meetings, workshops and online activities;
- offering a broad range of opportunities for sonographers to advance their professional skills and knowledge;
- advancing the education of those performing ultrasound and other people involved in sonography for improved health outcomes; and
- undertaking other actions or activities necessary, incidental, or conducive to advance these objects.



Key Performance Measures

Each year, key performance indicators are set across the business based on the strategic intent and the short-term goals of the organisation. Individual performance plans are agreed to by each staff member, with clear performance and behavioural targets outlined in July, a half-yearly review performed in December, and a final appraisal performed at the end of the financial year.

Operating Results

The surplus of the company for the reporting period after provision for income tax and before other comprehensive income was:

2026 \$	2025 \$
233,597	534,375

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 2026, and the number of meetings attended by each Director were:

	Board		Finance Audit & Risk Committee		Governance Nominations & Remuneration Committee	
	Eligible to Attend	Attended	Eligible to Attend	Attended	Eligible to Attend	Attended
Anthony Wald	7	7	3	2	2	1
Sean Coveney	7	6	3	3	2	2
Julie Archbold	5	5				
Janessa Baddeley	5	5				
Michele Dowling	2	2				
Narelle Kennedy	7	5	1	1	2	1
Roger Lee	7	6	3	2		
Brooke Osborne	7	5			2	2
Alexandra Bell	7	5	3	3		
Kelly Griffiths	7	7			2	2
Julie Toop	7	6	3	1		
Sarah Stevens-Gieseg	2	2				

Eligible to attend represents the number of meetings held during the time the Director held office or was a member of the relevant committee. Whilst the CEO is not a member of the Board or Board committees, it is company practice for the CEO to be in attendance at all Board and Board committee meetings.

Significant Changes in the State of Affairs

In the opinion of the Directors, there were no significant changes in the state of affairs of the company that occurred during the financial year under review not otherwise disclosed in this report or the financial statements.

Matters Subsequent to the End of the Financial Year

There are no matters or circumstances that have arisen since the end of the financial year that have significantly affected or may significantly affect the operations of the company, the results of those operations or the state of affairs of the company, in future years.

Likely Developments

Likely developments in the operations of the company and the expected results of those operations in future financial years have not been included in this report as the inclusion of such information is likely to result in unreasonable prejudice to the company.

Privacy and Environmental Regulation

As a professional association, the Australasian Sonographers Association holds personal information concerning its members. The company is cognisant of Commonwealth and State legislation concerning privacy and has ensured that its Privacy Policy management practices are consistent with good governance. The company is aware of and abides by relevant Commonwealth and State Privacy legislation. The company is not subject to any significant environmental regulation under either Commonwealth or State legislation.

Indemnification and Insurance of Officers and Auditors

The Australasian Sonographers Association had and continues to hold Directors’ and Officers’ insurance in respect to these persons whilst legitimately performing their duties. The company indemnifies its directors and officers against any liability incurred during the course of executing their duties on behalf of the company with the exception of the director or officer being found to be in breach of his/ her/their obligations under the Corporations Act 2001. The company has not entered into an agreement to indemnify its auditors.

Dividends

The Australasian Sonographers Association is a company limited by guarantee and has no share capital. The directors of the Australasian Sonographers Association are precluded by the company’s Constitution from declaring a dividend.

Members’ Guarantee

At the end of the reporting period, Australasian Sonographers Association Ltd had 8,300 members (30 June 2025: 7,907 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.

At 30 June 2026, the collective liability of members was \$166,000 (30 June 2025: \$158,140).

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 10.

This report is made in accordance with a resolution of directors, pursuant to section 298(2)(a) of the Corporations Act 2001.

On behalf of the directors



Mr Anthony Wald
Director and Chair of the Board 18 September 2026



Level 6, 30 Collins Street
Melbourne Victoria 3000
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FACSIMILE +61 3 9650 5751
www.dfkidsons.com.au

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 2026 there have been:

- (i) 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
- (ii) no contraventions of any applicable code of professional conduct in relation to the audit.



Michael L Port
Partner

Melbourne
18 September 2026



GENERAL INFORMATION

The financial statements cover Australasian Sonographers Association Ltd as an individual entity. The financial statements are presented in Australian dollars, which is Australasian Sonographers Association Ltd's functional and presentation currency.

Australasian Sonographers Association Ltd is a not-for-profit unlisted public company limited by guarantee, incorporated and domiciled in Australia. Its registered office and principal place of business is:
Level 2
93-95 Queen Street
Melbourne VIC 3000

A description of the nature of the company's operations and its principal activities are included in the directors' report, which is not part of the financial statements.

The financial statements were authorised for issue, in accordance with a resolution of directors, upon the date of signing this report. The directors have the power to amend and reissue the financial statements.



FINANCIALS

AUSTRALASIAN SONOGRAPHERS ASSOCIATION LTD STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2026

Revenue	Notes	2026 \$	2025 \$
Revenue from activities	3	7,045,281	6,281,307
Investment income	3	248,207	285,427
Total revenue		7,293,488	6,566,734
Expenses			
Employee benefits expense		3,241,204	2,649,611
Events and meeting expenses		1,779,410	1,425,301
Members insurance		990,578	962,312
Administration expenses		389,922	355,939
Technology expenses		244,518	217,193
Grants, research and sponsorship		81,574	84,265
Depreciation and amortisation			
Depreciation of plant and equipment	7	48,687	49,674
Amortisation of right-of-use building asset	8	97,345	97,344
Professional fees		246,552	207,612
Finance cost on lease liability		23,453	31,096
Total expenses		7,143,243	6,080,347
Surplus before investment movements		150,245	486,387
Investment gains / (losses)			
Net fair value gains on investments	6	83,352	47,988
Total investments gains		83,352	47,988
Surplus for the year		233,597	541,149
Other comprehensive income for the year		–	–
Total comprehensive income for the year		233,597	541,149

The above statement of profit or loss and other comprehensive income should be read in conjunction with the accompanying notes

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2026

ASSETS

	Notes	2026 \$	2025 \$
Current Assets			
Cash and cash equivalents	4	2,831,293	3,392,232
Trade and other receivables	5	74,430	166,886
Financial assets	6	5,278,292	4,100,563
Prepayments		168,578	225,610
Total Current Assets		8,352,593	7,885,291
Non-Current Assets			
Financial assets	6	92,754	89,531
Property, plant and equipment	7	66,612	98,778
Right-of-use assets	8	186,576	283,921
Total Non-Current Assets		345,942	472,230
Total Assets		8,698,535	8,357,521

LIABILITIES

Current liabilities			
Trade and other payables	9	512,620	471,396
Provisions	10	275,356	190,910
Income received in advance	11	2,720,844	2,661,409
Lease liabilities	12	109,694	96,489
Total Current Liabilities		3,618,514	3,420,204
Non-current Liabilities			
Provisions	10	118,613	99,812
Lease liabilities	12	113,115	222,809
Total Non-Current Liabilities		231,728	322,621
Total liabilities		3,850,242	3,742,825
Net Assets		4,848,293	4,614,696

EQUITY

Accumulated surplus	4,848,293	4,614,696
Total Equity	4,848,293	4,614,696

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED 30 JUNE 2026

	Accumulated Surplus \$	Total Equity \$
Balance at 1 July 2025	4,080,321	4,080,321
Surplus for the year	534,375	534,375
Balance at 30 June 2025	4,614,696	4,614,696
Balance at 1 July 2025	4,614,696	4,614,696
Surplus for the year	233,597	233,597
Balance at 30 June 2026	4,848,293	4,848,293

The above statement of changes in equity should be read in conjunction with the accompanying notes

STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2026

Cash flows from Operating Activities	Notes	2026 \$	2025 \$
Receipts from operations		8,023,216	6,552,714
Dividends received		127,932	81,566
Interest received		120,275	203,861
Interest paid on lease liabilities		(23,453)	(31,096)
Payments to suppliers and employees		(7,151,900)	(6,027,311)
Net GST paid		(446,397)	(294,221)
Net cash provided by operating activities	18	649,673	485,513
Cash flows from Investing Activities			
Proceeds from investments and term deposits		1,166,603	554,836
Payments for investments and term deposits		(2,264,205)	(1,448,061)
Payments for property, plant and equipment		(16,521)	(83,386)
Net cash provided by / (used in) investing activities		(1,114,123)	(976,611)
Cash flows from Financing Activities			
Repayment of lease liabilities		(96,489)	(84,513)
Net cash used in financing activities		(96,489)	(84,513)
Net increase / (decrease) increase in cash and cash equivalents held		(560,939)	(575,611)
Cash and cash equivalents at the beginning of the financial year		3,392,232	3,967,843
Cash and cash equivalents at the end of the financial year	4	2,831,293	3,392,232

The above statement of cash flows should be read in conjunction with the accompanying notes

Note 1. Material accounting policy information

The material accounting policies adopted in the preparation of the financial statements are set out below. These policies have been consistently applied to all the years presented, unless otherwise stated.

New, revised or amending Accounting Standards and Interpretations adopted

The company has adopted all of the new or amended Accounting Standards and Interpretations issued by the Australian Accounting Standards Board ('AASB') that are mandatory for the current reporting period. The adoption of these Accounting Standards and Interpretations did not have any significant impact on the company.

Basis of preparation

These general purpose financial statements have been prepared in accordance with Australian Accounting Standards - Simplified Disclosures issued by the Australian Accounting Standards Board ('AASB'), the Australian Charities and Not-for-profits Commission Act 2012 and the Corporations Act 2001, as appropriate for not-for-profit oriented entities. The financial statements are presented in Australian dollars, which is the functional and presentation currency.

AASB 1060 General Purpose Financial Statements - Simplified Disclosures for For-Profit and Not-for-Profit Tier 2 Entities The standard provides a Tier 2 reporting framework with simplified disclosures that are based on the requirements of IFRS for SMEs.

Historical cost convention
The financial statements have been prepared under the historical cost convention.

Critical accounting estimates
The preparation of the financial statements requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the company's accounting policies. The areas involving a higher degree of judgement or complexity, or areas where assumptions and estimates are significant to the financial statements, are disclosed in note 2.

Revenue recognition

The company recognises revenue as follows:
Revenue from contracts with customers (member subscriptions, sponsorship income, event revenue, advertising income, education registrations)
Revenue is recognised at an amount that reflects the consideration to which the company is expected to be entitled in exchange for transferring goods or services to a customer. For each contract with a customer, the company: identifies the contract with a customer; identifies the performance obligations in the contract; determines the transaction price which takes into account estimates of variable consideration and the time value of money; allocates the transaction price to the separate performance obligations on the basis of the relative stand-alone selling price of each distinct good or service to be delivered; and recognises revenue when or as each performance obligation is satisfied in a manner that depicts the transfer to the customer of the goods or services promised.

Variable consideration within the transaction price, if any, reflects concessions provided to the customer such as discounts, rebates and refunds, any potential bonuses receivable from the customer and any other contingent events. Such estimates are determined using either the 'expected value' or 'most likely amount' method. The measurement of variable consideration is subject to a constraining principle whereby revenue will only be recognised to the extent that it is highly probable that a significant reversal in the amount of cumulative revenue recognised will not occur. The measurement constraint continues until the uncertainty associated with the variable consideration is subsequently resolved. Amounts received that are subject to the constraining principle are recognised as a refund liability.

Interest
Interest revenue is recognised as interest accrues using the effective interest method, which for floating rate financial assets is the rate inherent in the instrument.

Dividend revenue
Dividend revenue is recognised when the right to receive a dividend has been established.

Other revenue
Other revenue is recognised when it is received or when the right to receive payment is established.

Income tax

As the company is a charitable institution in terms of subsection 50-5 of the Income Tax Assessment Act 1997, as amended, it is exempt from paying income tax.

Current and non-current classification

Assets and liabilities are presented in the statement of financial position based on current and non-current classification.

An asset is classified as current when: it is either expected to be realised or intended to be sold or consumed in the company's normal operating cycle; it is held primarily for the purpose of trading; it is expected to be realised within 12 months after the reporting period; or the asset is cash or cash equivalent unless restricted from being exchanged or used to settle a liability for at least 12 months after the reporting period. All other assets are classified as non-current.

A liability is classified as current when: it is either expected to be settled in the company's normal operating cycle; it is held primarily for the purpose of trading; it is due to be settled within 12 months after the reporting period; or there is no unconditional right to defer the settlement of the liability for at least 12 months after the reporting period. All other liabilities are classified as non-current.

Cash and cash equivalents

Cash and cash equivalents includes cash on hand, deposits held at call with financial institutions, other short-term, highly liquid investments with original maturities of three months or less that are readily convertible to known amounts of cash and which are subject to an insignificant risk of changes in value.

Trade and other receivables

Other receivables are recognised at amortised cost, less any allowance for expected credit losses.

Financial Assets

The company classifies its financial assets between current and non-current assets based on the purpose for which the assets were acquired. Management determines the classification of its financial assets at initial recognition.

The company assesses at each balance sheet date whether a financial asset or group of financial assets is impaired. All financial assets except those measured at fair value through profit or loss are subject to annual review for impairment.

Impairment of financial assets

At the end of each reporting period the company assesses whether there is objective evidence that a financial asset or group of financial assets is impaired. All financial assets, except those measured at fair value through the Statement of Profit or loss and other comprehensive Income, are subject to annual review for impairment.

In order to determine an appropriate fair value as at 30 June 2026 for its portfolio of financial assets, the company used the market value of investments held.

Financial assets at fair value through profit or loss

Equity instruments (managed investment portfolio) that are held for trading as well as derivative instruments are classified as fair value through profit or loss.

Other financial assets are required to be measured at fair value through profit or loss unless they are measured at amortised cost or fair value through other comprehensive income.

Property, plant and equipment

Plant and equipment is stated at historical cost less accumulated depreciation and impairment. Historical cost includes expenditure that is directly attributable to the acquisition of the items.

Depreciation is calculated on a straight-line basis to write off the net cost of each item of property, plant and equipment (excluding land) over their expected useful lives as follows:

Office equipment 3–5 years
Leasehold improvements 5 years

The residual values, useful lives and depreciation methods are reviewed, and adjusted if appropriate, at each reporting date.

An item of property, plant and equipment is derecognised upon disposal or when there is no future economic benefit to the company. Gains and losses between the carrying amount and the disposal proceeds are taken to the statement of profit or loss.

Right-of-use assets

A right-of-use asset is recognised at the commencement date of a lease. The right-of-use asset is measured at cost, which comprises the initial amount of the lease liability, adjusted for, as applicable, any lease payments made at or before the commencement date net of any lease incentives received, any initial direct costs incurred, and, except where included in the cost of inventories, an estimate of costs expected to be incurred for dismantling and removing the underlying asset, and restoring the site or asset.

Right-of-use assets are depreciated on a straight-line basis over the unexpired period of the lease or the estimated useful life of the asset, whichever is the shorter. Where the Company expects to obtain ownership of the leased asset at the end of the lease term, the depreciation is over its estimated useful life. Right-of-use assets are subject to impairment or adjusted for any remeasurement of lease liabilities.

Impairment of non-financial assets

Non-financial assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount.

Recoverable amount is the higher of an asset's fair value less costs of disposal and value-in-use. The value-in-use is the present value of the estimated future cash flows relating to the asset using a pre-tax discount rate specific to the asset or cash-generating unit to which the asset belongs. Assets that do not have independent cash flows are grouped together to form a cash-generating unit.

Trade and other payables

These amounts represent liabilities for goods and services provided to the company prior to the end of the financial year and which are unpaid. Due to their short-term nature, they are measured at amortised cost and are not discounted. The amounts are unsecured and are usually paid within 30 days of recognition.

Employee benefits

Short-term employee benefits

Liabilities for wages and salaries, including non-monetary benefits, annual leave and long service leave expected to be settled wholly within 12 months of the reporting date are measured at the amounts expected to be paid when the liabilities are settled.

Other long-term employee benefits

The liability for annual leave and long service leave not expected to be settled within 12 months of the reporting date are measured at the present value of expected future payments to be made in respect of services provided by employees up to the reporting date using the projected unit credit method. Consideration is given to expected future wage and salary levels, experience of employee departures and periods of service. Expected future payments are discounted using market yields at the reporting date on national government bonds with terms to maturity and currency that match, as closely as possible, the estimated future cash outflows.

Defined contribution superannuation expense

Contributions to defined contribution superannuation plans are expensed in the period in which they are incurred.

Lease liabilities

A lease liability is recognised at the commencement date of a lease. The lease liability is initially recognised at the present value of the lease payments to be made over the term of the lease, discounted using the interest rate implicit in the lease or, if that rate cannot be readily determined, the Company's incremental borrowing rate. Lease payments comprise of fixed payments less any lease incentives receivable, variable lease payments that depend on an index or a rate, amounts expected to be paid under residual value guarantees, exercise price of a purchase option when the exercise of the option is reasonably certain to occur, and any anticipated termination penalties. The variable lease payments that do not depend on an index or a rate are expensed in the period in which they are incurred.

Lease liabilities are measured at amortised cost using the effective interest method. The carrying amounts are remeasured if there is a change in the following: future lease payments arising from a change in an index, or a rate used; residual guarantee; lease term; certainty of a purchase option and termination penalties. When a lease liability is remeasured, an adjustment is made to the corresponding right-of use asset, or to profit or loss if the carrying amount of the right-of-use asset is fully written down.

Fair value measurement

When an asset or liability, financial or non-financial, is measured at fair value for recognition or disclosure purposes, the fair value is based on the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date; and assumes that the transaction will take place either: in the principal market; or in the absence of a principal market, in the most advantageous market.

Fair value is measured using the assumptions that market participants would use when pricing the asset or liability, assuming they act in their economic best interests. For non-financial assets, the fair value measurement is based on its highest and best use. Valuation techniques that are appropriate in the circumstances and for which sufficient data are available to measure fair value, are used, maximising the use of relevant observable inputs and minimising the use of unobservable inputs.

Note 2. Critical accounting judgements, estimates and assumptions

The preparation of the financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts in the financial statements. Management continually evaluates its judgements and estimates in relation to assets, liabilities, contingent liabilities, revenue, and expenses. Management bases its judgements, estimates and assumptions on historical experience and on other various factors, including expectations of future events, management believes to be reasonable under the circumstances. The resulting accounting judgements and estimates will seldom equal the related actual results. The judgements, estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities (refer to the respective notes) within the next financial year are discussed below.

Estimation of useful lives of assets

The company determines the estimated useful lives and related depreciation charges for its property, plant and equipment. The useful lives could change significantly as a result of technical innovations or some other event. The depreciation charge will increase where the useful lives are less than previously estimated lives, or technically obsolete or non-strategic assets that have been abandoned or sold will be written off or written down.

Impairment of non-financial assets other than goodwill and other indefinite life intangible assets

The company assesses impairment of non-financial assets other than goodwill and other indefinite life intangible assets at each reporting date by evaluating conditions specific to the company and to the particular asset that may lead to impairment. If an impairment trigger exists, the recoverable amount of the asset is determined. This involves fair value less costs of disposal or value-in-use calculations, which incorporate a number of key estimates and assumptions.

Lease term

The lease term is a significant component in the measurement of both the right-of-use asset and lease liability. Judgement is exercised in determining whether there is reasonable certainty that an option to extend the lease or purchase the underlying asset will be exercised, or an option to terminate the lease will not be exercised, when ascertaining the periods to be included in the lease term. In determining the lease term, all facts and circumstances that create an economical incentive to exercise an extension option, or not to exercise a termination option, are considered at the lease commencement date. Factors considered may include the importance of the asset to the

company's operations; comparison of terms and conditions to prevailing market rates; incurrence of significant penalties; existence of significant leasehold improvements; and the costs and disruption to replace the asset. The company reassesses whether it is reasonably certain to exercise an extension option, or not exercise a termination option, if there is a significant event or significant change in circumstances.

Incremental borrowing rate

Where the interest rate implicit in a lease cannot be readily determined, an incremental borrowing rate is estimated to discount future lease payments to measure the present value of the lease liability at the lease commencement date. Such a rate is based on what the company estimates it would have to pay a third party to borrow the funds necessary to obtain an asset of a similar value to the right-of-use asset, with similar terms, security, and economic environment.

Employee benefits provision

As discussed in note 1, the liability for employee benefits expected to be settled more than 12 months from the reporting date are recognised and measured at the present value of the estimated future cash flows to be made in respect of all employees at the reporting date. In determining the present value of the liability, estimates of attrition rates and pay increases through promotion and inflation have been taken into account.

Lease make good provision

A provision has been made for the present value of anticipated costs for future restoration of leased premises. The provision includes future cost estimates associated with closure of the premises. The calculation of this provision requires assumptions such as application of closure dates and cost estimates. The provision recognised is periodically reviewed and updated based on the facts and circumstances available at the time. Changes to the estimated future costs for sites are recognised in the statement of financial position by adjusting the asset and the provision. Reductions in the provision that exceed the carrying amount of the asset will be recognised in profit or loss.

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2026

Note 3. Revenue / Note 4. Cash and Cash Equivalents / Note 5. Trade and Other Receivables / Note 6. Financial Assets

Note 3. Revenue	2026 \$	2025 \$
Member subscriptions	4,766,306	4,281,978
Sponsorship income	481,947	430,191
Event income	1,559,073	1,442,266
Advertising income	87,765	86,407
Sundry income	150,190	40,465
	7,045,281	6,281,307
Investment income		
Interest income	120,275	203,861
Dividends and distributions	127,932	81,566
	248,207	285,427

Note 4. Cash and Cash Equivalents	2026 \$	2025 \$
Current	153	153
Cash on hand	2,622,284	3,012,192
Cash at bank	208,856	379,887
	2,831,293	3,392,232

Note 5. Trade and Other Receivables	2026 \$	2025 \$
Current		
Trade debtors	65,380	62,984
Other receivable	9,050	103,902
	74,430	166,886

Note 6. Financial Assets	2026 \$	2025 \$
Current		
Managed investment portfolio	4,420,973	1,462,838
Term deposits	857,319	2,637,725
	5,278,292	4,100,563
Non-current		
Term deposits restricted *	92,754	89,531

* Non-current term deposits are restricted assets in the form of bank guarantees held.

Movements in carrying amounts

Movement in the carrying amounts for managed investment portfolio between the beginning and the end of the current financial year:

	2026 \$	2025 \$
Opening balance	1,462,838	1,605,002
Purchases during the year	4,041,387	364,684
Disposal (Proceeds)	(1,166,604)	(554,836)
Net fair value gains / (losses) on investments	83,352	47,988
	4,420,973	1,462,838

Note 7. Property, plant and equipment / Note 8. Right of use assets

Note 7. Property, plant and equipment

Non-current	2026 \$	2025 \$
Leasehold improvements - at cost	259,174	259,174
Less: Accumulated depreciation	(209,954)	(187,158)
	49,220	72,016
Office equipment - at cost	188,177	171,656
Less: Accumulated depreciation	(170,785)	(144,894)
	17,392	26,762
	66,612	98,778

Movements in carrying amounts

Movement in the carrying amounts for each class of property, plant and equipment between the beginning and the end of the current financial year:

	Leasehold Improvements \$	Office Equipment \$	Total \$
Balance at 1 July 2024	72,016	26,762	98,778
Additions	-	16,521	16,521
Depreciation expense	(22,796)	(25,891)	(48,687)
Balance at 30 June 2025	49,220	17,392	66,612

Note 8. Right of use assets

Non-current	2026 \$	2025 \$
Right of use asset – property lease	486,722	486,722
Less: Accumulated amortisation	(300,146)	(202,801)
	186,576	283,921

Movements in carrying amounts

Movement in the carrying amounts of each right of use asset between the beginning and the end of the current financial year:

	2026 \$	2025 \$
Balance at 1 July	283,921	381,265
Additions	-	-
Amortisation expense	(97,345)	(97,344)
Balance at 30 June	186,576	283,921

Refer to Note 12 for office lease details

NOTES TO THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2026

Note 9. Trade and Other Payables / Note 10. Provisions / Note 11. Income received in advance / Note 12. Lease liabilities / Note 13. Related parties and related party transactions

Note 9. Trade and Other Payables

Current	2026 \$	2025 \$
Trade creditors	105,665	47,036
Accrued expenses	89,223	96,573
GST payable	300,657	312,021
Other payables	17,075	15,766
	512,620	471,396

Note 10. Provisions

Current	2026 \$	2025 \$
Provision for Annual leave	243,214	172,058
Provision for Long service leave	32,142	18,852
	275,356	190,910
Non-current		
Provision for make good - leased premise	57,700	57,700
Provision for Long service leave	60,913	42,112
	118,613	99,812

Note 11. Income received in advance

Current	2026 \$	2025 \$
Membership subscriptions	2,432,778	2,387,161
Other	288,066	274,248
	2,720,844	2,661,409

Note 12. Lease liabilities

Current	2026 \$	2025 \$
Property lease	109,694	96,489
Non-current		
	113,115	222,809

The company has leased offices at Level 2, 93–95 Queen Street, Melbourne for a 5-year term from 1 June 2023.

Note 13. Related parties and related party transactions

Directors' compensation

The directors act in an honorary capacity and receive no compensation for their services other than honorarium claims.

	2026 \$	2025 \$
Short-term benefits – honorarium claims	5,725	3,550

Note 13. Related parties and related party transactions / Note 14. Remuneration of auditors / Note 15. Contingent liabilities / Note 16. Commitments / Note 17. Events subsequent to balance date / Note 18. Reconciliation of result for the year to net cash inflow / (outflow) from operating activities

Key management personnel compensation

The aggregate compensation made to members of key management personnel (other than directors) of the company is set out below:

	2026 \$	2025 \$
Aggregate compensation	1,237,483	1,182,558

Aggregate compensation

Key management personnel compensation includes the chief executive officer and 6 (2025: 7) general managers for the relevant period employed during the year.

Transactions with related parties

Other than amounts paid to key management personnel there were no transactions with related parties during the current and previous financial year.

Note 14. Remuneration of auditors

During the financial year the following fees were paid or payable for services provided by DFK Kidsons Partnership, the auditor of the company:

Audit services – DFK Kidsons Partnership	2026 \$	2025 \$
Audit of the financial statements	20,350	19,400

Note 15. Contingent liabilities

The company had no contingent liabilities as at 30 June 2026 and 30 June 2025.

Note 16. Commitments

Other commitments for expenditure (including journal publishing):

Payable – minimum payments	2026 \$	2025 \$
Not later than 1 year	88,600	119,965
Between 1 and 5 years	99,400	173,768
	188,000	293,733

Note 17. Events subsequent to the end of the financial year

No matters or circumstances have arisen since 30 June 2026 that has significantly affected, or may significantly affect the company's operations, the results of those operations, or the company's state of affairs in future financial years.

Note 18. Reconciliation of result for the year to net cash inflow / (outflow) from operating activities

	2026 \$	2025 \$
Comprehensive result for the year	233,597	534,375
Non-Cash Movements		
Depreciation and amortisation	146,032	147,018
Unrealised (gain) / loss of financial assets	(83,352)	(47,988)
Movements in assets & liabilities		
(Increase)/decrease in receivables	92,458	(145,921)
(Increase)/decrease in prepayments	57,032	137,652
Increase/(decrease) in payables	41,224	64,963
Increase/(decrease) in prepaid income	59,435	(247,514)
Increase/(decrease) in provisions	103,247	42,928
Net Cash Inflow in Operating Activities	649,673	485,513

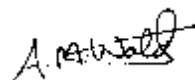
DIRECTORS' DECLARATION

In the Directors' opinion:

- the attached financial statements and notes comply with the *Corporations Act 2001*, the Australian Accounting Standards - Simplified Disclosures, the *Australian Charities and Not-for-profits Commission Act 2012*, the Corporations Regulations 2001 and other mandatory professional reporting requirements;
- the attached financial statements and notes give a true and fair view of the company's financial position as at 30 June 2026 and of its performance for the financial year ended on that date; 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 directors made pursuant to section 295(5)(a) of the *Corporations Act 2001*.

On behalf of the Directors:



Anthony Wald
Director

18 September 2026



Alexandra Bell
Director

18 September 2026

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 2026, 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 material accounting policy information, 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:

- giving a true and fair view of the company's financial position as at 30 June 2026 and of its financial performance for the year then ended; and
- complying with Australian Accounting Standards – Simplified Disclosures 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 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 - Simplified Disclosures 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.

Those charged with governance are responsible for overseeing the Company's financial reporting process.

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, 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
Chartered Accountants

Melbourne
18 September 2026

Michael L Port

Michael L Port
Partner

GLOSSARY OF TERMS

- ACPSEM** – Australasian College of Physical Scientists and Engineers in Medicine
AFASA – Associate Fellow, Australasian Sonographers Association
AMS – Accredited Medical Sonographer
ANZSNM – Australian and New Zealand Society of Nuclear Medicine
APC – Annual Practising Certificate (NZ)
ASA – Australasian Sonographers Association
ASAR – Australian Sonographer Accreditation Registry
ASMIRT – Australian Society of Medical Imaging and Radiation Therapy
ASUM – Australasian Society for Ultrasound in Medicine
BMUS – British Medical Ultrasound Society
COGU – Certification in Obstetrical and Gynaecological Ultrasound
CPD – Continuing Professional Development
FASA – Fellow of the Australasian Sonographers Association
MBS – Medicare Benefits Schedule
MRTB – Medical Radiation Technologists Board (NZ)
MSK – Musculoskeletal
NRAS – National Registration and Accreditation Scheme
NZSMIRT – New Zealand Society of Medical Imaging and Radiation Therapy
PIC – Peak Imaging Coalition
PIVC – Peripheral Intravenous Catheter
PoCUS – Point-of-Care Ultrasound
RANZCR – Royal Australian and New Zealand College of Radiologists
SDMS – Society of Diagnostic Medical Sonography
SIG – Special Interest Group



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