

Australasian Sonographers Association

ANNUAL REPORT

2015/16



CONTENTS

| | |
|----------------------------------------|----|
| ABOUT THE ASA | 2 |
| PRESIDENT'S REPORT | 3 |
| HIGHLIGHTS & ACHIEVEMENTS | 5 |
| STRATEGIC INTENT 2015–2020 | 6 |
| ASA ORGANISATION CHART | 7 |
| GOVERNANCE | 9 |
| BOARD OF DIRECTORS 2015/16 | 11 |
| POLICY AND ADVOCACY | 13 |
| MEMBERSHIP REPORT | 15 |
| PROFESSIONAL RECOGNITION | 18 |
| EDUCATION AND PROFESSIONAL DEVELOPMENT | 20 |
| SIG2015 SYDNEY | 24 |
| ASA2016 MELBOURNE | 25 |
| CORPORATE PARTNERS | 26 |
| <i>SONOGRAPHY</i> JOURNAL | 27 |
| COMMUNICATING WITH MEMBERS | 29 |
| FINANCE REPORT | 30 |



The need for an association that exclusively represents sonographers continues to be strong and we continue to evolve as a contemporary professional body.

ABOUT THE ASA

The Australasian Sonographers Association (ASA) is the peak body and leading voice for sonographers in Australia and New Zealand. Our 4700+ members practise in all speciality areas of diagnostic medical sonography.

As the largest professional association that solely represents sonographers, we:

- provide sonographer education and research
- advocate for the role of sonographers in the healthcare system
- promote best practice in medical sonography.

The ASA offers exclusive member benefits and numerous initiatives, products and services to support sonographers.

By supporting our members and the profession we ensure that communities have access to safe and high quality medical diagnostic imaging services, which are essential to achieving positive healthcare outcomes.

Initiated by the Victorian Ultrasonographers Group in 1992 ('sonographers representing sonographers' interests'), the ASA has gone from strength to strength. The need for an association that exclusively represents sonographers continues to be strong.



You can expect to see significant strengthening within the ASA over the coming months and a continuation of its unique role in leading the profession by delivering excellence in sonography for the community.

PRESIDENT'S REPORT

I have great pleasure presenting this report on the ASA's work and achievements for the financial year 2015/16. Looking back over the last 12 months, I'm proud of what the ASA has achieved. Sonographers, as well as the community that our profession serves, continue to reap the benefits of a united profession. There is a lot to celebrate and much to look forward to.

Sonographer education is a priority for the ASA, including opportunities for further education in advanced and extended practice. In 2016, the ASA offered the **Postgraduate Certificate in Ultrasound-Guided MSK Interventions**, in conjunction with the University of Essex (UK). Enhancing sonographer practice through this type of training aligns with a practice model that is both desirable and potentially beneficial for Australia and New Zealand. We hope to offer the program again in 2017.

This year we also continued to work on establishing an **Institute of Diagnostic Ultrasound**, which will address the urgent need for advanced educational programs for sonographers and create a base for an international collaborative research network. The institute will go a long way to progressing our strategic goal of being a world leader in providing sonographer education and research.

We have worked hard all year to provide highly visible advocacy on policy issues for the sonography profession and to actively engage with key industry partners, governments and other stakeholders in support of the profession. The ASA recognises the importance of collaboration with other members of the **diagnostic imaging community** in Australia and New Zealand. Such relationships with local, national and international alliances benefit sonographers through sustainability of the profession and also by helping the ASA deliver its Strategic Intent.

A particular highlight has been the progress towards **establishment of the National Alliance of Self Regulating Health Professions (NASRHP)**. With inclusion under the National Registration and Accreditation Scheme for Health Professions not yet available to sonographers, the ASA has been pursuing improved professional regulation as a founding member and Chair of NASRHP. Minimum accreditation standards for inclusion of member organisations have now been finalised and Commonwealth support has been obtained to support the establishment of NASRHP as an independent auspice later this year.

This model of regulation will provide minimum qualification standards for each of the professions and provide assurance of consistently safe and high quality standards for patients. Improved regulation and professional entry requirements will also help define who can call themselves, and practise as, a sonographer.

Following significant work and consultation with industry, we were proud to release new guidelines that complement our existing suite of practice resources and guide sonographers in their implementation of best practice. *A sonographers' guide to clinical supervision* was released in November 2015; *Intimate examinations, consent and chaperones*, December 2015.

Sonography, the flagship journal of the ASA, enjoyed a growing international readership this year. The peer-reviewed scientific journal is part of our commitment to ensure research is undertaken to provide an evidence base that supports the development of the sonography profession. With articles being downloaded all over the world this is very encouraging for authors, the journal and the ASA.

With the introduction of 'Free CPD' in July 2015, sonography education for members is now more widely available than ever before. Our extensive program of more than **100 free continuing professional development opportunities** delivered face-to-face (branch meetings, travelling workshops and masterclasses) and online (live and recorded **asawebinars**), is a great reason for all sonographers in Australia and New Zealand to be members of the ASA.

The Free CPD program has been tremendously popular, with educational events in high demand and many booking out weeks in advance. This initiative has largely been made possible thanks to the growth in membership and the generous support of our **corporate partners** Philips, Siemens Healthineers and GE Healthcare.

The ASA's annual international conference and special interest group symposium have matured into exceptional opportunities for learning and networking. I'd like to thank the staff, organising committees, members, volunteers and speakers for making them an outstanding success. **SIG2015 Sydney**, the ASA's 11th Special Interest Group symposium, provided nearly 400 delegates with a highly targeted and engaging program in September 2015. **ASA2016 Melbourne**, our 23rd annual international conference in May 2016, was the largest educational event tailored specifically for sonographers across all disciplines and at all levels in 2016.

Our **membership base** continued its strong growth. I am very proud of the 61.5% growth we have achieved in New Zealand membership during the past 12 months. We have also seen outstanding retention rates and active participation by our corporate members.

Three **new ASA branches** were established this year: Newcastle (NSW), MidCentral (New Zealand) and Cardiac, bringing the total number to 24. The ASA branches play a vital role in the ASA. They are the local connection to our members, responsible for delivering education and networking opportunities, as well as providing feedback to the ASA on local issues of interest or concern to the profession.

As we do each year, we celebrated our members who achieve above and beyond their already demanding clinical roles. Our **Awards of Excellence** program recognises and rewards sonographers who have made a special contribution to the profession and the ASA. This year we were delighted to introduce a new category, ASA Volunteer of the Year.

As an extra level of recognition of professional achievement and excellence we introduced the **ASA Fellowship Program** in 2016. The quality of nominations for the first round was outstanding. I was overwhelmed by both the support for this initiative and the incredible contribution to the ASA and the profession that so many of you have made. It is clear that this kind of recognition is long overdue.

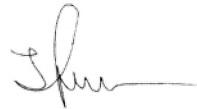
In September 2015 I was delighted to welcome **Dr Jennifer Alphonse** to our Board of Directors. Jennifer is a passionate and experienced sonographer who has already made a positive contribution to the profession through her leadership role. I would like to thank **Simon Stanton** for his service and dedication to the Board and the profession. Simon is an invaluable asset to the ASA and made a significant contribution to the Board.

I'd like to thank the entire Board of Directors as well as the ASA staff for all their hard work and support this year. Following the departure in July 2016 of Dr Stephen Duns as CEO, they have continued to work hard and enthusiastically to deliver on the goals of our *Strategic Intent 2015–2020*. Stephen demonstrated drive and vision during his two years at the ASA and I wish him well with his future endeavours.

Last but not least, a big thank you to our hardworking **200+ volunteers** who gave freely of their time during the past 12 months to contribute to the professional development and other services available to our members. They are the heart and soul of the ASA and help ensure that the sonography profession in Australia and New Zealand continues to evolve.

The application and quality of diagnostic medical ultrasound is continually being reviewed and renewed. So too the sonography profession must be constantly reviewed and renewed. I am confident that the team we have in place will achieve strong and lasting results.

You can expect to see significant strengthening within the ASA over the coming months and a continuation of its unique role in leading the profession by delivering excellence in sonography for the community.



Tony Forshaw
President



This year the ASA has produced some great initiatives and outstanding results for our members and the sonography profession, reinforcing our position as the peak body and leading voice for sonographers in Australia and New Zealand.

HIGHLIGHTS & ACHIEVEMENTS

Membership

- 9.0% overall membership growth.
- 61.5% growth in NZ membership.
- Continued strong growth in student membership.
- 4,775 members as at 30 June 2016.
- Retention of nearly 95% of existing members, exceeding the industry average.
- Implementation of the ASA Fellowship Program.
- New ASA Award category: ASA Volunteer of the Year.
- Membership and active participation of our 30 corporate members.
- 14% increase in members enrolled in our PD-**asa** CPD program.
- ISO 9001:2008 Certification for PD-**asa**

Education and professional development

- Free continuing professional development from 1 July 2015 for 100+ activities.
- *Postgraduate Certificate in Ultrasound-Guided MSK Interventions* offered for the first time.
- Preparation and planning for the new Institute of Diagnostic Ultrasound.
- ASA2016 Melbourne, the 23rd annual international conference of the ASA, attended by 1300+ delegates.
- SIG2015 Sydney, the ASA's 11th annual Special Interest Group symposium, attended by nearly 400 delegates.
- Newcastle (NSW), MidCentral (NZ) and Cardiac branches established, bringing the total number of ASA branches to 24.
- Total of 104 CPD events and activities delivered across Australia and New Zealand.
- 73 branch education meetings with 2142 attendances.
- 15 travelling workshops delivered throughout Australia and New Zealand to 380 attendees.
- 12 live **asawebinars** with 8703 participants from many different locations; attendances increased three-fold.
- 2 masterclasses delivered to address non-clinical challenges.
- Inaugural online Journal Club offering members an opportunity to consider contemporary evidence on the use and application of medical diagnostic ultrasound.

Policy and advocacy

- Publication of new practice guidelines.
- Finalisation of NASRHP accreditation standards.
- Acquisition of support from the Commonwealth Government to establish NASRHP as an independent auspice.
- Direct advocacy for legislative and regulatory reform in support of expansion of musculoskeletal sonographer practice.
- Direct advocacy to bring requirements for Medicare rebates on musculoskeletal ultrasound into line with requirements for other ultrasound services.
- Enhancement of industry and inter-profession peak body partnerships.
- Initiatives to promote sonographer engagement in research.
- Direct and in-kind support to several research activities.

Communications

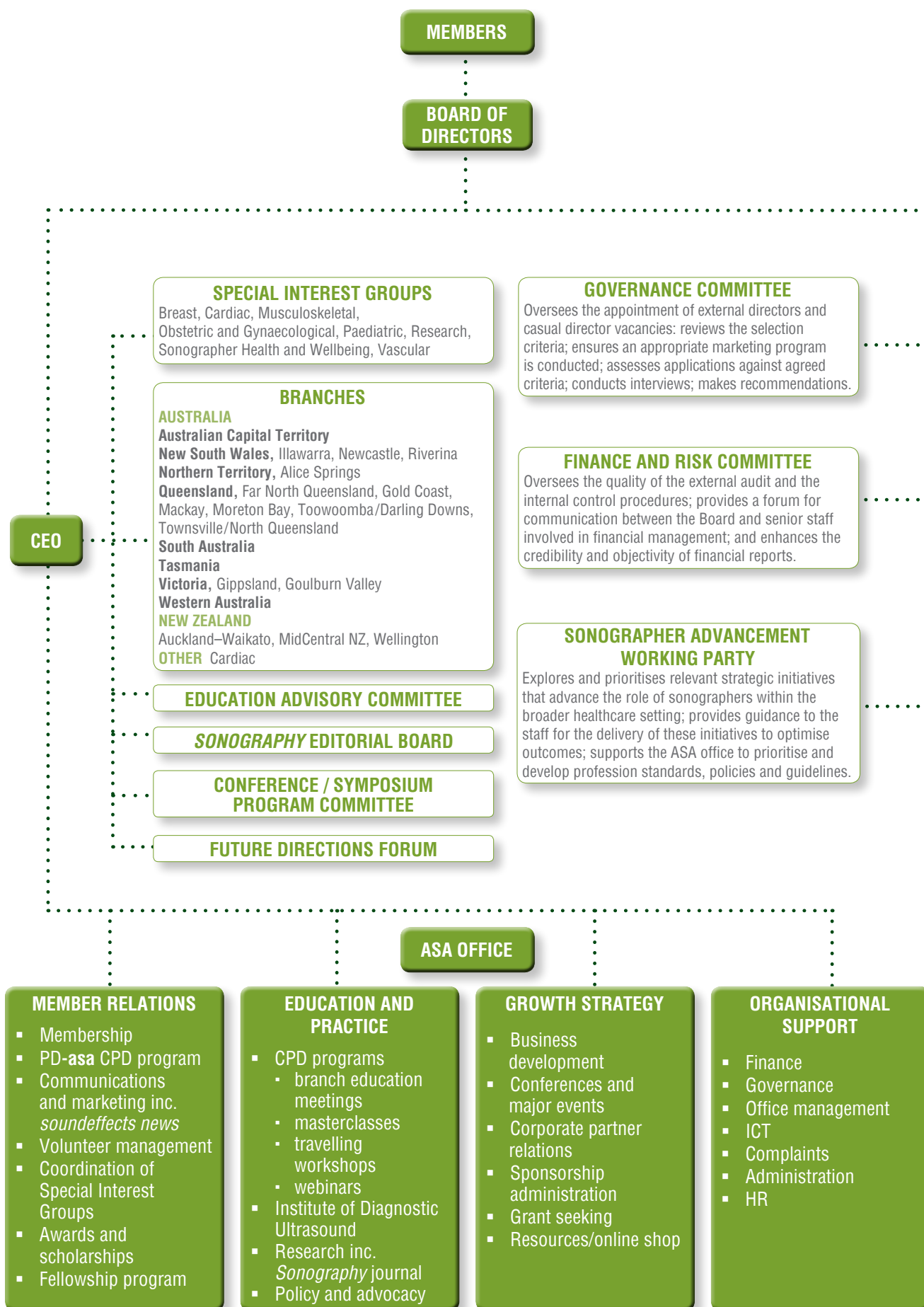
- Regular and timely e-communications, including *e-mode*, *What's on*, PD-**asa** Alert and Branch education meeting notifications.
- Increased member engagement through the ASA's social media channels: Facebook, LinkedIn and Twitter.
- *Sonography* journal's growing international readership; 8000 article downloads in 2015; average number of downloads per article 149.
- Launch of the *Sonography* IOS app, providing readers with convenient and easy access to the journal and immediate access to new content.
- Increased use of the annual international conference app for ASA2016 Melbourne by delegates, sponsors and exhibitors.
- *soundeffects news* – a highly valued component of ASA membership – published quarterly, keeping members updated and informed.
- Responding to topical issues and raising the profile of the profession and the ASA by publishing media releases and providing expert comment.
- Development of a new website and member portal to enhance communication between the ASA and its members.

STRATEGIC INTENT 2015–2020

ASA's purpose: to lead our profession in delivering excellence in sonography for the community

| GOAL | KEY RESULT AREAS |
|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|
| Be a world leader in providing sonographer education and research | Provide a broad range of continuing professional development opportunities tailored to individual needs |
| | Support and promote opportunities for further education in advanced and specialised practice |
| | Influence the quality and availability of entry-to-profession education and support the delivery of clinical training |
| | Establish a 'sonographer practitioner' professional stream |
| | Provide internationally recognised conferences and educational events |
| Promote and advocate the highest possible professional standards | Ensure access to effective complaints processes |
| | Advocate and influence the transition of the profession to a robust regulatory regime |
| | Offer accreditation of practices to ensure the highest quality in patient care |
| | Produce standards and guidelines for quality practice |
| | Ensure research is undertaken to provide an evidence base that supports the development of the profession |
| | Engage members with specialist expertise to provide advice that supports excellence in sonography |
| Enhance the role of the profession as the registered experts in medical sonography | Define the standards for core, advanced, enhanced scope and point-of-care ultrasound |
| | Provide independent, articulate and highly visible advocacy on policy issues for the profession |
| | Actively engage with relevant industry partners, governments and stakeholders in support of the profession |
| | Recognise sonographers as the principal registered providers of diagnostic sonography |
| | Expand the role of the ASA as the peak body and leading voice for sonographers and the profession |
| Provide exceptional member value | Ensure timely and effective communication through a variety of media |
| | Recognise and reward outstanding achievement in sonography |
| | Seek new and innovative benefits to maximise member value |
| | Increase the member base to strengthen our position as the peak body |
| | Support members in achieving CPD requirements |
| | Provide comprehensive professional insurance at a competitive rate |
| | Recognise advanced professional development |
| Deliver organisational excellence as a professional association | Sustain a superior performance culture that exceeds the expectations of stakeholders |
| | Employ people with the right skills and implement systems and processes to achieve the organisation's purpose |
| | Demonstrate excellence in fulfilling our governance obligations |
| | Ensure stewardship of member funds and financial sustainability |

ASA ORGANISATION CHART







GOVERNANCE

The ASA's organisational structure includes a voluntary Board of Directors, around 25 volunteer committees focused on key areas of our business, as well as skilled staff located at the ASA's office in Melbourne. The Board of Directors consists of up to seven sonographer members elected by members and up to three external Directors with complementary skill sets who are appointed by the Board. [See page 11](#) for details.

The Board has three formal sub-committees:

Governance Committee

This committee oversees the appointment of external directors and casual director vacancies, including: reviewing the selection criteria; ensuring an appropriate marketing program is conducted; assessing applications against agreed criteria; conducting interviews; and making recommendations to the Board.

Finance and Risk Committee

This committee oversees the quality of the external audit and the internal control procedures, provides a forum for communication between the Board and senior staff involved in financial management, and enhances the credibility and objectivity of financial reports.

Sonographer Advancement Working Party

This committee explores and prioritises relevant strategic initiatives that advance the role of sonographers within the broader healthcare setting; provides guidance to the staff for the delivery of these initiatives to optimise outcomes; and supports the ASA office to prioritise and develop profession standards, policies and guidelines.

The Board is also supported by several other committees:

- **Future Directions Forum** – provides guidance on the development and implementation of the Strategic Intent.

- **Branch Education Committees** – responsible for the local connection to our members, they deliver education and networking opportunities and provide feedback on local issues of interest or concern to the profession. See list next page.
- **Special Interest Group (SIG) Committees** – provide an integral link to the disciplines of sonography and other key aspects, including research and sonographer health and wellbeing. See list next page.
- **Education Advisory Committee** – established in late 2014, this committee oversees current initiatives and recommends new ideas to provide high-quality continuing professional development and education services to members.

Meetings of Directors 2015/16

The table below summarises the number of meetings of the company's Board of Directors and of each Board committee held during the year ended 30 June 2016, and the number of meetings attended by each Director.

| | Board | | Finance and Risk Committee | |
|--------------------|----------|------|----------------------------|------|
| | Attended | Held | Attended | Held |
| Jennifer Alphonse | 5 | 5 | | |
| Erika Cavanagh | 5 | 5 | | |
| Sarah Colley | 5 | 5 | 5 | 5 |
| Anthony Forshaw | 5 | 5 | 4 | 5 |
| Stephen Mackintosh | 5 | 5 | 2 | 5 |
| Silvano Palladino | 5 | 5 | 1 | 5 |
| Tony Parmiter | 5 | 5 | | |
| Ann Quinton | 5 | 5 | 2 | 5 |
| Lars Schiphorst | 5 | 5 | 5 | 5 |

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

Branch Education Committees

This year, the Branch Education Committees, comprising more than 120 members, again made a significant contribution to sonographer education in Australia and New Zealand, meeting the needs of their local sonographer communities. [See page 21](#) for a detailed report.

ASA Branch Education Committees 2015/16

Australia:

- Alice Springs
- Australian Capital Territory
- Cardiac
- Darling Downs
- Far North Queensland
- Gippsland
- Gold Coast
- Goulburn Valley
- Illawarra
- Mackay
- Moreton Bay
- Newcastle
- New South Wales
- North Queensland
- Northern Territory
- Queensland
- Riverina
- South Australia
- Tasmania
- Victoria
- Western Australia

New Zealand:

- Auckland-Waikato
- MidCentral NZ
- Wellington

Education Advisory Committee (EAC)

The EAC provided advice and support for PD-**asa** and the free CPD program (webinars, travelling workshops, masterclasses) that we delivered, and supported the conference and SIG planning committees. The EAC has developed assessment guidelines for the delivery of

high-quality presentations and they applied these to each event, ensuring that the education events we deliver are appropriate, well referenced and of an excellent standard.

Special Interest Group Committees

This year, the ASA's Special Interest Group Committees worked hard with ASA staff in the planning, development, access and dissemination of information. They continued to: provide advice to the ASA on issues relevant to their speciality; work with the ASA to tailor benefits to grow the membership base; and provide members of the groups with professional development and networking opportunities.

ASA Special Interest Group (SIG) Committees 2015/16

- Breast SIG Committee
- Cardiac SIG Committee
- Musculoskeletal SIG Committee
- Obstetric and Gynaecological SIG Committee
- Paediatric SIG Committee
- Vascular SIG Committee
- Research SIG Committee
- Sonographer Health & Wellbeing SIG Committee

Conference/symposium program committees

The ASA planned and delivered two successful major education events this year: the ASA's 11th annual Special Interest Group symposium in Sydney and the ASA's 23rd annual international conference in Melbourne. Thanks go to the members of the two organising committees – SIG2015 Sydney Convening Committee and ASA2016 Melbourne Convening Committee – for all their dedication and hard work. [See pages 24–5](#) for more details.

Representation on external committees

Participation on key industry and government groups enables the ASA to appropriately and effectively communicate sonographers' interests and issues. This year the ASA continued to provide this representation on a number of committees and working parties. [See page 13](#) for details.

Thank you!

The ASA thanks all the committee members for their hard work, support and commitment during the last 12 months. They have contributed to the professional development and other services available to our members and are vital to ensuring that the sonography profession in Australia and New Zealand continues to evolve.

BOARD OF DIRECTORS 2015/16



Tony Forshaw, President

Tony Forshaw was appointed as a Director in 2014 and President in November 2015. He is the course coordinator for the Graduate Diploma in Cardiac Ultrasound at QUT and also maintains a clinical role at Hearts 1st in Brisbane. Tony is the founder of the Echo.Guru education website. Tony is an

active volunteer for the ASA contributing to the Cardiac Special Interest Group and the Sonographer Advancement Working Party.



Tony Parmiter, Vice President

Tony Parmiter was appointed as a Director in May 2013 and Vice President in November 2015. Tony is presently the Senior Specialist Sonographer at Repat Radiology, Repatriation General Hospital in Adelaide and has spent time volunteering previously for the ASA as a sub-

editor on the **soundeffects** committee.



Dr Jennifer Alphonse, Director

Dr Jennifer Alphonse is a general sonographer, working in ultrasound for over 20 years and specialising in O&G for the past 12 years. Jennifer graduated from The University of Sydney with a Post Graduate Diploma (Ultrasound), Bachelor Applied Sciences (Nuclear Medicine) and in

2015 with a PhD. Her thesis titled 'frontomaxillary facial angle in early pregnancy' contained five peer-reviewed published papers. Jennifer supports continuing education and has a keen interest in research, holding a position at UNSW as a research sonographer and a clinical sonographer in the private sector. Jennifer is a member of several ASA ultrasound committees, including the O&G Special Interest Group, Education Advisory Committee and Future Directions Forum. She is also a reviewer of O&G manuscripts for international journals.



Erika Cavanagh, Director

Erika Cavanagh was appointed as a Director in 2014. She was previously the Chief Sonographer at the Royal Prince Alfred Hospital in Sydney for 9 years, but has recently moved to Brisbane and taken up a position as a senior sonographer in the Maternal Fetal Medicine Department at the Gold

Coast University Hospital. Erika has been an active member since 2002, volunteering on several committees including the NSW Branch Committee and the Sonographer Advancement Working Party. Erika has a very keen interest in sonographer education and advanced practice, and is currently studying a Master of Sonography at the University of South Australia.



Sarah Colley, Director

Sarah Colley was appointed as a Director in September 2013 and served as Vice President from July 2014 to November 2015. She gained her DMU in the 1980s and entered the world of private radiology in Sydney. Sarah was involved in the establishment of the ultrasound postgraduate

qualification at Sydney University. She then worked with Toshiba for 19 years and later at Sydney University. Sarah holds an Honorary Associate position for ultrasound teaching of medical students and works for Siemens Healthcare in an Applications role.



Steve Mackintosh, Director

Steve Mackintosh works for Pacific Radiology in Palmerston North as a Senior Sonographer and MRI Unit Charge. He is studying towards a Master of Health Science through Auckland University. Steve is the first New Zealand member to be appointed as a Director to the ASA Board (2014).

He has strongly supported the ASA's expansion into New Zealand and is providing a Kiwi voice on the ASA Board of Directors.



Silvano Palladino, External Director

Silvano Palladino is currently the Executive Director of PathWest Laboratory Medicine WA and was appointed to the ASA Board in April 2015. He has a strong interest in the professional and workforce matters affecting the health

sector and is involved with various professional and government bodies tasked with these issues. Silvano is a Foundation Fellow of the Royal College of Pathologists of Australasia's Faculty of Science and was a member of the Faculty's Foundation Committee responsible for the establishment of the Faculty and its Fellowship program. He is currently an Adjunct Associate Professor in the University of Western Australia's Faculty of Medicine.



Dr Ann Quinton, Director

Dr Ann Quinton is an Associate Professor at the School of Medical and Applied Science, CQUniversity; an Honorary Associate Professor with the University of Sydney, Sydney Medical School; and a Senior Research Sonographer at The Nepean Centre for Perinatal Care (Nepean

Hospital, Penrith, NSW Health) working in maternal fetal medicine units for 15 years. Ann joined the ASA Board as a Director and member of the Finance and Risk Committee in mid-2012 and served as President from July 2014 to November 2015.



Lars Schiphorst, External Director

Lars Schiphorst was appointed in early 2011 as the ASA's first External Director. Lars is a member of the Governance Committee and is Chair of the Finance and Risk Committee. As a management consultant he has worked in a wide variety of

industry sectors ranging from financial services to government and not-for-profit to resources in both Australia and overseas. He is also Deputy Chair at Link Community Transport, and a Director at Bentleigh Bayside Community Health and at Building4Business Pty Ltd.



DELEGATE HANDBOOK

EXCELLENCE IN SONOGRAPHY

ASA2016 MELBOURNE

THE 25th ANNUAL INTERNATIONAL CONFERENCE OF THE AUSTRALASIAN SONOGRAPHY ASSOCIATION
 18-19 MAY 2016

PHILIPS **SIEMENS** **TOSHIBA**

asa
 180 Main St
 Sydney NSW
 Australia
 T +61 2 9550 0000
 F +61 2 9550 1200
 www.asa.org.au

asa
ASA2016 MELBOURNE
 Saturday / Sunday
 Delegate

the peak body for sonographers
 the peak body for sonographers
 the peak body for sonographers

POLICY AND ADVOCACY

As the peak body and leading voice for sonographers in Australia and New Zealand, ASA-led policy and advocacy plays a vital role in promoting and advocating best practice in medical sonography. This assures the provision of safe and quality services to our communities and active engagement of key industry partners, governments and stakeholders for broad recognition of sonographers as the experts in medical sonography and in support of our profession.

In this period, directed by the member-informed *ASA Strategic Intent 2015–2020*, ASA's Policy and Advocacy focused on the areas of: best practice; raising the profile of the profession; regulation; workforce; research; and extended scope of practice. As always this work was supported by the Sonographer Advancement Working Party, ASA's sub-committee to the Board of Directors, which focuses on industry and strategic issues.

Best practice

To ensure all sonographers have the capacity and commitment to deliver high quality medical sonographic services to Australian and New Zealand communities, the ASA produces and maintains evidence based standards and practice guidelines in response to identified needs of the profession. In this period the ASA released three new practice guidelines:

- *A sonographer's guide to clinical supervision*. November 2015
- *Intimate examinations, consent and chaperones*. December 2015
- *Veins of the lower limb*. December 2015 (Fast Fact on standardised nomenclature)

In addition to the release of new documents, the ASA has developed and established a new framework for producing and reviewing these practice guidelines. Modelled on the gold standard processes used by the National Health and Medical Research Council, this new framework ensures a consistent, robust, and evidence-based approach in ASA's continued provision of quality sonographer practice guidelines.

As always, the ASA actively engages with industry in the development of these practice guidelines. In this period we especially thank the Victorian Department of Health and Human Services for their support in the production of *A sonographer's guide to clinical supervision*; and the Royal Australian and New Zealand College of Radiologists and the Australian Society for Medical Imaging and Radiation Therapy (formerly AIR) who provided valuable input in producing the *Intimate examinations, consent and chaperones* guideline.

Raising the profile of the profession

Raising and maintaining the profile of the sonography profession is essential for making our voice heard by policy makers and creating opportunities to be involved in consultation processes and promotions.

Participation in key industry and government groups enables the ASA to appropriately and effectively communicate sonographers' interests and issues. This year the ASA continued to provide this representation on a number of committees and working parties including:

- ASAR Stakeholder Advisory Committee
- Peak Imaging Coalition
- Diagnostic Imaging Advisory Committee
- RANZCOG Nuchal Translucency Committee
- Allied Health Professions Australia
- National Alliance of Self Regulating Health Professions

In this period the ASA also supported several innovative initiatives that raised the profile of the profession amongst the community and across other health professions. Key highlights were a published feature article on sonography in the NSW HSU's member magazine, titled 'A unique view: the world of sonography'; articles in other publications recognising recipients of the ASA's Awards of Excellence; and a profession profile piece in *The Age* newspaper. These are simple measures that greatly increase the profile of sonographers with other health professionals and the broader community.

Regulation

The ASA has a clear remit to advocate and influence the transition of the profession to a robust regulatory regime in Australia. The ASA advocates for this with the aim that any change simplifies administration and is delivered for sonographers at the lowest possible cost.

National Registration and Accreditation Scheme

The ASA was disappointed by the 2015 outcomes of the review of the National Registration and Accreditation Scheme (NRAS) and indication from Australian governments that they will not include any additional professions under NRAS at this time. Despite this, in 2016 the ASA partnered with the Australasian Society for Ultrasound in Medicine and other key industry representatives, to begin a new process advocating for the inclusion of sonography to the existing NRAS structure. This submission will be delivered to the Australian Government in late 2016.

National Alliance of Self Regulating Health Professions

In this period the ASA has been the Chair of the National Alliance of Self Regulating Health Professions (NASRHP). Significant progress has now been made in establishing an independent entity to recognise peak profession regulation of their own professions: for sonography to be a recognised self-regulating profession.

Having finalised the framework and standards for this model that have been under development since 2014, NASRHP secured support from the Commonwealth Department of Health to implement this model for self-regulating health professions. This will provide a formal regulation structure for health professions outside NRAS that provides recognition of qualifications, minimum entry standards, assurance of practice standards, and adherence to the National Code of Conduct for Healthcare Workers.

In New Zealand, the ASA contributed to the Medical Radiation Technologists Board's regulatory work through submissions and direct consultation advocating for good profession standards following the release of a paper on key findings from the 2014 Scopes of Practice

Review. The ASA remains closely involved in continuing work on reviewing competencies and the possible implementation of a non-practising certificate for New Zealand sonographers.

Sonographer workforce

The ASA collaborates and provides input on work to address issues of workforce sustainability, with a shortage of sonographers in Australasia being a significant ongoing issue.

This year the ASA supported the Victorian Government in two key initiatives: a Victorian sonographer workforce analysis and report; and the Victorian Sonographer Working Group. The working group examined issues in sonographer education and retention across Victoria, and proposed a number of options for future processes and policy that may improve sonographer training and career progression. This group has now concluded and its proposals are being considered by the Victorian Government, with the report to be released early in the next period.

Across the year ASA has also been working closely with the Australian Department of Health to develop a national profile of the sonographer workforce. This collaboration is combining all data currently available on the sonography profession which, along with other key pieces of work, will inform future initiatives in support of the sustainability of the profession.

Research

The ASA supports quality research that contributes to the profession's body of knowledge. This includes research into sonography best practice, the workforce, and new applications and techniques.

This year has seen several innovative initiatives, both trialled and implemented, in support of sonographer research, much of which has been led by the members of the Research Special Interest Group (Research SIG). In October, the ASA held its first online Journal Club through the Sonographer Research Discussion Forum established in the previous period. Facilitated by the ASA's Research Special Interest Group (SIG), this was well received, however, highlighted the need for the ASA to update its technological resources to support discussion in future online Journal Clubs.

Also led by the Research SIG, the ASA's international peer-reviewed journal *Sonography* now includes a commentary which considers a piece of contemporary research and reflects on the strength of the research and possible relevance for sonographer practice.

This year the ASA also provided support to a number of national and international research activities which will contribute to the profession's body of knowledge and best practice, including:

- the WFUMB International Infection Control survey, the outcomes of which will inform development of international guidelines
- Australian research into sonographers' perceptions on the impact of 'distractors' on the performance of obstetric ultrasound
- South Australian research into the knowledge, attitudes and practices of sonographers regarding ultrasound safety.

Extended scope of practice

With increasing demands being made on Australian and New Zealand health services, the health sector needs to work together to identify evidence-based solutions that support improved access for our patients, while ensuring patient safety and high-quality health outcomes. There are a number of situations where extending sonographers' scope of practice is an innovative solution to increasing demands on the healthcare systems in Australia and New Zealand, and ASA is committed to ensuring that all sonographers have the capacity and are supported to practise to the full extent of their clinical abilities.

In this period the ASA was represented at the National Allied Health Conference in November 2015, providing a sonography perspective on the future of allied health at a pre-conference workshop. Extended scope of practice was a significant discussion topic.

One example of extended scope of practice for sonographers successfully employed overseas is sonographers performing low-risk, ultrasound-guided musculoskeletal (MSK) injections. In 2016, in conjunction with the University of Essex (UK), the ASA launched its Postgraduate Certificate in Ultrasound Guided MSK Interventions in support of this extended scope of sonographer practice across Australasia.



The ASA is the largest professional association that solely represents sonographers in Australia and New Zealand, catering for the diverse needs, interests and expectations of our 4700+ members.

MEMBERSHIP REPORT

The ASA is the largest professional association that solely represents sonographers in Australia and New Zealand. We are here to advance the sonography profession and to support our members.

This year we have seen continued and steady membership growth, along with outstanding retention rates and active participation by our corporate members.

Ensuring our members have access to value-for-money opportunities and products that support the professionalism and continued development of sonographers is one of the ASA's founding principles.

This year, to recognise the experience and professional excellence of ASA members, we introduced a new Fellowship sub-category of membership. The Fellowship program is an important step towards advanced practice for sonographers.

Our members are essential to the sustainability and growth of the profession and the ASA. We are always looking for ways to increase the value of ASA membership through advocacy, education and member services. Into the future, we will continue to improve our services as well as pursue innovative ways to advance the profession.

Membership at a glance

Figures as at 30 June 2016



4775 MEMBERS

41

AVERAGE AGE



9% GROWTH IN
TOTAL MEMBERSHIP



61.5% GROWTH IN
NEW ZEALAND MEMBERSHIP



77.6%

22.4%

MEMBER GENDER



RETENTION OF EXISTING
MEMBERS



Where our members come from



Member profile

| Member categories | |
|-------------------|------|
| Ordinary | 3939 |
| Student | 732 |
| Supporting | 40 |
| Corporate | 30 |
| Overseas | 14 |
| Other | 20 |

| What our members practise | |
|---------------------------|------|
| General | 4169 |
| Obstetric | 2894 |
| MSK | 2570 |
| Vascular | 2511 |
| Breast | 2501 |
| Cerebrovascular | 639 |
| Cardiac | 406 |
| Transcranial | 364 |



Member benefits

Our 4,700+ valued members have access to a wide range of networking and learning opportunities and exclusive member benefits.

Education and events

The ASA offers a comprehensive education and events program designed by members for members, tailored specifically to meet the unique challenges of medical sonographers. More than 100 events and educational activities are offered free of charge to members as part of our ongoing commitment to continuing professional development.

Tailored insurance

The ASA offers an insurance policy that covers all the essentials, including professional, public and product liability, plus worldwide cover and legal assistance.

CPD program (PD-asa)

The ASA's CPD program is specifically tailored for sonographers and a free and exclusive benefit to ASA members to reduce the administrative burden of managing CPD points manually.

Advocacy and representation

The ASA is the recognised voice for the sonography profession in Australasia, promoting and representing the profession to government, industry stakeholders, education providers and the public. The ASA plays a vital role in advancing recognition of the sonography profession and, in their function as expert providers of medical diagnostic ultrasound, the important role of sonographers in healthcare.

Information and resources

Members are kept informed on all issues affecting sonography through a growing range of web-based services, e-communications, quarterly newsletter, and scientific peer-reviewed journal.

EBSCO

The ASA's online reference collection is provided through EBSCO, giving ASA members free access to thousands of premium allied health and medical journals, ultrasound images and interactive media.

Fellowship program

Fellowship is a new sub-category of membership to the ASA, preceded by a period of Associate Fellowship. Becoming a Fellow is recognition of a member's significant contribution to the sonography profession and the ASA.

Professional recognition

The ASA honours outstanding achievement in sonography through the ASA Awards of Excellence program, and offers a range of scholarships, grants and prizes to members.

Professional certification

With an ASA member logo, members can demonstrate that they belong to a dynamic professional association. It serves as a powerful statement to peers, employers, regulators and patients about their commitment to clinical and professional excellence.

Social media

We engage regularly with our members and followers on Facebook, Twitter and LinkedIn, sharing local and global content that is important, timely and interesting.



PROFESSIONAL RECOGNITION

ASA Awards of Excellence

As the peak body and leading voice for sonographers, the ASA is committed to rewarding excellence and best practice in sonography.

The ASA's annual Awards of Excellence program honours sonographers who have shown exceptional commitment to progressing the profession. These prestigious awards offer a unique opportunity to recognise, celebrate and honour the important role of sonographers in the healthcare sector.

Once again, there were many outstanding contributions from the sonography profession for 2015/16. We were proud to celebrate the work and achievements of all nominees and winners. Awards were presented at the ASA Awards of Excellence Breakfast and ASA Gala Dinner during ASA2016 Melbourne, May 2016.

We congratulate all of the ASA Awards of Excellence recipients and thank the nominators and adjudication committee for their efforts and support to ensure the ongoing success of the Awards of Excellence program.

Kerry Thoirs – Sonographer of the Year 2016

Associate Professor Kerry Thoirs from the University of South Australia was awarded the ASA's highest award, Sonographer of the Year – The Pru Pratten Memorial Award, as well as Researcher of the Year.

Kerry's role as Associate Head of School (Academic) in the School of Health Sciences involves oversight of the academic quality of undergraduate and postgraduate allied health and medical radiation programs, in addition to teaching in the postgraduate medical sonography program and research activities.

Kerry's research is centred around supervision of student projects and investigating best practice in teaching and learning, particularly in medical sonography. This stems from a passion to increase awareness of research and evidence-based practice in sonographers and sonography education.

Kerry has published over 30 publications in national and international peer reviewed journals, and makes regular contributions to the ASA's international conferences and *Sonography* journal. She is also an active member of the International Centre of Allied Health Evidence research group at the University of South Australia.

"To gain this recognition from my peers is really the pinnacle of my professional career. It is also very poignant for me as it evokes memories of Pru Pratten, whom the Sonographer of the Year award distinguishes. Pru was a South Australian sonographer, whose impact on Australian sonographers and their practice should always be remembered." – Kerry Thoirs

2016 award recipients

Sonographer of the Year – The Pru Pratten Memorial Award / Researcher of the Year

Kerry Thoirs

Sonographer of the Year – New Zealand

Jill Muirhead

Sonographer of the Year – Queensland

Donna Traves

Sonographer of the Year – New South Wales

Jennifer Alphonse

Sonographer of the Year – South Australia

Gary McCulloch

Sonographer of the Year – Victoria

Diane Jackson

Sonographer of the Year – Western Australia

Sandra O'Hara

ASA Volunteer of the Year

Tracey Taylor

Mentor of the Year

Rebecca Cooper

Educator of the Year

Carolynne Cormack

Workplace of the Year

St Vincent's Hospital Sydney – Ultrasound Department

There were no nominations for Sonographer of the Year – Tasmania / Northern Territory / Australian Capital Territory

Photo: The 2016 ASA Awards of Excellence recipients with guest speaker Adam Elliot (far left) and ASA President Tony Forshaw (far right).



ASA Student Awards

The ASA actively develops and supports the sonography workforce. As part of our commitment to sonographer education, the ASA works in partnership with universities to recognise and reward student excellence.

Winners of the ASA Student Awards for 2015:

Glen Andrews

QUT Cardiac

Abigail Ferris

University of Auckland

Kimberly Hui

UniSA

David Lowe

QUT General

Vivien Ng

CQU

Ian Schroen

Monash University

Rural and Remote Sonographer Scholarships

The ASA is committed to supporting sonographers living and working in rural and remote areas. Our Rural and Remote Sonographer Scholarships provide financial assistance for up to three ASA members towards attendance at the ASA's annual international conference.

The 2015 scholarship winners were:

- Sonya Harland
- Simon O'Brien
- Brian Richards

Annual International Conference Awards

Our annual international conference provides sonographers with a fantastic opportunity to present to their peers. Awards are offered to encourage and celebrate excellent contributions to the profession.

The 2016 conference award winners were:

Best clinical presentation

Stephen Bird

Best research presentation

Ian Schroen

Best poster/case report

Tristan Reddan

Best first-time presenter/student paper

Melati Ali

Best overall presentation

Tina Cullen

Photo: Brian Richards, one of three recipients of the Rural and Remote Sonographer Scholarship



Quality education, training and continuing professional development is vital to support a sustainable, quality workforce and the further advancement of the sonography profession, as well as to enhance the community's access to quality sonographic services.

EDUCATION AND PROFESSIONAL DEVELOPMENT

The ASA is committed to providing and influencing quality academic and clinical education by improving access to relevant and varied continuing professional development (CPD) opportunities for sonographers in Australia and New Zealand.

In 2015/16 we delivered a diverse range of high-quality CPD activities, many of which are delivered free of charge to members, including branch education meetings, live and recorded **asawebinars**, masterclasses and travelling workshops. Free CPD for 100+ ASA activities, introduced in July 2015, is an exclusive and highly valued benefit of a membership with the ASA and has largely been made possible thanks to the support of our corporate partners Philips in the delivery of **asawebinars**, and Siemens and GE Healthcare for sponsoring our travelling workshops. Corporate partners also continue to support our branch education meetings.

PD-**asa**, the CPD program of the ASA, also went from strength to strength this year. Specifically tailored for sonographers, it is a free and exclusive benefit to ASA members to help them capture their CPD activity. [See page 22](#) for more.

Postgraduate certificate in MSK interventions

Sonographer education is a priority for the ASA, including opportunities for further education in advanced and extended practice. Offered for the first time in 2016 by the ASA in conjunction with the University of Essex, UK, the Postgraduate Certificate in Ultrasound-Guided MSK Interventions was designed for sonographers with experience in MSK scanning who are interested in formal training in ultrasound-guided injection therapy. The course included theoretical and practical components, combining online and face-to-face teaching with clinical supervision in the workplace.

In March 2016 the ASA and Essex teams came together with the first group of MSK sonographers to enrol in this new qualification in Melbourne to participate in the face-to-face module of the course.

Enhancing sonographer practice through this type of training not only aligns with the ASA strategic intent, but also with a practice model that is both desirable and potentially beneficial for Australia and New Zealand. We hope to offer the certificate program again in 2017.

Institute of Diagnostic Ultrasound

This year we have continued to work hard on establishing an Institute of Diagnostic Ultrasound, which will take the ASA in a new direction and offer invaluable benefits to our members, the profession and the community. The institute will address the urgent need for advanced educational programs for sonographers and create a base for an international collaborative research network. It will go a long way to progressing our strategic goal of being a world leader in providing sonographer education and research.

Special Interest Group symposium

With a focus on the *Challenges for sonographers with the increasing BMI of the Australasian population*, SIG2015 Sydney in September 2015 provided an exciting and comprehensive event program covering four streams – obstetrics and gynaecology, musculoskeletal, vascular and abdominal. The ASA developed the annual Special Interest Group symposium in response to the need for cutting-edge professional development for sonographers with special interests and those well established in their careers. [See page 24](#) for more details.

Annual international conference

With more than 1,300 delegates in attendance, ASA2016 Melbourne in May 2016 was a huge success, delivering on its promise of excellence. Our annual international conference offers a broad range of presentations aimed at all levels of sonographers and the unique opportunity to find out the latest developments in sonography and learn from international guest speakers. This year a record number of proffered papers and ePosters were in the program. [See page 25](#) for more details.

Live asawebinars

At the ASA we recognise the importance of accessible and high-quality continuing professional development to ensure excellence in sonography practice. Our live asawebinars extend the reach of training to all members, no matter their location. They are delivered by highly experienced subject matter experts and specifically designed to address the educational needs of sonographers.

These live and on-demand webinars offer members an easy and flexible way to learn, enabling them to balance work and home commitments. In this way, the ASA is helping members to meet the challenges of maintaining best practice and achieving their mandatory CPD requirements.

In 2015/16 a combined total of 8703 members and non-members participated in 12 informative live asawebinars, all from different locations around Australia and New Zealand.

We thank all our presenters for their commitment and dedication this year to the asawebinar program.

Masterclasses

ASA masterclasses are designed for sonographers to address the daily non-clinical challenges faced in the workplace. They are practical sessions that can be used to assist sonographers with patient interaction, management and leadership aspects of their roles.

This year we successfully trialled a new approach for our non-clinical masterclasses – running them on Saturdays throughout the year instead of on Thursdays prior to our annual international conference. We listened to feedback from our members who said that it was difficult to get the extra leave at a time when hospitals and practices have competing requests for leave. In 2015/16 we ran masterclasses in Melbourne and Sydney, with strong attendances and positive feedback about the topics and presenters.

Travelling workshops

The ASA's travelling workshops promote best practice in sonography by providing continuing education and a forum for communication for sonographers in small cities, rural and regional locations across Australia and New Zealand. Designed and presented by experienced sonographers, these interactive workshops include hands-on presentations and live scanning demonstrations.

The success of the workshops is due to the dedication of the travelling educators who travel the length and breadth of Australia and New Zealand to educate their peers, as well as the local organisers who do an enormous amount of work to plan and deliver each event. We thank and acknowledge their commitment and dedication this year to the travelling workshop series.

In 2015/16 we provided a series of 15 workshops that were delivered across Australia and in New Zealand to 380 attendees. The workshops covered five streams: abdominal (including renal), obstetrics and gynaecology (including fetal heart), musculoskeletal, paediatric, cardiac and vascular.

Feedback from delegates was very positive – they consistently rate the educational value, format, interactivity and content as very high, and value the opportunity to attend local education events.

Branch education

We are pleased to report that 2015/16 was another successful year for the ASA branch network, which provided 73 education meetings with 2142 attendances.

This year we were excited to welcome three new branches: Newcastle (NSW), MidCentral (NZ) and Cardiac. These branches are flourishing and playing an important role in the ASA. There are now 24 branches spread across Australia and New Zealand.

We are justifiably proud of our extensive network of branches and the commitment of committee members who volunteer their time and expertise to provide quality education to meet the needs of their local sonographer communities.

The ASA's commitment to rural and remote sonographers is demonstrated not only by the delivery of travelling workshops across Australia and New Zealand but also by the support provided to regional branches across Australia, which delivered more than 32 education meetings (398 attendances) this year. The regional branch committees have particular challenges in providing education meetings locally, so their dedication is especially appreciated.

The significant contribution of the ASA branches to sonographer education in Australia and New Zealand would not be possible without the support and commitment of over 148 committee members. The value to a profession of an active association membership cannot be underestimated and ASA members have demonstrated their professional commitment to involvement in a wide range of activities extending beyond the branches.

Total branch meetings/attendances

| | Branch | No. of meetings | Attendances |
|-------------|---------------------------------|-----------------|-------------|
| Australia | ACT | 5 | 142 |
| | Alice Springs | – | – |
| | Darling Downs/Toowoomba | 7 | 48 |
| | Far North Queensland | 5 | 65 |
| | Goulburn Valley | – | – |
| | Gippsland | – | – |
| | Gold Coast | 3 | 54 |
| | Illawarra | 2 | 47 |
| | Mackay | 3 | 38 |
| | Moreton Bay | 1 | 17 |
| | Newcastle | 2 | 128 |
| | New South Wales | 4 | 170 |
| | Northern Territory | 5 | 107 |
| | North Queensland/ Townsville | 2 | 29 |
| | Queensland | 9 | 365 |
| | Riverina | 3 | 30 |
| | South Australia | 4 | 113 |
| | Tasmania | 1 | 19 |
| | Victoria | 6 | 444 |
| | Western Australia | 4 | 184 |
| | SUB TOTAL | 66 | 2000 |
| New Zealand | Auckland-Waikato | 2 | 71 |
| | MidCentral NZ | 2 | 41 |
| | Wellington | 3 | 30 |
| | SUB TOTAL | 7 | 142 |
| | TOTAL | 73 | 2142 |

PD-asa – the CPD program of the ASA

PD-asa is the CPD program of the ASA. It is specifically tailored for sonographers and a free and exclusive benefit to ASA members to help them capture their CPD activity. PD-asa is ISO9001:2008 quality certified and an approved CPD program provider with the Australian Sonographer Accreditation Registry (ASAR) and New Zealand Medical Radiation Technologists Board (NZMRTB).

The program benefits include automatic logging of CPD points for all ASA activities, personalised service from a dedicated Program Coordinator, and a regular e-newsletter to keep participants updated about CPD opportunities. Participants can review their CPD history to ensure they are meeting professional goals and requirements.

This year, the number of ASA members participating in PD-asa continued to increase:

- 1,715 members were enrolled at 30 June 2015, increasing to 1,963 at 30 June 2016 – an increase of 14%.

Also worth noting:

- 18% of participants completed their triennium and 99% fulfilled the PD-asa and ASAR requirements.

Our annual satisfaction survey showed that a significant percentage of PD-asa participants have a positive experience with ASA's CPD activities, the PD-asa system/database, the auditing process and the Program Coordinator.

The majority of participants surveyed said that they find the monthly PD-asa Alert and the quarterly PD-asa Report in *soundeffects news* helpful.

Into the future we will explore how we can support a faster and easier process for participants to log non-ASA CPD activities. We will continue to benchmark CPD against like professions and support our members in rural and remote communities, as well as continue to highlight the value and benefits of the PD-asa program.

ISO certification for PD-asa

ISO 9001:2008 specifies the requirements for a Quality Management System where an organisation:



1. needs to demonstrate its ability to consistently provide product that meets customer and applicable statutory and regulatory requirements
2. aims to enhance customer satisfaction through the effective application of the system, including processes for continual improvement of the system and the assurance of conformity to customer and applicable statutory and regulatory requirements.

During 2015 the ASA underwent extensive internal and external audit processes to secure ISO 9001:2008 Certification for PD-asa, the ASA's CPD program for sonographers. Our management systems were examined and were deemed to meet the requirements in all areas of the ASA's membership organisation for the PD-asa CPD program including customer service, database management and reporting.

ASA's CPD activities

All sonographers must participate in a recognised CPD program in which they demonstrate their commitment to continued improved professional performance. Sonographers can gain valuable CPD points through the ASA's highly regarded and diverse range of high-quality CPD activities:







The talented faculty of presenters included specialist sonographers, medical, surgical and allied health professionals. They provided ample opportunity for delegates to learn from the best.

SIG2015 SYDNEY

Challenges for sonographers with the increasing BMI of the Australasian population

The ASA's annual Special Interest Group symposium was developed in response for cutting-edge professional development for sonographers with special interests and for those well established in their careers. The symposium program is developed by a program committee comprising skilled and experienced sonographers who are committed to developing a high quality program within their discipline.

SIG2015 Sydney, the ASA's 11th Special Interest Group symposium, held from 19–20 September 2015 at the Novotel Sydney Brighton Beach, was an outstanding success. For the first time, the SIG symposium incorporated four speciality streams of sonography – obstetrics and gynaecology, musculoskeletal, vascular and abdominal.

With a focus on the challenges for sonographers with the increasing BMI of the Australasian population, the event provided nearly 400 delegates

with targeted and comprehensive plenary presentations, workshops, panel discussions and networking opportunities.

The talented faculty of presenters included specialist sonographers, medical, surgical and allied health professionals. They provided ample opportunity for delegates to learn from the best.

Platinum sponsors GE Healthcare, Philips, Siemens Healthineers and Toshiba Medical continue to generously support this major event and provide live scanning workshops.

Post-conference surveys of the delegates and exhibitors indicated they were highly satisfied with the conference.

The dedicated and enthusiastic Program Committee contributed greatly to the success of this event: Erika Cavanagh and Christina Farr (abdominal stream); Lisa Hackett (musculoskeletal stream); Jennifer Alphonse and Tracey Taylor (obstetrics and gynaecology stream); Vicki Grayndler and Elizabeth Pluis (vascular stream).

Queenstown, New Zealand, is the host city of our next SIG symposium in September 2016.



The ASA's annual international conference brings sonographers and other allied health professionals the unique opportunity to access the latest technology and scientific advancements in sonography and to network with colleagues from around the world.

ASA2016 MELBOURNE

Excellence in sonography

ASA2016 Melbourne, the ASA's 23rd conference, was held from Friday 13 May to Sunday 15 May 2016 at the Melbourne Convention & Exhibition Centre. With more than 1,300 delegates, it was the largest educational event tailored specifically for sonographers across all disciplines and at all levels in 2016.

The conference delivered on its promise of excellence, with a comprehensive range of topics covering all streams: abdominal, breast, cardiac, musculoskeletal, obstetric, gynaecologic, paediatric, small parts and vascular sonography.

The line-up of international, national and local speakers included three esteemed and leading experts: echocardiographer Cathy West (UK), radiographer Dr Ben Stenberg (UK) and radiology guru Professor Anil Ahuja (Hong Kong).

There were opportunities aplenty for delegates to gain information, insight and practical skills from highly regarded and experienced sonographers in each specific field.

Platinum sponsors GE Healthcare, Philips, Siemens Healthineers and Toshiba Medical continue to generously support this major event and provide live scanning workshops.

Post-conference surveys of the delegates and exhibitors indicated they were highly satisfied with the conference.

We also received very positive feedback from many of our sponsors, presenters and volunteers.

Highlights

- Broad range of presentations aimed at all levels of sonographers.
- Record number of proffered papers and ePosters included in the program.
- The inclusion of non-clinical sessions, which widened the scope of the conference.
- 2-day cardiac program focusing on echocardiography practice and techniques, with presentations from some of the leading lights in the field.
- Comprehensive 1-day program covering the diagnosis, treatment and follow-up of breast cancer.
- Relaxed and informal foundation-level workshops for sonography students.
- ASA Awards of Excellence, including Kerry Thoirs winning Sonographer of the Year – The Pru Pratten Memorial Award.
- Guest speakers Adam Elliot (ASA Awards of Excellence Breakfast) and Waleed Aly (closing plenary).
- Popular social functions and networking opportunities.

The dedicated and enthusiastic Melbourne Program Committee contributed greatly to the success of this event: Faye Temple (Convenor), Margaret Condon (Scientific Coordinator), Emily Connell, Carolynne Cormack, Diane Jackson (Cardiac), Lynne Johnson, Amelia Jones, Jane Keating, Penny Kokkinos, Greg Lammers, Frauke Lever, Resa Lowry, Jenny Parkes, Sharron Stafford, Judy Wills and Steve Zakic.

We are designing a world-class program for next year's ASA annual international conference (ASA2017 Brisbane) at the Brisbane Convention and Exhibition Centre, 2–4 June 2017.



As a self-funded association, the ASA largely relies on membership subscriptions and sponsorship contributions for the continuing professional development activities it offers. In 2015/16, sponsorship contributed 6.7% to the total revenue.

CORPORATE PARTNERS

We value the contribution of our corporate partners and firmly believe their success is our success. For this reason, we support our corporate partners in their initiatives and do everything we can to facilitate their success.

In 2015/16 our corporate partners continued to show their support of the ASA through corporate membership and sponsoring the range of CPD educational activities we offered to our members.

In particular, we would like to thank GE Healthcare, Philips, Siemens Healthineers and Toshiba Medical for their support of our two major events this year – SIG2015 Sydney and ASA2016 Melbourne – as Platinum sponsors.

Without the support of all our corporate partners the ASA would not be able to offer the diverse and highly valued *free* CPD educational activities to members. This offering is made possible thanks to generous support from Philips in the delivery of *asawebinars*, and GE Healthcare and Siemens Healthineers in sponsoring our travelling workshops. In addition, we are grateful for the ongoing support of our corporate partners who continue to support our branch education meetings.

The ASA will continue to nurture its existing corporate partnerships and will actively pursue and develop new relationships.

Corporate Members

Current as of 30 June 2016

| | | | |
|--------------------------------------|-------------------------------|--------------------------------|-------------------------------------|
| Aon Insurance | Fujifilm SonoSite Australasia | Julie Warner Health | Queensland University of Technology |
| Ashmed | GE Healthcare Australia | Lantheus Medical Imaging | Siemens Healthineers |
| Aussie Locums | Global Health Source | Meditron | Sono's Safety in the Workplace |
| Australian School of Medical Imaging | H1 Healthcare | Pacific Radiology Group | Sugarman Group International |
| Bambach Saddle Seat | Healthcare Imaging Services | Perth Cardiovascular Institute | Tognetti Consulting |
| ChoiceOne | Heartwise | Philips Healthcare | Toshiba Medical |
| Coastal Medical Imaging | Horizon Radiology | Qscan Radiology Clinics | |
| CQ University | I-MED Network | Quantum Healthcare | |



SONOGRAPHY JOURNAL

Sonography is the ASA's scientific, educational, peer-reviewed journal. Developed in partnership with Wiley, and launched in September 2014, the journal is part of our commitment to ensure research is undertaken to provide an evidence base that supports the development of the sonography profession.

Sonography is currently free for anyone to access. With both online and print versions, the journal has been made available to all ASA members, as well as the wider international ultrasound community, through the Wiley Online Library.

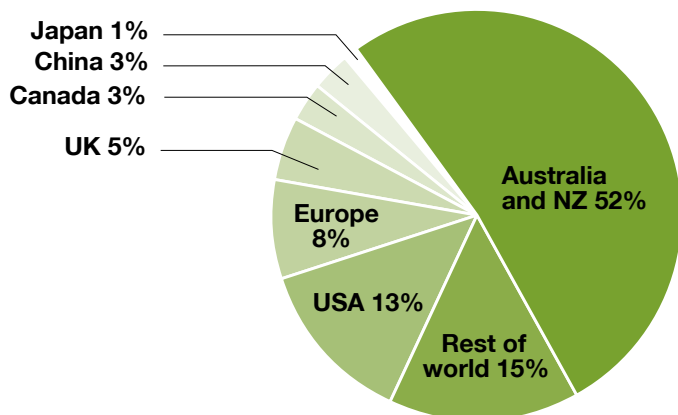
In 2015/16 *Sonography* was published quarterly: March, June, September and December. In addition, the abstracts from ASA2016 Melbourne were published as a supplement in May 2016.

Sonography's growing international readership has been the significant highlight this year. With articles being downloaded all over the world this is very encouraging for authors, the journal and the ASA.

In the 2015/16 financial year, *Sonography* was published five times:

- Volume 2: Issue 3 (September 2015), Issue 4 (December 2015)
- Volume 3: Issue 1 (March 2016), Issue 2 (June 2016)
- Volume 3: Supplement 1 (May 2016), ASA2016 Melbourne abstracts

Readership by geographical location



Highlights

- 8000 article downloads in 2015; average number of downloads per article 149. (For all journals published by Wiley in their Radiology and Imaging group the average number of downloads per article is 54.)
- 52% of article downloads were from Australia/New Zealand; 48% from other countries worldwide.
- 50+ sonographers engaged as peer reviewers. All peer review has been processed using the ScholarOne online system.
- *Sonography* IOS app became available, providing readers with convenient and easy access to the journal and immediate access to new content.
- CPD test in each issue, helping members gain valuable CPD points. (CPD points are also available to authors and reviewers as well as to readers of the journal through self-directed learning.)

A collection of tools and services designed to help authors in the publishing process is available through Wiley Author Services. The Reviewer Resource Centre includes a webinar and guides on how to perform a peer review and advice on the peer-review process.

The Editorial Board met at the ASA2016 Melbourne conference to plan and reflect on the journal's progress and the Editor-in-chief presented at the conference on peer reviewing for the *Sonography* journal.

The journal has been supported by the ASA members, the ASA Board of Directors and Wiley. Wiley staff Simon Goudie (Journal Production Manager), Albertina Ou (Singapore, Production Editor), Martha Rundell (Electronic Editorial Offices Manager) and Emma Fitzsimon (Advertising Executive) are acknowledged for their contribution, which has enabled the ASA to publish an international journal.



Articles published in the *Sonography* journal 2015/16

| Volume: Issue | Author (1st) | Title | Type |
|------------------|--------------|---------------------------------------------------------------------------------------------------------------------------------------|------------------|
| 2:3 | Milanese, S | Evidence-based practice in sonography – the basics | Education |
| 2:3 | Vivian, S | Ultrasound ‘gallbladder polyps’: a misleading description best replaced | Original article |
| 2:3 | Hayes, C | Acute right upper quadrant diverticulitis: an unusual sonographic finding in a young adult patient | Case report |
| 2:3 | Long, R | Gynaecologic ultrasound: a problem-based approach | Resource review |
| 2:4 | Milanese, S | Evidence-based practice in sonography – making sense of diagnostic accuracy studies | Education |
| 2:4 | O’Hara, S | The maternal cervix: Why, when and how? | Education |
| 2:4 | Innes, S | Ultrasound guided musculoskeletal interventions: professional opportunities, challenges and the future of injection therapy | Education |
| 2:4 | Armfield, N | Exertion-induced rhabdomyolysis of the long head of the triceps | Case report |
| 2:4 | Russell, A | Investigation of a fetal mass – sacrococcygeal teratoma | Case report |
| 2:4 | Robinson, J | Inside ultrasound vascular reference guide | Resource review |
| 3:1 | Thoirs, K | Skill development of beginner sonography students using high-fidelity simulators: Initial experiences | Original article |
| 3:1 | Victor, K | Echocardiographic measures of pulmonary hypertension and the prediction of end-points in sickle cell disease | Original article |
| 3:1 | Johnson, J | Ultrasound features of omental infarction in children | Case series |
| 3:1 | Bartlett, M | Severe endocarditis in a 20-year-old woman: natural progression of undiagnosed streptococcus viridans infection | Case report |
| 3:1 | O’Brien, S | Synchronous lymphoma and metastatic squamous cell carcinoma in a patient with bilateral abnormal axillary lymph nodes | Case report |
| 3:1 | Lavender, I | Twining’s textbook of fetal abnormalities | Resource review |
| 3:2 | Childs, J | Ultrasound in the assessment of hepatomegaly: A simple technique to determine an enlarged liver using reliable and valid measurements | Original article |
| 3:2 | Woolgar, M | Ultrasound-guided positioning of transpyloric feeding tubes in critically ill infants | Case series |
| 3:2 | Harland, S | First trimester diagnosis of isolated familial ectrodactyly | Case report |
| 3:2 | Coombs, P | Acute thrombosis of a non-iatrogenic venous false aneurysm: A sonographic diagnostic dilemma | Case report |
| 3:2 | Graves, A | How to read a paper: the basics of evidence-based medicine | Resource review |
| 3:2 | Thoirs, K | How to write a paper | Resource review |

COMMUNICATING WITH MEMBERS

The ASA is committed to keeping its members and key stakeholders informed of developments to the ASA and the profession. Mindful of our members' educational needs and feedback, the ASA continues to produce and disseminate a range of targeted, timely communications: e-bulletins/updates, social media, media releases, website, quarterly newsletter *soundeffects news*, and the peer-reviewed journal *Sonography*.

ASA website and member portal

The ASA website remains a key resource for ASA members, the sonography profession and our industry partners. It is also a proven key marketing tool to the broader community. This year the site received more than 163,103 site visits and 81,645 unique visits, compared with 2014/15 receiving 126,784 site visits and 64,530 unique visits. This growth is expected to continue with the launch of our new website and member portal. The product of significant investment and hard work, it will provide a more responsive, user-friendly experience that will enhance communication between the ASA and our members.

e-communications

This year, our regular e-communications provided members with information on industry news, association updates, and educational meetings and events to assist them to maintain CPD requirements. They included:

- **e-mode** – a monthly newsletter that includes ASA updates, industry news, events information, branch announcements and insights relevant to sonographers.
- **What's on** – a monthly newsletter with all of the ASA's upcoming events, meetings and important dates; discontinued in April 2015.
- **Advocacy Alert** – a newsletter detailing the ASA's recent advocacy work and changes which have the potential to impact the sonography profession.
- **PD-asa Alert** – exclusively for members, a monthly newsletter for the ASA's CPD program participants to help them maintain their educational requirements.
- **Branch education meeting notifications** – a weekly notification and reminder about upcoming branch education meetings.
- **Other educational events** – timely reminders for ASA's upcoming educational events, including annual international conference, SIG symposium, **asawebinars**, masterclasses and travelling workshops.

Social media

Social media plays a key role in the ASA's *Strategic Intent 2015–2020*. The ASA uses social media to connect and engage with our members and to raise the profile of the profession and the ASA to the broader community.

On our Facebook, Twitter and LinkedIn pages we regularly promoted key ASA events and news, and shared local and global content that was important, timely and interesting.

Using Twitter for ASA2016 Melbourne proved to be a great way to engage with our delegates and to increase the exposure of the event. By connecting with delegates and sponsors prior to the commencement of the event, we were able to get conversations started early that continued after the conclusion of the event.

By engaging meaningfully with our followers we helped them to stay connected and informed. We were rewarded with high levels of social media engagement (shares, likes, comments).

The diverse nature of posts and the successful combination of ASA news and industry news has helped to grow our followers: ASA members, sonographers around the world, and the wider diagnostic medical imaging community.

soundeffects news

The ASA's quarterly newsletter, *soundeffects news*, is an important source of ASA and sonography news and information, and an exclusive member benefit.

The newsletter keeps members informed about the ASA's activities, advocacy work and policy developments, and supports them with CPD educational opportunities, and non-clinical and less formal articles such as recruitment, locum work and education.

The newsletter is distributed to ASA's 4,700+ members and available online.

Together with the *Sonography* journal ([see page 27](#)), these publications provide members and the sonography profession with a timely and unique balance of education, current issues and news and opportunities.

FINANCE REPORT

The principal activities of the ASA during the reporting period were to represent sonographers and raise the profile of the profession through education, promotion of industry best practice and provide products and services to members as required.

Total ASA equity decreased in the financial year ended 30 June 2016 by \$73,722. The deficit reported in 2016 is the result of a strategic decision to invest in the MSK course (see page 20) and the development of the Institute of Diagnostic Ultrasound (see page 20).

Over the same 12 month period the net increase in cash held was \$130,092.

This is a concise financial report that is an extract from the full Financial Report. This concise financial report cannot be expected to provide as detailed an understanding of the financial performance, position and financial investing activities as the full Financial Report. Detailed information can be obtained from the full Financial Report, which is available to members on the ASA website.

| Statement of profit or loss and other comprehensive income for the year ended 30 June 2016 | | |
|----------------------------------------------------------------------------------------------------------|-------------------------|-------------------------|
| | Year ended 30 June 2016 | Year ended 30 June 2015 |
| | \$ | \$ |
| Revenue | 3,676,751 | 3,301,397 |
| Expenses | | |
| Employee benefits expense | (1,279,449) | (1,174,665) |
| Events expenses | (1,196,122) | (871,719) |
| Meeting expenses | (173,852) | (168,946) |
| Printing and stationery | (153,838) | (159,561) |
| Members insurance | (444,617) | (505,391) |
| Other expenses | (188,986) | (213,566) |
| Rental expense on operating lease | (79,363) | (81,001) |
| Office expenses | (73,249) | (61,622) |
| Legal expenses | (4,400) | (8,162) |
| Depreciation and amortisation | (39,713) | (30,902) |
| Loss on disposal of financial assets | (149) | (1,005) |
| Courseware development costs | (98,916) | - |
| | (3,732,654) | (3,276,540) |
| | | |
| Surplus/(deficit) before income tax expense | (55,903) | 24,857 |
| Income tax benefit (expense) | - | (2,200) |
| Surplus/(deficit) after income tax expense | (55,903) | 22,657 |
| Other comprehensive income | - | - |
| <i>Items that will be reclassified subsequently to profit and loss when specific conditions are met:</i> | | |
| Net gain (loss) on revaluation of financial assets | (17,819) | 17,826 |
| Total other comprehensive income/(loss) | (17,819) | 17,826 |
| Total comprehensive income/(loss) for the period | (73,722) | 40,483 |

| Statement of financial position as at 30 June 2016 | | |
|----------------------------------------------------|------------------|------------------|
| | 30 June 2016 | 30 June 2015 |
| Assets | | |
| Current assets | | |
| Cash and cash equivalents | 1,489,805 | 1,359,713 |
| Trade and other receivables | 16,447 | 4,162 |
| Financial assets | 510,645 | 539,704 |
| Other assets | 305,547 | 523,619 |
| Total current assets | 2,322,444 | 2,427,198 |
| | | |
| Non-current assets | | |
| Financial assets | 16,193 | 16,024 |
| Property, plant and equipment | 57,862 | 63,155 |
| Intangible assets | 148,645 | 65,320 |
| Total non-current assets | 222,700 | 144,499 |
| | | |
| Total assets | 2,545,144 | 2,571,697 |
| | | |
| Liabilities | | |
| Current liabilities | | |
| Trade and other payables | 255,624 | 190,304 |
| Financial liabilities | - | 446,783 |
| Employee benefits | 89,694 | 69,743 |
| Other liabilities | 1,890,843 | 1,485,517 |
| Total current liabilities | 2,236,161 | 2,192,347 |
| | | |
| Non-current liabilities | | |
| Employee benefits | 19,624 | 16,269 |
| Total non-current liabilities | 19,624 | 16,269 |
| | | |
| Total liabilities | 2,255,785 | 2,208,616 |
| | | |
| Net assets | 289,359 | 363,081 |
| | | |
| Equity | | |
| Reserves | 88,905 | 106,724 |
| Accumulated surplus | 200,454 | 256,357 |
| Total equity | 289,359 | 363,081 |



Australasian Sonographers Association
PO Box 356, Dingley Village, Victoria 3172, Australia

T: +61 3 9552 0000

F: +61 3 9558 1399

E: admin@a-s-a.com.au

W: www.a-s-a.com.au

ABN: 64 991 983 051

Copyright © Australasian Sonographers Association 2016

Publication date: September 2016

Find us on:

