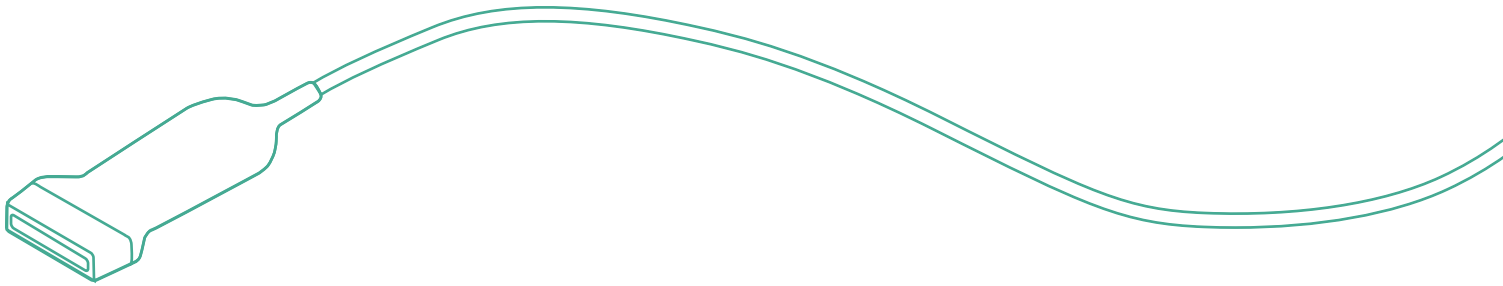


# ANNUAL REPORT 2018-19





## VISION

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

## PURPOSE

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

A large-scale stage event is depicted. The word 'SONOGRAPHER' is spelled out in large, three-dimensional letters that are illuminated with bright blue light. The letters are positioned on a stage. In the background, numerous vertical poles of varying heights are topped with small, glowing lights, creating a starry or night-sky effect. A woman in a dark dress stands at a podium on the right side of the stage, addressing the audience. The podium has a green screen on its front with the text 'ASA2019 BRISBANE'. The stage is lit with blue spotlights from above, and the overall atmosphere is professional and celebratory. The silhouettes of an audience are visible in the foreground, looking towards the stage.

# SONOGRAPHER

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Dr Jennifer Alphonse, President, ASA

As a part of the strategy, the ASA Office relocated to Queen St Melbourne, where not only access to the members is easier but the convenience associated with external stakeholder and government meetings cannot be quantified. ASA published our inaugural *Sonographer employment and salary industry report*. This report provided vital industry data essential to enabling the best possible picture of what is happening in our profession and of assistance when we are discussing the profession with governments.

Another new initiative was the partnering of ASA with Radiology Across Borders in February 2019. ASA is the sponsor of the VITAL Project, supporting sonographers to travel overseas to provide intensive training in obstetrics, gynaecology and breast ultrasound. This is a wonderful project and supports our colleagues that do not have our opportunities for education and training.

# PRESIDENT'S REPORT

In the year post our 25th anniversary, the ASA has not rested, and again there is much for the members to celebrate.

ASA has maintained its strong financial position on the back of careful financial management, a successful Special Interest Group Symposium (SIGS) in Perth, the annual conference in Brisbane and growing membership. ASA membership soared through the 6,000 mark back in April this year and continues to grow.

**The ASA now represents more than 75% of accredited sonographers across Australia and New Zealand.**

In 2019 we have welcomed an additional 11 ASA Fellows, who represent a sustained commitment and contribution to the sonography profession.

## Working towards our Strategic Plan

Our Purpose is to lead the sonography profession in delivering excellence in ultrasound for the community and our Vision is to ensure a sonographer is known as the expert in ultrasound across the community. These pillars have not changed, but strategically the ASA has been fortifying these pillars as the foundation for advocacy and success of the sonography profession.

## Governance changes

Erika Cavanagh stepped down as Vice President in November 2018, with Ian Schroen taking on the role as Vice President and the Chair of SPAC. The ASA Board is fortunate to have secured the expertise of Silvano Palladino as a non-executive director and Chair of the Finance and Risk Committee for another term. Kelly Griffiths has been an integral addition to the Governance Committee and Julie Toop on both the Governance and Finance and Risk Committees have both added a layer of knowledge that has been of enormous benefit to the ongoing stability and corporate governance of the ASA. The ASA Board remained unchanged and at full complement through 2018/2019. It has again been my privilege to work closely with the ASA Directors: talented, dedicated and generous individuals who, as a group, continuously have the interests of the ASA members at the forefront of their decisions.

A special AGM was held at ASA2019 Brisbane and a change to board terms was passed by the members. Director terms have been extended to 3 years, but the number of terms reduced. This will enable directors more time to contribute effectively while on the board, preserve corporate knowledge and take advantage of board training, which has been included in the board calendar.

## Investment in research

Research is the backbone of evidence-based practice and the ASA Research Grant is offered to support sonographer-driven research. The grant this year was awarded to two groups of separate teams led by Associate Professor Rodney McGregor and Leah Wright. Rod's project secured the full funding for the project entitled *Providing a sustainable sonographer workforce in Australia: Clinical training solutions* and Leah's team received part funding for the project entitled *The cardiovascular toll of pre-eclampsia: determining impacts on the paternal, fetal and placental vasculature (post-partum arm)*.

The MSK injection research protocols were completed and the University of SA has been engaged to undertake the MSK Injection Research Project. UniSA will evaluate the graduates of the Ultrasound Guided MSK Injection course, focusing on assessing patient safety and continuity of care where ultrasound guided musculoskeletal injections are provided by suitably qualified sonographers under the supervision of a medical practitioner.

## Advocacy work

ASA enlisted Fifty Acres, a government engagement organisation, to assist with lobbying politicians on sonographer regulation in Canberra and in each of the states and territories. Jodie Long and James Brooks-Dowsett have met with every state and territory health minister as well as the advisors to the Federal Health Minister, the New Zealand Ministry and MRPBA to discuss sonographer regulation. The ASA also submitted the first pre-budget submission, petitioning the government on sonographer regulation, the 10-year workforce shortage and the Medicare rebate freeze.

The first Australasian Sonographers Day was designated on 27 October 2018 and is now on the Government health calendar across Australia and New Zealand. This date coincides with the formation of the ASA in 1993, and is an important day to celebrate the profession of sonography. In June this year we also launched the

**“Say you're a sonographer” campaign, to remind us to tell our patients who we are every day.**

## Professional development highlights

The SIGS was held in Perth last year and along with O&G and MSK, cardiac was introduced into the program. The delegate numbers exceeded expectations as did the presenters. The convening committee, especially the

locals on the ground are to be thanked for organising an excellent program and the numerous patients in the workshops. Thank you also to the speakers, who educated and challenged us to be better.

In June the annual conference returned to Brisbane and delegates were blown away by a fabulous program put together by the convening committee led by Deborah Moir and Michelle Wilson. The opening plenary had us all thinking, with the highlight being *Artificial Intelligence*, how it has developed and where it is heading, followed by a panel discussion with the four global ultrasound leaders on what they see as the next big developments in ultrasound technology.

The Gala Dinner was spectacular with delegates greeted into the Plaza Ballroom by the words 'SONOGRAPHER' in lights on stage, following on with the theme for ASA2019 Brisbane which was *shine a light on the profession*. The Pru Pratten Memorial Lifetime Achievement Award recognises an ASA member that has made a significant contribution to the ASA over their career, and at the Gala Dinner, a light was shone on the worthy recipient, Louise Worley.

## Continued success

The ASA's continued success over the past year is in no small part due to the leadership of the CEO, Jodie Long, and the amazing ASA staff. Jodie has guided the ASA staff in new directions and supported them as they work towards advancing the ASA for the benefit of members in both Australia and New Zealand.

The ASA would also not be the association it is today without the member volunteers; their generosity is the foundation the ASA is built on and seeing the success the ASA has continued to achieve is humbling. We thank the ASA volunteers for giving of their time so that all ASA members benefit with the best cutting-edge education available. The ASA always needs volunteers. Start off small, join your local branch or a SIG and be inspired by sonographers that simply want to share knowledge and help one another.

With the ASA staff and the ASA volunteers, the ASA continues to be the peak body and leading voice for all sonographers.

Dr Jennifer Alphonse,  
President, Australasian Sonographers Association



Jodie Long, CEO, ASA

Nonetheless, it was very pleasing to see that we had a 46% net promoter score from our member survey, which is an outstanding achievement. Anything close to 50 is an excellent result and this demonstrates the loyalty that the ASA members have towards the organisation.

### Advocacy in action

This year saw the ASA use for the first time, a government engagement agency to assist with getting government meetings. This has seen us attend 24 political meetings, including meeting with the federal health minister and every state and territory health minister or their advisor. In addition, we have attended over 77 advocacy meetings helping to raise the profile of sonographers, as well as address our issues of lack of sonographer regulation in Australia and a workforce shortage.

The association has worked hard over the past 12 months to build relationships with politicians on

# CEO'S REPORT

In last year's annual report, I wrote that I believed that ASA and the sonography profession would be even more successful this year and I am humbled to say that we have been. When I reflect on the last 12 months and see what we have achieved, the ASA has a lot to be proud of.

**In the past year the ASA has grown substantially from 5,700 members to over 6,300 members and we now have a much stronger voice with all governments across Australia and New Zealand, as well as a new professional office to match the professional and sophisticated association that we are.**

Our members declared in the member survey that the biggest issue facing sonographers today was the lack of professional recognition and regulation, and overwhelmingly stated that the ASA should focus on representation, advocacy and public awareness. As such we have targeted our efforts this year on representing the profession at government level and promoting the profession to help increase public awareness. Based on the public opinion survey conducted this year, only 11% of the general public knew it was a sonographer who performed ultrasound; we still have work to do in this space next year.

both sides of politics, health departments across Australia and New Zealand, as well as with significant stakeholders such as the MRPBA, RANZCR and ADIA. This has resulted in the association being able to advance the case for sonographer regulation in Australia with political support and has also seen discussions taking place on how we can increase the number of clinical placements to increase the sonographer workforce across both countries. Last year the ASA also prepared for the first time a pre-budget submission in Australia, which was publicly available and supplied to politicians as well as the health departments, to highlight the sonography areas the Government needs to consider. In March we were grateful that Minister Hunt announced the lifting of the Medicare rebate freeze that had been in place for ultrasound scans for 20 years.

With the DMU no longer being offered in New Zealand, this leaves a significant gap in training with only one accredited course offered in New Zealand at Auckland University. Since this was announced, the ASA has spoken with many parties involved in educating sonographers, as well as government departments, to collaborate on solutions to address this dangerous situation.

### Promoting the profession

We launched the first Australasian Sonographers Day on 27 October this year. This is now an annual event to celebrate sonographers and has been registered with health departments. This is a day for sonographers to be recognised for the important role they play as the experts in ultrasound.

In addition, we launched the "say you are a sonographer campaign" in June, which was to get members to help shine a light on the profession by telling their patients they are a sonographer.

Social media is a very important tool for the ASA to increase its brand and the brand of sonography, particularly in raising the public awareness of sonography. This year we have had huge success, and with our Facebook post 'SONOGRAPHER' in lights at the conference, the ASA alone reached over 16,000 people; with the Australasian Sonographers Day we reached over 14,000 people. In addition, there would be many who posted their own for these two events and therefore the number is likely to be much higher.

### Increasing sonographer professional development

Our members have continually asked for more access to professional development, with 26% in our survey wanting more or greater access to CPD and events. As such we scheduled more workshops this year and we saw an increase of 42% in the number of workshops held at the conference compared to the previous year. We now have more branches who work hard to continually deliver local CPD. This year saw over 2,800 members attend local events and the SIG symposium in Perth saw an increase of 23% in the number of attendees from the previous year. Increasing access to events and providing more learning activities was a key driver this year; however in addition, we were able to maintain the same conference and SIGS pricing as for the previous two years. Also, for a member with insurance, we were able to maintain the same membership fee providing our members with more services for the same price.

To assist our members in keeping up to date with the latest research, the ASA launched a new initiative – *Making Waves in Sonography Research*. This provides members with twice yearly reviews on the latest research, which is appraised and summarised by our industry experts from our Special Interest Groups to highlight the clinical implications of the research.

### People are the core of our association

One of the most significant changes in the past year was the move of the ASA Office into Melbourne City. The new Office has showcased the ASA's professionalism and signifies that we are a progressive and modern association and in addition it has enabled us to host stakeholders as well as government officials at our offices. The staff have really thrived in this new work environment and it has enabled the association to grow with the recruitment of a Policy Officer to assist our Policy Advisor, as well as a CPD Content Advisor who will help grow our professional development opportunities particularly with

**a significant increase of online CPD, which offers members much better access and increased flexibility to CPD.**

### Thank you

The success of the ASA will always be dependent on the outstanding contribution of the ASA staff who work tirelessly to benefit members, as well as our exceptional volunteers who dedicate so much of their time to supporting other sonographers and the profession. Well done and thank you all. I look forward to achieving even more with you all next year, as we continue to raise public awareness of the role of sonographers, strive to achieve sonographer regulation for all Australian sonographers and secure our future workforce supply across Australasia.

Jodie Long  
CEO, Australasian Sonographers Association



SILVANO PALLADINO, CHAIR FINANCE AND RISK COMMITTEE, ASA

**The strong financial position enables the ASA to continue to pursue its strategic goals of advocating for regulation and recognition of the profession.**

In addition, the ASA is investing in the redevelopment and renewal of member services including a new membership customer relationship management (CRM) platform and website and expanding our suite of educational offerings.

The ASA has worked consistently over a number of years to review and improve the insurance program for members, which has resulted in two consecutive years of cost reductions to members. The ASA is also working towards achieving low volatility in premium pricing over the longer term.

# FINANCE & RISK CHAIR REPORT

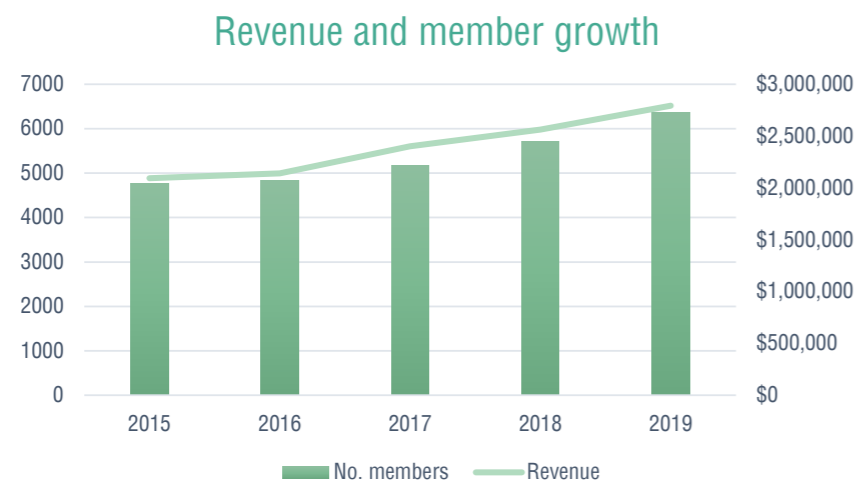
The ASA's 2019 financial result is an outstanding surplus of \$905,685. This surplus delivers three consecutive years of positive returns which provide a strong foundation for the ASA and strengthens the long-term viability of the organisation.

ASA2019 Brisbane, the annual conference, was very successful and contributed 30% of the overall surplus.

## Revenue

The ASA has again experienced strong revenue growth due to the continued increase in membership of the association since 2016. This has enabled investment in the delivery of valued member services.

The development of additional streams of revenue are important for the future development of the organisation



and its ability to remain progressive and responsive to the needs of members. As such the ASA has enjoyed the ongoing support of key partners, which has delivered continual growth in sponsorship and partnership income.

In addition, the Board has been fiscally prudent and carefully invested surplus returns that have led to an increase in investment revenue.

## Expenses

The graph below identifies the main areas of expenditure for the ASA by activity area. Membership and education and conference expenses make up almost 70% of expenditure for the ASA. Corporate services as the next major expense area make up almost 20% of expenditure.

As ASA pursues its strategic goals it is expected that in the short to medium term a greater emphasis will be placed on advocacy and marketing with targeted expenditure towards recognition of the profession and regulation of the profession.

## Assets and cash reserves

The ASA balance sheet has improved significantly over recent years and now has net assets of \$2.15 million. As at 30 June 2019 the ASA holds over \$2 million in investments and medium-term deposits, and a further \$2 million in working cash flow to cover running costs and fund upcoming investments in service delivery improvements and strategic goals.

ASA's financial assets currently include significant

cash reserves due to the receipt of 2020 membership subscriptions. Approximately \$2.03 million represents fees received in advance of the delivery of member services for the year ending 30 June 2020 and the payment of insurance premiums. These cash resources are typically at their lowest in May each year prior to opening member renewals for the following year.

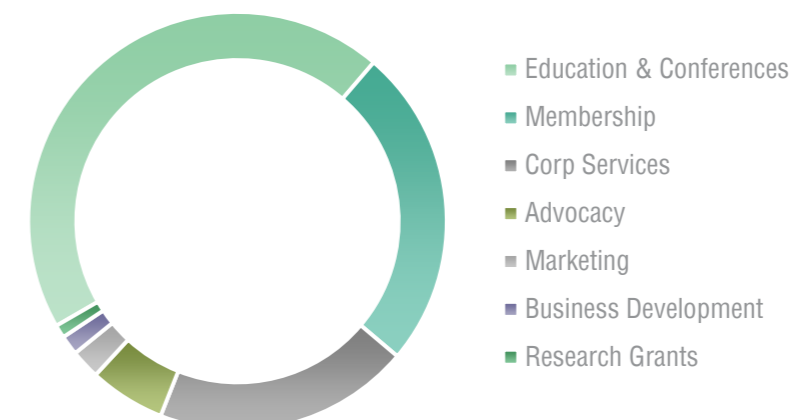
The ASA manages cash reserves in a conservative manner to ensure there is sufficient cash to cover future capital expenditure and any unforeseen requirements.

Overall the ASA's financial management and financial strength place the organisation in a strong position that will ensure that the organisation can continue to meet the ongoing needs of its members and the sonography profession now and into the future.

Silvano Palladino,  
Director and Finance and Risk Committee,  
Australasian Sonographers Association



## 2019 Expenditure by activity



# 2018–2019 YEAR IN SUMMARY

JULY 2018



Inaugural Industry report on sonographer employment and salaries



Sonographer regulation talks with MRPBA

DECEMBER 2018



Establishment of Working group for sonographer regulation



CEO attends BMUS conference, presenting Education pathways & Workforce shortage in Australia and New Zealand



Branch and Volunteer Handbooks released



MSK research protocols completed

JANUARY 2019



Sonography journal 'Measurements' issue released



First issue of Making Waves released



Research Grant recipients announced



Inaugural Pru Pratten Memorial Lifetime Achievement Award granted to Louise Worley



Largest social media post – 'SONOGRAPHER' in lights



ASA2019 Brisbane Annual Conference



UniSA engaged to conduct MSK research

JUNE 2019



Launch 'Say you're a sonographer' campaign

AUGUST 2018



ASA moves into new office on Queen St Melbourne



The Age and Sydney Morning Herald quote by ASA CEO



Member satisfaction survey with over 600 respondents



Launch of Australasian Sonographers Day

NOVEMBER 2018



Meeting with Greg Hunt's key advisers



SIGS2018 Perth



NSW Health hold workshops on sonographer workforce shortage



Engages agency Fifty Acres to assist with lobbying government

FEBRUARY 2019



ASA partners with RAB to fund their VITAL Project



First pre-budget submission



Meetings with New Zealand Ministry



First large-scale research undertaken to quantify sonographer awareness



Greg Hunt announces lifting of the Medicare rebate freeze

MAY 2019



ASA membership reaches over 6000

SEPTEMBER 2018

OCTOBER 2018

MARCH 2019

APRIL 2019

# 2018–2019 YEAR IN REVIEW

Last year we strengthened our position as the Australasian peak body and leading voice for all sonographers by increasing our membership by 11% to have a 6,356-strong voice.

DELIVER EXCEPTIONAL MEMBER VALUE AND ORGANISATIONAL EXCELLENCE

# 6,356

members

↑11%  
increase this year

# 40

average age

↓7  
years since last year

# 11

new fellows

# 226

volunteer roles filled

25 branches

9 sig committees

5 governance committees





PROMOTING AND ADVANCING THE PROFESSION

**77**  
advocacy meetings

**24**  
meetings with key politicians



Elevate the profile of the ASA as the peak body and leading voice for all sonographers and the profession



over **16,000** reached



over **14,000** reached

HIGHEST QUALITY PROFESSIONAL DEVELOPMENT AND RESEARCH

**↑42%**  
increase in conference workshops offered



**↑23%**  
increase in symposium participants



over **2,800** attended local CPD events



**41,000** articles downloaded

**↑71%**  
USA is now the country with the most downloads



# GOVERNANCE

The ASA's Board of Directors consists of:

- up to seven member directors and therefore are accredited sonographers who are elected by ordinary members
- three non-executive Directors with complementary skill sets who are appointed by the board through an interview process.

All ASA Board Directors are volunteers, with director terms having been changed in June this year at a special AGM to 3 years with a maximum of 3 successive terms.

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

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

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

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

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

## Sonographer Policy and Advisory Committee

**Chairperson** Ian Schroen

## Education Advisory Committee

**Chairperson** Sharmaine McKiernan

## ASA Fellowship Panel

## Annual Conference and Special Interest Group Symposium Program Committees

## Special Interest Groups

### SIG Abdominal/Chest

### SIG Breast

### SIG Cardiac

### SIG Musculoskeletal

### SIG Obstetric and Gynaecological

### SIG Paediatric

### SIG Research

### SIG Vascular

### SIG Sonographer Health and Wellbeing

## Branch Committees

### Alice Springs

**Co-chairs** Joanne Marks, Emily Vargo

### Auckland-Waikato

**Chairperson** Scott Allen

### Australian Capital Territory

**Chairperson** Teri Carmody

### Darling Downs

**Chairpersons** Haidee Janetzki, Kristine Lawless

### Far North Queensland

**Chairperson** Sarah Dufficy

### Gippsland

**Chairperson** Tania Waixel

### Gold Coast

**Chairperson** Anna-Maria Galea

### Goulburn Valley

**Chairperson** Kristy Thomas

### Illawarra

**Chairperson** Lauren Dwight

### Mackay

**Chairperson** Ainslie Heinke

### MidCentral NZ

Melissa Westwood, Deb Mackintosh, Amanda Radic

### Mid North Coast NSW

**Chairperson** Janelle Vignes

### Moreton Bay

**Chairperson** Chris Edwards

### Newcastle

**Co-chairs** Sonya Simpson, Jill Wilcock

### New South Wales

**Chairperson** Christina Farr

### North Queensland

### Northern Territory

**Co-chairs** Chloe Lipp, Emily Lovell

### Queensland

**Chairperson** Michelle Wilson

### Riverina

**Chairperson** Simone Francis

### South Australia

**Chairperson** Sandhya Maranna

### South West Western Australia

**Chairperson** Natalie Clements

### Tasmania

Emma Brodribb, Zara Ramm

### Victoria

**Chairperson** Carolynne Cormack

### Wellington

**Chairperson** (Margaret) Lynn McSweeney

### Western Australia

**Secretary** Gail Crawford

# DIRECTORS' ACTIVITY

Directors' activity  
Objectives of the ASA



DIRECTORS' ACTIVITY

## DIRECTORS

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

Name	Appointed/resigned	Name	Appointed/resigned
Jennifer Alphonse		Stephen Mackintosh	
Erika Cavanagh		Silvano Palladino	
Sarah Colley		Ian Schroen	
Michele Dowling		Julie Toop	
Kelly Griffiths		Anthony Wald	

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



### Dr Jennifer Alphonse

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

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

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

#### Special Responsibilities

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



### Erika Cavanagh

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

Erika is a staff sonographer at the Mater Centre for Maternal Fetal Medicine. Prior to this she was an Advanced Sonographer at Gold Coast University Hospital Maternal Fetal Medicine and was the Chief Sonographer at the Royal Prince Alfred Hospital in Sydney for nine years. Erika has a keen interest in sonographer education and advanced practice, and in 2016 completed a Masters of Sonography. She is currently a PhD candidate at QUT Mater Medical Research Institute.

Erika has been a member of the ASA Board of Directors since 2014 and was the Vice President 2017/18.



### Sarah Colley

Dip Medical Sonography, Cert Nuclear Medicine

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

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

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

#### Special Responsibilities

- Finance and Risk Committee



### Michele Dowling

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

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

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

#### Special Responsibilities

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

#### Board Highlight

The move to the Queen Street office has been a major highlight, not just for its great location for ease of meetings but for the positive impact it appears to have had on the ASA Staff and Directors. The ASA now has a professional environment to go with our professional, energetic and enthusiastic team of staff and is a great reflection of the sonography profession.



### Kelly Griffiths

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

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

#### Special Responsibilities

- Governance Committee



### Stephen Mackintosh

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

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

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

#### Special Responsibilities

- Finance and Risk Committee



### Silvano Palladino

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

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

Silvano was appointed to the ASA Board in 2015.

#### Special Responsibilities

- Finance and Risk Committee – Chair



### Ian Schroen

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

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

#### Special Responsibilities

- Vice President
- Chair, Sonographer Policy and Advisory Committee (SPAC)
- ASA representative to ASAR SAC

#### Board Highlight

The progress that the organisation has made in the last 12 months towards sonographer regulation and professional recognition has been significant. This is a key component of our strategic intent, and although this has been on the agenda for some years, the ASA has worked relentlessly in the last 12 months towards this goal through the government engagements and lobbying.



**Julie Toop**

LLB, GradDip Notarial Studies

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

**Special Responsibilities**

- Finance and Risk Committee



**Anthony Wald**

B Tech Cardiac,  
GradDip Mgt

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

**MEETINGS OF DIRECTORS**

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

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

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

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

**Company Secretary**

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

**Experience:** Chief Financial Officer of Australasian Sonographers Association Ltd since September 2014.



## OBJECTIVES OF THE AUSTRALASIAN SONOGRAPHERS ASSOCIATION

The company's vision is to ensure that a sonographer is known as the expert in ultrasound across the community. The principal activities of the Australasian Sonographers Association Ltd during the reporting period were to improve clinical outcomes and provide better healthcare outcomes for the community through evidence-based research as well as advocating for the profession and focusing on sonographer professional development.

The company is a not-for-profit organisation and also a registered charity with a purpose to lead the sonography profession in delivering excellence in ultrasound for the benefit of the community.

To reinforce its position as the peak body and leading voice for all sonographers, the company's principal activities during 2018–2019 included:

- engaging with key stakeholders to advocate towards regulation for the profession
- publishing its quarterly publication, *soundeffects news* and the peer reviewed journal *Sonography* as well as providing a wide range of member education services and benefits
- conducting its 26th Annual Conference held at Brisbane.

### Objectives

- Promote sonography at all levels of government
- Elevate the profile of the ASA as the peak body and

leading voice for all sonographers and the profession

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

## Strategic intent 2018–2020

### Promote and Advance the Sonography Profession

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

### Enhance the Quality and Standards of Ultrasound

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

### Provide and Support the Highest Quality Professional Development and Research

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

### Deliver Exceptional Member Value and Organisational Excellence

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

## Performance

Each year the ASA Board sets and reviews the company's progress based on key performance indicators (KPIs) across areas including:

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

## Operating results

The surplus/(deficit) of the company for the reporting period after provision for income tax and before other comprehensive income was \$905,685.

## Review of operations and future developments

The ASA is always working towards its vision of ensuring that a sonographer is known as the expert in ultrasound.

We will continue on from our efforts this year in promoting and advancing the profession by raising public awareness of the role of sonographers through a sonographer awareness campaign on digital media. This year saw over 77 advocacy meetings and next year will see us strive to increase this with the aim to progress sonographer

regulation for all Australian sonographers and to secure our future workforce supply across Australasia.

It is the ASA's purpose to lead the sonography profession in delivering excellence in ultrasound for the community and as such we will work towards ensuring patients have access to the highest quality ultrasound. Regulation in Australia will contribute greatly to achieving this as will the development of ASA guidelines and having input into our affiliate partners guidelines.

Providing and supporting the professional development of sonographers has been an ongoing area of focus. This year saw an increase in online CPD options, which will continue as we look to offer members much better access and increased flexibility to CPD opportunities. The ASA is investing in a new database platform, website and learning management system that will enable us to expand our suite of online offerings. Face-to-face meetings are also invaluable to members and we will look to grow the number of workshops on offer, particularly with dedicated cardiac and student workshops.

As members are the lifeblood of our association, the ASA is committed to ensuring that we always put the member first and deliver exceptional value.

## Members' guarantee

At the end of the reporting period, Australasian Sonographers Association Ltd had 6,356 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 2019 the collective liability of members was \$127,120 (30 June 2018: \$114,420).





# FINANCIAL OVERVIEW

## STATEMENT OF PROFIT AND LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2019

	Notes	2019 \$	2018 \$
<b>Revenue</b>	3	4,422,572	4,208,882
<b>Expenses</b>			
Employee benefits expense		1,245,006	1,170,508
Events expenses		972,832	1,042,935
Meeting expenses		234,508	155,872
Printing and stationery		153,251	149,765
Members insurance		340,170	484,049
Other expenses		156,188	84,687
Subscriptions		56,772	53,385
Bank and merchant fees		37,982	46,012
Office expenses		235,977	184,673
Accounting, financial adviser, and legal expenses		24,736	45,605
Depreciation and amortisation		38,998	22,171
Assets written off		20,467	37,556
<b>Total expenses</b>		<b>3,516,887</b>	<b>3,477,218</b>
<b>Surplus/(deficit) for the year</b>		<b>905,685</b>	<b>731,664</b>
<b>Other comprehensive income/(loss):</b>			
Items that will be reclassified subsequently to profit and loss when specific conditions are met:			
Net profit on revaluation of financial assets	11	-	13,294
<b>Total other comprehensive income/(loss)</b>		<b>-</b>	<b>13,294</b>
<b>Total comprehensive income/(loss) for the year</b>		<b>905,685</b>	<b>744,958</b>

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

STATEMENT OF FINANCIAL POSITION AS AT **30 JUNE 2019**

Assets	Notes	2019 \$	2018 \$
<b>Current assets</b>			
Cash and cash equivalents	4	2,066,872	2,387,759
Trade and other receivables	5	53,429	3,434
Financial assets	6	2,183,780	1,075,255
Prepayments		144,111	66,379
<b>Total current assets</b>		<b>4,448,192</b>	<b>3,532,827</b>
<b>Non-Current Assets</b>			
Financial assets	6	166,746	183,842
Property, plant and equipment	7	120,819	71,655
Intangible assets	8	23,512	25,042
Total non-current assets		311,077	280,539
<b>Total assets</b>		<b>4,759,269</b>	<b>3,813,366</b>
<b>LIABILITIES</b>			
<b>Current liabilities</b>			
Trade and other payables	9	402,241	281,109
Provisions	10	93,677	72,887
Income received in advance		2,038,960	2,179,030
<b>Total current liabilities</b>		<b>2,534,878</b>	<b>2,533,026</b>
<b>Non-current liabilities</b>			
Provisions	10	24,700	24,604
Other liabilities		47,936	9,666
<b>Total non-current liabilities</b>		<b>72,636</b>	<b>34,270</b>
<b>Total liabilities</b>		<b>2,607,514</b>	<b>2,567,296</b>
<b>Net assets</b>		<b>2,151,755</b>	<b>1,246,070</b>
<b>Equity</b>			
Reserves	11	–	83,023
Accumulated surplus		2,151,755	1,163,047
<b>Total Equity</b>		<b>2,151,755</b>	<b>1,246,070</b>

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

STATEMENT OF CHANGES IN EQUITY FOR THE YEAR ENDED **30 JUNE 2019**

	Accumulated surplus \$	Financial asset reserve \$	Total equity \$
Balance at 1 July 2017	431,383	69,729	501,112
Surplus/(deficit) for the year	731,664	–	731,664
Other comprehensive income /(loss) for the year	–	13,294	13,294
<b>Total comprehensive income/(loss) for the year</b>	<b>–</b>	<b>13,294</b>	<b>13,294</b>
<b>Balance at 30 June 2018</b>	<b>1,163,047</b>	<b>82,023</b>	<b>1,246,070</b>
Balance at 1 July 2018	1,163,047	83,023	1,246,070
Surplus/(deficit) for the year	905,685	–	905,685
Opening balance adjustment on adoption of AASB9	83,023	(83,023)	–
<b>Balance at 30 June 2019</b>	<b>2,151,755</b>	<b>–</b>	<b>2,151,755</b>

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

## STATEMENT OF CASH FLOWS FOR THE YEAR ENDED 30 JUNE 2019

		2019 \$	2018 \$
<b>Cash flows from operating activities</b>			
Receipts from operations		4,555,089	5,188,889
Interest received		37,204	13,894
Gain on disposals		–	20,687
Payments to suppliers and employees		(3,564,889)	(3,603,454)
Loss on disposals		–	(7,206)
Net GST paid		(187,767)	(223,476)
<b>Net cash provided by operating activities</b>	<b>16</b>	<b>839,636</b>	<b>1,389,334</b>
<b>Cash flows from investing activities</b>			
Proceeds from sale of financial assets		17,095	65,816
Payments for financial assets		(1,070,519)	(608,587)
Payments for property, plant and equipment		(101,219)	(41,351)
Payments for intangible assets		(5,880)	(3,712)
<b>Net cash used in investing activities</b>		<b>(1,160,523)</b>	<b>(587,834)</b>
<b>Cash flows from financing activities</b>			
Proceeds from borrowings		–	–
Repayment of borrowings		–	–
<b>Net cash used in financing activities</b>		<b>–</b>	<b>–</b>
<b>Net increase in cash and cash equivalents held</b>		<b>(320,887)</b>	<b>801,500</b>
Cash and cash equivalents at the beginning of the financial year		2,387,759	1,586,259
<b>Cash and cash equivalents at the end of the financial year</b>	<b>4</b>	<b>2,066,872</b>	<b>2,387,759</b>

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





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