

SPORTS NUTRITION  
AUSTRALIA

# POSITION STATEMENT

PRACTISING  
STANDARDS AND  
CODE OF ETHICS

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RELEASE



SPORTS NUTRITION  
AUSTRALIA

issn

international society of sports nutrition

The ISSN - Why Go Anywhere Else?

Powered By



# DEFINED

Sports Nutrition -

Sports nutrition is the study and practice of nutrition and diet with regards to improving anyone's athletic performance, body composition, and metabolism

Relevant Clientele -

All clientele who have been assessed and screened with the Metabolic Health Systems - Screening tool, and identified as low or moderate risk

## PRACTISING STANDARDS & CODE OF ETHICS FOR ALL ACCREDITED SPORTS NUTRITIONISTS:

### MLM & PRODUCT AFFILIATION/PROMOTION

MLM and supplement affiliation is to be handled authentically in an evidence based manner. Under no circumstance can MLM programs or supplements be directly promoted or sold as being of benefit to all individuals. Any statements provided in conjunction with product promotion must be supported by a balanced and evidence-based position, such as;

"I recommend \*product\* for my clients to assist in supporting \*x\*. It's important to note that \*product\* may not be of benefit for clients who aren't in need of assistance for \*x\*"



### SELF PROMOTION & SOCIAL MEDIA

Self promotion is encouraged on social media.

If you wish to include a title in your bio, please list this as:

Sports Nutrition \*Your Country\* - Accredited Sports Nutritionist.

Under no circumstances should the ISSN be listed in your title. The ISSN is a research journal only and does not warrant any form of regulation or liability for it's members.

## SELF PROMOTION & SOCIAL MEDIA CONT. (RELEVANT QUALIFICATION)

In terms of self promotion, content creation, and providing value to your 'market' in the form of online content; the level of qualification dictates the amount and type of self promotional 'authority figure' profiling being done online.

Qualification	Content
Certificate	General population target, basic information - no click bait
GDip	Sharing existing research and presenting certain opinions
Masters	Reviewing existing research in your own opinion
PHD	Conducting your own research on new and existing subject matter

## INTEGRITY AND TRANSPARENCY

There is to be no positioning of enhanced choice and usage as natural, or avoidance of the topic with clientele and prospective clientele when asked. By no means directly incriminate yourselves, but false positioning and blatant avoidance are not ok. It is important that all Accredited Sports Nutritionists operate with a high standard of integrity and transparency.



## CHALLENGES, LOW BARRIER-ENTRY, AND LOW COST SERVICES

The Sports Nutrition service is not to be used in any short term challenges and low barrier click bait or cheap entry offers. As proponents of long-term consistency and adherence towards supervised exercise and nutritional programs; it's paramount that our members do not cheapen their services with these types of promotional offers. This also ensures there is no price undercutting to be concerning or potentially impacting other members. Furthermore, it is our view that the majority of potential clients who succumb to such offers will most likely not pass their initial screening.



## PROMOTION OF SERVICES WITHIN RELEVANT SCOPE AND RECOGNISED QUALIFICATIONS

All promotion of services is to be within each members individual relevant service scope of practise.

Sports nutrition = Sports Nutrition.

If you are also a dietitian, then medical scope which applies to dietetics is communicated within the dietetic service and not combined with SN. i.e. book a dietetic consult with me to discuss, not book a sports nutrition consult. Personal opinion on other subject matter that is not within Sports Nutrition Scope of Practise is not to be communicated along with any Sports Nutrition service, or the use of Accredited Sports Nutrition/Sports Nutritionist to reinforce unqualified and uninsured opinions..

In summary, without qualifications in addition to relevant Sports Nutrition Accreditation, then nothing beyond scope is communicated, NB - These additional qualifications must be relevant to the topic as well.

## ANNUAL CPD (CONTINUED PROFESSIONAL DEVELOPMENT) ENSURING PRACTICE IS RELEVANT

We provide mandatory annual CPD for all accredited members to ensure they are practicing with the utmost relevant information.. This CPD is provided as a member benefit, and ensures a universally sound minimum standard of practise among all members, regardless of qualification level. Further contributing to the positive reputation associated with being an Accredited Sports Nutritionist.



## CPD CONTINUED - PROGRESIVE STANDARDS

In keeping with the bodies value of continued growth and development for all members, while raising the minimum standard for practise within Australia. Sports Nutrition Australia is mandating that all members who have completed the certificate program are required to enrol into the graduate diploma program not later then after the completion of their third year of practise. By doing so SNA ensures that every long term member holds a graduate level qualification in Applied Sports & Performance Nutrition.