The strength of the ACNP sits with our membership, partners and sponsors. We are so grateful for the support and all the hard work that has been put in this year. Thank you to all.

Leanne Boase, President
About Us

The Australian College of Nurse Practitioners (ACNP) is the national peak organisation for Nurse Practitioners, actively advancing nursing practice and access to health care.

This is achieved through:
• Leadership
• Support of professional practice
• Education and
• Research

Our Vision Statement:

To influence healthcare policy through advocacy, consumer engagement and research

Instil nurse practitioner knowledge, competency and capability through access to quality education

Facilitate the development of a community of professional practice

Our Mission Statement:
• To provide leadership, representation and support to improve the provision of health care to the general community
• To monitor and make recommendations regarding the ongoing development of the role, NP policy and positions
• To increase the level of awareness in health care and to the general public of the NP role
• To provide forums for discussion and dissemination of information
• To provide consultancy which improves the provision of health care to the general community
• To support relevant nursing research
The ACNP would like to sincerely thank Home Nurse Services, Bank First and the Australian Medicines Handbook for their support throughout the 2018/2019 year. We have enjoyed working together and look forward to a bright future.
Your ACNP Team

Board of Directors
Leanne Boase  
President
Amanda Davies  
Vice President
Catherine Smith  
Treasurer
Hazel Bucher  
National Secretary
Co-Opted Board Members  
From Feb 19 – Sept 2019
Stephanie Dowden and Debra Earl

National Council
Juliane Samara  
Australian Capital Territory Chapter
Verena Tinning  
Northern Territory Chapter
Melissa Robinson-Reilly  
New South Wales Chapter
Melanie Proper  
Queensland Chapter
Debra Earl  
South Australian Chapter
Stephanie Dowden  
Western Australian Chapter
Vanessa Clothier (Tash Jennings)  
Victorian Chapter
Kerrie Duggan (Hazel Bucher)  
Tasmanian Chapter

Staff
EVENTS
Melinda Phillips  
Events & Sponsorship Manager
Mandy Bromilow (until Oct 2018)  
National Conference and Events Manager
Misha Purser (until Oct 2018)  
Conference & Sponsorship Executive
MEMBERSHIP
Bernie McPhee  
Membership Coordinator
Joady Donovan (until July 2018)  
Membership & Stakeholder Relationship Manager
MARKETING & COMMUNICATIONS
Sara Carter  
Marketing & Communications Manager
THC CAMPAIGN
Suzana Bojkovski  
Campaign Manager
Selma Halida  
Digital Marketing Officer
Leah Bunney (until Sep 2018)  
Sector Development Coordinator
FINANCE
Meera Uj Chonghaile  
Finance & Administration Officer
Magdy Tadros (until Oct 2018)  
Finance Manager
EXECUTIVE TEAM
Domenique Yucel  
Executive Assistant
Geraldine De Costa (until Aug 2018)  
Executive Support Officer
Matthew Monaghan (until Oct 2018)  
Chief Executive Officer

acnp.org.au
President’s Report

Year in Review

The last 12 months have been very busy, and also represent my first 12 months on the Board and in the role of President. Since my last Board role in early 2013, the College has grown and changed significantly.

In early 2019 we thanked Kathy Tori as she stepped down from the Board, and welcomed Hazel Bucher into the role of Secretary. We also co-opted Stephanie Dowden and Debra Earl to the Board, both of whom are experienced Council members.

A key goal for our Board was to reinforce the governance of the College, and further improve business processes to ensure the long-term sustainability of the College. It is also essential that the business and administration structure serves to support members, and the advocacy role of the Board. I’m pleased to report that the office is well established and running efficiently and we are building upon the policies and procedures that support this work.

Another key goal was to continue advocating for the Nurse Practitioner role. At the core of this is improving patient access to high quality care. There is no question that in Australia, many service gaps exist, and there are many issues with access to care, especially for our vulnerable communities. Essentially, in advocating for our patients and communities, we must continue to not only increase the numbers of Nurse Practitioners and Nurse Practitioner positions, but also ensure that we are able to work to our full scope of practice without artificial barriers. Equally, we must advocate for improvements to health care and the health care system, ensuring economic sustainability.

The Board has been diligent in responding to submissions, engaging in committees and working parties, and building relationships within government as well as the health industry. We have been very well supported by our Council members, as well as numerous members who have been willing to give up their time, and share their expertise. We have also engaged our members with several surveys being sent out, and we thank you for your outstanding contributions.

Through the leadership of the Board, The ACNP continues to receive numerous invitations for meetings, committees and consultations as a result of our level of engagement, and we look forward to continuing to capitalise on the momentum.

Our patron Lady Cosgrove stepped down this year, and several of our members attended afternoon tea at Government House to thank her for her support and commitment to the College.

Naturally, the MBS review and the report of the Nurse Practitioner Reference Group has been a big part of our year. Whatever the outcome, we can all be proud of the work we put in, and the outstanding contribution of over 200 of our members to our submission. This is ongoing work for the College, which will continue well beyond this current review.

Leanne Boase, President
## Our Strategy

### Excellence

The ACNP will disseminate high quality information and resources (including relevant research) to support professional practice. ACNP will enhance education through CPD opportunities for nurse practitioners and advanced practice nurses.

<table>
<thead>
<tr>
<th>Support transition to advanced practice nursing pathway</th>
<th>Offering support by connecting members with NP’s in their state and developing resources for members and the professional community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilitate access to high quality education and professional development opportunities</td>
<td>ACNP delivered 10 Events 90% of surveyed participants stating presentation and program delivery rated at Very Engaging and Extremely Engaging</td>
</tr>
<tr>
<td>Create partnerships to enhance these opportunities</td>
<td>Representation at MBS Review roundtables, CoNNMO, ANMAC Accreditation committees, and at numerous other working parties and committees.</td>
</tr>
<tr>
<td>Improve understanding about nurse practitioner practice and advanced practice nursing</td>
<td>Through the Transforming Healthcare Campaign and ACNP workshops, as well as engaging in policy development nationally, improving knowledge at all levels</td>
</tr>
<tr>
<td>Showcase nurse practitioner and advanced practice nursing research and recognise clinical excellence</td>
<td>Awards, scholarships and fellowship of the College, and wider dissemination of the achievements of NPs through social and other media</td>
</tr>
</tbody>
</table>
Our Strategy

Visibility

The ACNP will continue to increase the public profile of nurse practitioners and engage with key decision makers in health care. ACNP will inform health consumers about NP service options to support health and wellbeing.

Increase awareness about nurse practitioner Innovations in health care delivery

Influence health policy, research and program development to ensure nurse practitioners have an increasing role in the Australian health care system

Communications focus on consumer-centred health and wellbeing messages

Support nurse practitioners and advanced practice nurses to be effective advocates and to engage with stakeholders at state and national levels

Awards, Social media engagement and the Transforming Health Care campaign

39 policy submissions over the past 12 months focused on improving access to quality health care and the development of the nurse practitioner role in Australia

Consumer & sector awareness campaign: Transforming Health Care
Further developing the ACNP In Focus and State based chapter updates

Board, Council and Member representation on numerous committees, working groups and forums. Development of strategies and templates to improve engagement and advocacy
Our Strategy

Value

The ACNP will continue to deliver services that match the needs of members. ACNP will attract and retain members to build capability and strength within the ACNP.

- Identify opportunities for connections and knowledge sharing between members
- Effective communication mechanisms are in place to keep members informed
- Maximise member value and relevant member benefits
- Develop capability and deliver best practice governance and organisational stewardship

Achieved through an education offering which included state driven symposiums and professional development workshops, networking events, and professional development.

Analysing feedback and other data to evaluate effectiveness of communication between the College and members, and applying this to further develop our communication plan.

Exploring new member benefits and corporate partnership offerings to add member value.

The College worked through a review of many policy documents including establishing new policies to support best business practices, governance and sustainability of the College.

“...This event provides an opportunity to connect with other NPs, hear what other NPs are doing, add to your PD, and network...”
State Chapter Updates

Australian Capital Territory - Juliane Samara

The ACT Committee has worked with members, colleagues and the ACT Government to raise awareness of the NP role throughout the Community. This was achieved through hosting the 2018 ACNP Annual Conference, providing media releases, reviewing and submitting feedback on proposed legislation changes to the ACT Minister for Health and Wellbeing, and communicating with Members of the ACT Legislative Assembly.

- The ACT Chapter had 36 members as at 30 June 2019. This year we held five ACT Chapter meetings and launched a Journal Club. Chapter meetings were well attended and we had several guest speakers.
- Multiple personnel changes in the CNMO position and office staff has led to loss of corporate knowledge and delays in the development of policy and implementation for credentialing for NPs. We work closely with the CNMO and meet regularly to keep lines of communication open and address issues of concern.
- The ACT Government continues to recognise the value of Nurse Practitioners through announcement of additional funding in this year’s budget, which will increase the number of NP positions in the ACT. Highlights include construction of two new Walk-In Centres and funding for expansion of the Calvary Specialist Palliative Care Team to roll out the award-winning INSPIRED model in residential aged care.
- Several NPs in the ACT have demonstrated their excellence through publishing research and winning awards during the year. Special congratulations to Nikki Johnston who was recipient of the Medal (OAM) of the Order of Australia in the General Division of the 2019 Australia Day Honours and was also awarded the College of Nursing inaugural Health Minister’s Award for Nursing Trailblazers.

I would like to thank all members for their commitment to the ACT Chapter, and in particular Megan Taylor (Vice Chair) and Julie Grant (Secretary) for their support.

New South Wales – Dr Melissa Robinson-Reilly

This has been my second year as NSW Chapter Chair with 2018/19 being an eventful year. In a new initiative the committee meetings have been opened up to all delegates to participate and the minutes are made available on the College website.

The NSW Chapter highlights for the 2018/19 year have been the education run in the State and the planned improvements for the coming symposium to be held at the University of Newcastle. I have been able to represent the College at stakeholder meetings within NSW, including the Australian Institute of Health and Welfare – Primary Health Care Data Development Workshop, Australian Commission on Safety and Quality in Health Care – Primary Health Care Standards Consultation Workshop and the reviews of Nursing Education: Educating the nurse of the future and the Federal MBS review. A big thank you to Margaret Nicholson who has also represented the ACNP at the NPS MedicineWise opioid program: stakeholder forum 5th March 2019 (Sydney).

I also thank the NSW Chapter Committee and our members and look forward to an exciting new direction for the college in 2020.
State Chapter Updates

Northern Territory - Verena Tinning

Our membership numbers reduced after some Nurse Practitioners (NP) found it difficult to gain positions in their chosen area of expertise and moved away. We've again had some new members and NT has a membership of 15. The NT Chapter met with the Minister for Health to promote NP roles in the NT. The Minister is advocating to create more NP positions within the DOH and the CNMO is working on this project.

NP week was promoted in a variety of locations across the Territory, a geographically vast area with most NPs located very far from each other. The NT Chapter held their 2019 Symposium, themed ‘Rural and Remote NP’s” that saw two days of speakers and presentations held to reflect the interests collated via a survey. This year saw a greater number of interstate participants join the many NT NP’s.

In recent months, I have met with the local PHN Educator and have been asked to speak about NP Scopes of Practice at their annual conference in August. We have been invited to provide feedback into the next Charles Darwin University NP course. Almost monthly meetings via video link were held, providing an opportunity for members to discuss current issues and network.

As I hand over to the new NT Chapter chair I wish to thank all the members and National Office for their support and encouragement during my last two years in this role.

Queensland – Melanie Proper

Queensland started the year rebuilding the committee with Melanie Proper as Chair, Jason Harrison as Vice Chair and Susanne Williams as Secretary, with several other members supporting the state. By liaising with QLD Health and the Office of the Chief Nurse, we have been able to raise member issues including; Section 100 medication, Pathology and Imaging and Succession Planning, in addition to several other issues. Susanne Williams participated in EB10 negotiations which helped to achieve the mandated 20% off-line time for NP’s.

ACNP QLD is represented on the NP Credentialing Committee, Removal of Scope of Practice Register and the OCNO Reference Group. Committee members have attended the Office of the Chief Nurse Advanced Practice Forum Passions for Practice, participated in all Federal submissions and several QLD specific submissions such as the Medication and Poisons Bill and regulations.

Other State activities have included networking with PHN’s, attending the HPN meeting regarding aged care and palliative care NP position creation, meeting with Aged Care groups regarding NPs in the industry and QMNU has formed a Nurse Practitioner Branch.

QLD continues ongoing participation in state government working groups and reviews including member of the Exemptions and Monitored Medicines Standard Working Group, Monitored Medicines Steering Group, Palliative care evidence written and presented and Mental Health Reference Group. A well-received symposium was held with the theme “Shining a light on the NP Scope”. Over 100 attendees participated in a prescribing workshop and looked at expanding scope of practice. The QLD Chapter has been providing support to the MNHHS, MSHHS and North QLD NP Days.

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ACNP Annual Report 2018/2019
State Chapter Updates

South Australia – Debra Earl

The committee has once again worked well together on our Symposium. We changed the date this year, but we seem to still get about the same numbers. Member meetings have continued although attendance numbers are still low, however we are now getting traction into other organisations and being asked to represent the Australian College of Nurse Practitioners and Nurse Practitioners in general at planning and discussion meetings. We are planning to add education sessions to our meetings to try and increase numbers and attract new members.

We continue to be in regular contact with the South Australian Chief Nurse and look forward to working with the health department on increasing Nurse Practitioner numbers. We are now planning for a bigger and better celebration for NP week in 2019 and to increase member engagement.

Tasmania – Kerrie Duggan (Hazel Bucher)

Hazel was nominated and successful for the role of Tasmanian Chair in November 2018. Thank you to Hazel Bucher for her energy, dedication and drive to promote the role of the NP. Due to Hazel taking a position as ACNP National Secretary, Kerrie Duggan, then currently Vice Chair, took on the role in March 2019.

For NP Day members met with Francine Douce, Chief Nurse Tasmania. Meetings have continued as we aim to build a collegial relationship within the department of health. Other networking meetings to promote awareness of the NP role with policy makers and key influences include meeting with the state AMA president Lara Giddings, leaders in the ANMF and HACSU nurses' unions and with Federal MP Katryna Bilyk.

A number of Tasmanian NPs have participated in the most important Medicare review. Thank you everyone for your feedback and trust it will be well received. Committee members traveled to North and North-West Tasmania to provide ‘face to face’ meetings to support and gain feedback on member needs in their roles.

I would like to thank the National Office Team for their technical support that has helped link our members throughout the state. I have noticed an increase in members participating in these meetings which further supports and provides a forum for all our voices to be heard.

“Thank you to the State Chapter Chairs for all their hard work and dedication to the ACNP. Without their assistance and commitment the ACNP would not be all that it is today.

Leanne Boase, President”
State Chapter Updates

Victoria – Vanessa Clothier (Tash Jennings)

We thank Tash Jennings for her contributions to the College as Victorian Chapter Chair. The 2018/19 year saw a change in leadership, with the Vanessa commencing in late February 2019.

Victorian Members have been busy with advocacy through meetings with State parliamentarians and other health organisations. Events were held in Melbourne and this provided an exceptional opportunity to meet some National Office staff.

The Chapter has had consistent membership numbers across the year with increased member engagement between each other, the Chapter and the National Board and staff.

The Chapter looks forward to continuing growth and advocacy through the 2019/20 year.

Western Australia – Stephanie Dowden

WA Chapter had 132 members at the end of July 2019 of the 252 endorsed nurse practitioners in WA.

We have held monthly WA Chapter Committee Meetings and several members’ meetings during the year. The WA Chapter Chair holds regular meetings with WA Department of Health and WA Country Health Service. We are represented on WA Therapeutic Advisory Group and have attended planning workshops for Real Time Prescribing; WA Primary Health Alliance promoting the NP role and exploring collaborative pathways in primary care.

Late in 2018, WA Health held an Advance Practice Symposium and presented on the new processes for Credentialing and defining Scope of Practice. In addition, a WA Health nurse practitioner discussion paper was prepared and was submitted for review in September 2018, but this has not yet been made public.

Over the last 18 months, WA has had a statewide review of health services: The Sustainable Health Review. The Final Report was released in April 2019. Nurse practitioners have been vocal contributors to the Review; and we are hopeful this will translate into a new vision for advance practice nursing.

WA held a NP Education Symposium in November, which was well received. There have also been several evening sponsored events, which offer members a range of education options. Earlier this year, WA and NT Chapter Chairs collaborated to develop a Rural & Remote Symposium, which was held in Darwin in June.

I would like to thank all members for their commitment to the WA Chapter, especially the committee for their unwavering support.
Engagement

The ACNP has continued its affiliation with organisations such as Australian Rural Health Alliance – Friends of the Alliance, Coalition of National Nursing Organisations, ANMAC Accreditation Standards for Registered Nurse Prescribing in Partnership project. We have begun new affiliations with; Nursing Now, we are a local group for the campaign, Choosing Wisely and Consumers Health Forum of Australia.

Representation

The Board, Council and members have represented ACNP for many State and National committees, meetings & workshops. Some of the highlights being Educating the Nurse of the Future, AIHW Primary Health Care Data Development, Rural and Remote Digital Innovation Group Meeting, National Safety and Quality Primary Health Care Standards and the NMBA stakeholder session regarding mandatory reporting.

Submission and Outcomes

The ACNP responded to 39 submissions including 13 from the Medicare Benefits Schedule reference groups with a special focus on the Report from the Nurse Practitioner Reference Group. Members can view submissions on the Advocacy page on the website. The ACNP would like to sincerely thank all the members who contributed to the submissions. The Board has worked very hard in responding to submissions and will continue to advocate for Nurse Practitioners in the future.

Affiliations

The ACNP has continued its affiliation with organisations such as Australian Rural Health Alliance – Friends of the Alliance, Coalition of National Nursing Organisations, ANMAC Accreditation Standards for Registered Nurse Prescribing in Partnership project. We have begun new affiliations with; Nursing Now, we are a local group for the campaign, Choosing Wisely and Consumers Health Forum of Australia.
Membership Update

General Update
With numerous improvements to the internal membership process and the structures to support members, it has been a constructive 12 months with members receiving improved support and access to information, in addition to the NP’s Connect events; designed to foster sharing of ideas and providing support.

Customer Service
Reviewed and upgraded processes now offer enhanced support services to members across the nation, through considered website changes, annual surveys, online forums and continual encouragement for members to provide feedback.

Quality Assurance
The Board has updated existing policies and implemented new policies; including Purchase, Quotes & Invoice Management, Membership Payments (relating to the fixed renewal date of 31st May) and the Leave of Absence Policy.
Substantial work has been completed across the organisation relating to office processes and policies to increase both productivity and cost savings.

Fellowship
New Fellows were not appointed throughout 2018-2019. The National Board is working on ways to enable Fellows to share their knowledge and skills with the membership, as part of their ongoing engagement with the College.

Nurse Practitioner Numbers
As of March 2019, there are a total of 1,839 Nurse Practitioners in Australia.
Please note statistics for June 2019 were unavailable at the time of this publication
Membership Committee

This committee supports the ACNP as it works on all issues, processes and events related to ACNP membership. The committee meets monthly, and include Board, Council and ACNP staff members. The committee would be happy to include a members representatives (associate and/or full member) (please send EOI to admin@acnp.org.au)

The Membership Committee has worked on:

- The changed membership renewal processes in response to member feedback
- NP promotional events - NP week, invite a friend, etc.
- Members discounts and offers
- Education events - coordination
- Website development, resources, submissions, conference, forums.
- Marketing

The Membership Committee reports to both the Board and Board & Council committees.

Membership Survey

We have conducted our second Member Survey, and will now do them annually at the same time each year to gauge the priorities of our members, and get feedback on the activities of the college. Some of the interesting results include:

Response rates: A slightly lower response rate from 27% in 2018, in 2019 23% of members responded to our survey

Direction and Planning for the College:

What you identified and what we are doing about it.

*Please see the table over page for this summary*

Retirement data:

In 2018 a possible 35% of respondents reported that they might retire in the next 10 years. This year we asked for more details - 4 % might retire within the next 2 to 3 years, 9 % within the next 7 years and 15% within the next 10 years. So 28% considering retirement within the next 10 years.

Other significant results:

80% of respondents only want 2 state-based members meetings per year.
83% of respondents feel the ACNP currently represent NPs and APNs effectively.
## Membership Survey Results

<table>
<thead>
<tr>
<th>Topic</th>
<th>Very Important &amp; Important</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBS increase access to item numbers</td>
<td>94%</td>
<td>MBS submission completed on NPs, 200 members contributed and many other MBS areas of practice submissions completed 3 Board members attended the stakeholder meeting. Political advocacy commenced, information all on ACNP website.</td>
</tr>
<tr>
<td>Referral and request provider number access in public section</td>
<td>75%</td>
<td>Government enquiry about these issues is underway</td>
</tr>
<tr>
<td>Removal of Collaborative Arrangements</td>
<td>66%</td>
<td>Part of MBS submission</td>
</tr>
<tr>
<td>Removal of drug formularies and state based prescribing restrictions</td>
<td>82%</td>
<td>QLD - Contributed to new legislation; TAS - Meeting commenced discussion supported by QLD legislation; VIC - Meetings with department commenced; WA - Changes in place; SA - Meeting with Office of the Chief Nurse.</td>
</tr>
<tr>
<td>Access to private health insurance</td>
<td>68%</td>
<td>Awaiting results of MBS before developing strategy</td>
</tr>
<tr>
<td>Improved credentialing process in public health services</td>
<td>68%</td>
<td>QLD chief nursing office has stated work on this</td>
</tr>
<tr>
<td>Improving credentialing process in private hospitals</td>
<td>53%</td>
<td>Individual private hospital organisation meetings have occurred with ACNP</td>
</tr>
<tr>
<td>NPs inclusion in government committees</td>
<td>89%</td>
<td>ACNP has participated in all meetings where requests have been received, and has requested inclusion in more Details are available on the website.</td>
</tr>
<tr>
<td>National approach to employment award</td>
<td>83%</td>
<td>Discussed with the ANMF - ongoing</td>
</tr>
<tr>
<td>Free ACNP education events</td>
<td>79%</td>
<td>Work in progress</td>
</tr>
<tr>
<td>An Australian NP Journal</td>
<td>74%</td>
<td>Not in short term planning, considering in longer term</td>
</tr>
<tr>
<td>ACNP professional practice insurance</td>
<td>79%</td>
<td>Discussions have been had with providers - ongoing</td>
</tr>
<tr>
<td>Pharmacology and prescribing education</td>
<td>95%</td>
<td>New/updated course starts at 2019 pre-conference workshop New course and dates on website.</td>
</tr>
<tr>
<td>Diagnostic education</td>
<td>88%</td>
<td>One pre-conference workshop (2019) Other options are being investigated</td>
</tr>
<tr>
<td>Mentoring program for members</td>
<td>83%</td>
<td>In planning - discussed at Membership Committee</td>
</tr>
<tr>
<td>Member involvement in ACNP submissions to government</td>
<td>88%</td>
<td>Happening regularly via emails and in focus newsletters</td>
</tr>
<tr>
<td>Assess to clinical web resources</td>
<td>83%</td>
<td>Resources have been added to website more will be added Managed in the Membership Committee</td>
</tr>
<tr>
<td>Assess to web based private practice</td>
<td>64%</td>
<td>As above</td>
</tr>
<tr>
<td>ACNP special interest groups</td>
<td>71%</td>
<td>In planning</td>
</tr>
<tr>
<td>Online CPD education</td>
<td>86%</td>
<td>In planning</td>
</tr>
</tbody>
</table>
Awards & Scholarships

This is an important initiative of the Australian College of Nurse Practitioners as we recognise outstanding service of Nurse Practitioners and Advanced Practice Nurses.

All our Awards and Scholarships recognise the invaluable work Nurse Practitioners and Advanced Practice Nurses contribute to the Australian community ensuring effective, innovative and efficient care of an individual’s health issues in a complex and constantly changing environment.

The nominations we received this year were of a very high standard and each worthy of recognition.

**Nurse Practitioner Mentor of the Year – Murray Sneesby**

*The awardee will have demonstrated excellence Mentorship.*

**Nurse Practitioner of the Year – Natasha Jennings**

*The awardee will have demonstrated outstanding qualities in the areas of clinical work, mentoring and leadership*

**Ollie Scholarship – Mark Jones**

*The scholarship is for an endorsed Nurse Practitioner to grow the body of knowledge on the NP role in Australia. The Ollie Scholarship is offered in collaboration with the Australian College of Nursing (ACN)*

2018 National Conference

The 2018 National conference was held in the National Capital of Canberra on 10-13 September 2019 with 233 delegates attending over the 4 days. The theme of the conference was Dimensions of Care focusing on: Pharmacology, Innovations in Role & Policy Development, Diagnostics & Procedures and Therapeutic relationships & Self Care.

State Events

**July 2018**
- WA Masterclass | Prescribing & Pharmacology
  26 attendees

**August 2018**
- SA Diagnostics
  9 attendees

**October 2018**
- NSW Diagnostics
  21 attendees
- QLD Prescribing & Pharmacology

**November 2019**
- WA Symposium | Enhancing & Broadening NP Practice - The Great Expanse in WA
  22 attendees
- NSW Prescribing & Pharmacology
  18 attendees

**December 2018**
- VIC Prescribing & Pharmacology
  10 attendees

**February 2019**
- QLD Symposium | Spotlighting NP scope of Practice
  90 attendees

**March 2019**
- SA Symposium | The 3 R’s - Resilience, Revive & Replenish
  22 attendees

**June 2019**
- Top End Rural & Remote Symposium
  20 attendees
Marketing Update

@ Website

www.acnp.org.au
Total 103,317 Page Views
Over 20K Users
Over 50% of users find the website organically
Over 63% of users view the website via the Desktop

@ Newsletter

In Focus
12 e-Newsletters delivered electronically to Members
Over 6.4K reads
Over 1.3K click through to the ACNP Website

@ Social Media

Facebook: Australian College of Nurse Practitioners
667 Posts
2.9K Fans
25K Engagement
Followers: July 2018 = 2231 to June 2019 = 2894
Top Post: December 10 NP Week. Reach 9.7K

Linked In: Australian College of Nurse Practitioners
570 Posts
548 Followers
4.5K Engagement
3.4K Page Clicks
Followers: July 2018 = 170 to June 2019 = 548
Top Post: December 12 NP Week. Reach 3.4K

Instagram: @acnpnational
382 Posts
499 Followers
4.3K Engagement
Followers: July 2018 = 172 to June 2019 = 499
Top Post: December 10 NP Week

Twitter: @acnp_national
493 Tweets
1.4K Followers
1.8K Engagement
719 Retweets
Followers: July 2018 = 1,118 to June 2019 = 1,372
Top Post: April 17 The Drum

NP Week 2018

Let’s Celebrate
A fantastic week that represents the highest engagement period across the year.
Facebook:
2.1k Reactions
199 Shares
161 Comments
2578 Opens of Newsletters

ACNP Annual Report 2018/2019
Transforming Health Care

National Awareness Campaign

The Transforming Health Care campaign is an ACNP initiative, aimed at building greater awareness of the role of NPs in the health sector and to consumers the benefits of seeing Nurse Practitioners (NP).

NPs are uniquely placed to help transform health care and improve access to quality health care for the community. This initiative, in partnership with the Department of Health, has provided an important opportunity to promote the role of the nursing profession.

The awareness campaign highlighted the potential benefits to consumers that greater knowledge of choice is made available for healthcare. Further, ACNP increased engagement with key stakeholders across the health and education sectors, communicating the benefits of working with a NP and promoting the NP career path.

The profile of Nurse Practitioners has been enhanced, due to the exposure at major events, advertising and social media in both the health sector and community. Through this Campaign, ACNP have had an opportunity to be a part of a positive initiative that created discussion and engagement.

During the grant period 2018-2019, ACNP focused on increasing awareness through activities such as events, communications, advertising and social media engagement. The marketing of new videos targeted to health consumers through digital advertising has created a positive impact on the campaigns reach via social media. The dedicated Campaign website and social media streams launched in August 2018, had received a positive level of engagement and support.

The brand Transforming Health Care was promoted at 14 events nationally, that provided the NP role exposure to over 15,000 people in the community, health and education sector. This level of exposure for NPs has alone, increased awareness and discussion.

Due to the grant, the ACNP developed new resources and videos to advocate for the NP role and educate the varied target audiences in both health care and general public. For the first time the ACNP advertised on commercial TV in the Queensland market to test the future potential.
Transforming Health Care

Raising the Awareness of the Nurse Practitioner Role

Working with the Department of Health and receiving the grant has been a positive start for the ACNP, and great deal of potential exists for the college to connect with stakeholders to further push the key messages of NPs. Based on the data collected, the ACNP is confident that the project was successful in establishing a brand that has created discussion and interest in the NP role.

Sharing NP Stories
The ACNP published over 40 Nurse Practitioner stories and all were shared through the Campaign website and social media, increasing engagement. Through sharing stories, the ACNP have been able to communicate the diversity of the NP scope, workplace settings and the vast opportunities that NPs can offer in improving health care. The NP stories will continue to be promoted as a source of information and to assist ACNP in communicating the importance of the NP role and the opportunities that exist.

Thank you
On the behalf of the team at the ACNP, a big thank you goes out to all the Nurse Practitioners that contributed their story and who also volunteered at the events to help deliver the Transforming Health Care Campaign.

“Nurse practitioners can make a real difference, and it is a very worthwhile job to have.”
- Nikki Johnston, NP
Plan for the future

The Board remains responsive to the need for the ACNP to continually evolve to meet our long-term objectives. Part of planning for the future is to engage with our members, and the wider health industry, and understand as much as we can about the issues they are facing in improving access to quality care in Australia.

We must continue to build on the work of the now completed Transforming Healthcare campaign to promote the role of the NP to the public and within the health professions. Additionally, our own events and milestones such as National Nurse Practitioner Day, and International Nurses Day are celebrated to recognise our achievements, and are also opportunities to promote our work to the public and our colleagues.

Political and strategic engagement is essential to ensure that we have a voice, and a seat at the table in relation to health policy in Australia, and we will continue to meet with key people. It is important that we are active as a peak body, and that we are recognised as such.

Media in many forms plays an important part in promoting our role, and achieving our objectives, and we have increased our engagement in a number of ways, including sharing interviews and media releases on our website, and more widely on social media.

Financial sustainability and responsibility are crucial for the long-term sustainability of the college, and is a key focus for us leading into 2020.

2020 will be a big year for us, with 20 years of Nurse Practitioners in Australia, and 2020 being the WHO Year of the Nurse and Midwife.
There is no doubt that there have been some challenges for the ACNP over the last 12 months, however we finished our first nine months/financial year as a new Board on a positive note.

The Board and staff ACNP have worked to improve the financial situation of the ACNP by:

- Improving the membership processing.
- Managing and reducing expenses - office, events and staff.
- Customer service.
- Internal policies and process ensuring continued monitoring of income and expenses, and accountability.
- Ensuring that events and workshops do not proceed at a loss.

In response to Member feedback, your membership renewals have been all moved to a fixed date. (Now due in May each year (at the same time as your NMBA registration). This transition will be completed by May 2020.

Members can assist the ACNP by completing their membership renewal in a timely manner, and keeping their membership details up to date.

Your membership fee sustains the important advocacy, professional representation and continued development for both the NPs and APNs. Over the last couple of years, the ACNP took the big step of opening a national office to improve and support this engagement. The staff have supported the extensive advocacy work this year, including our response to the MBS Review. Without the ACNP staff, the Board and Council would not have been able to contribute to the number of submissions or provide representation at so many meetings on behalf of NPs and APNs.

We have done some additional work on the costing of the Prescribing and Pharmacology courses and now, in response to your feedback, we are able to reduce the price for all ongoing courses.

The ACNP has completed 2 audits this year, one financial audit and one campaign expenses audit.

The ACNP has worked on ensuring financial stability to support:

- Continued submissions and representation of NP and APNs causes.
- Marketing of the role of NPs and APNs, and promoting their work.
- Education workshops for NPs and APNs.

This concludes my 1st year as the ACNP Treasurer and Board Member, so I would like to thank the members of ACNP for working with us and the ACNP staff for the dedicated work they do to support us. As the Treasurer I have overseen the financial operations of the ACNP, the campaign and this conference. I have also chaired the Membership Committee for this year.

Catherine Smith RN NP/PNSA, Treasurer