

THE NEW ZEALAND WOUND CARE SOCIETY INC



Advancing practice and knowledge in wound management

The NZ Wound Care Society Strategic Plan 2020- 2025

Background

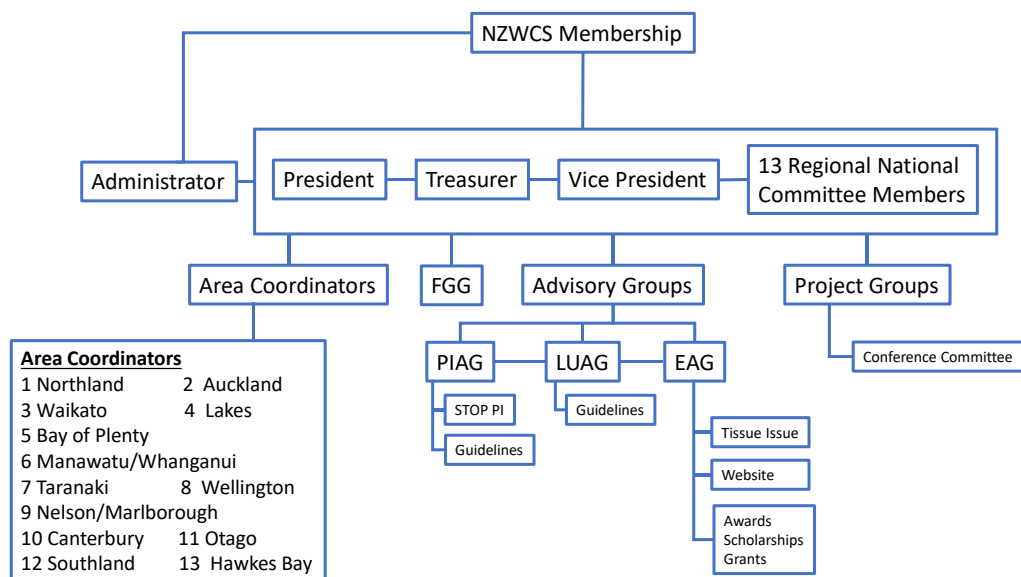
The NZ Wound Care Society (NZWCS) is a registered charity established by a trans-disciplinary group of health care professionals with a shared commitment to ensuring optimal wound management for all New Zealanders. The Society is dedicated to improving outcomes for individuals at risk and/or experiencing wounds across the continuum of care.

Our Vision: To advance practice and knowledge in wound management.

NZWCS National Committee members serve a limited term in an unpaid, voluntary capacity. The National Committee has responsibility for running the NZWCS and associated contracts.

NZWCS Governance

NZWCS Structure



Affiliations: Ministry of Health, ACC, PHARMAC, HQSC, Australian Wound Mgmt. Assoc., European Wound Mgmt. Assoc.,

Abbreviations: PIAG = Pressure Injury Advisory Group, LUAG = Leg Ulcer Advisory Group, EAG = Education Advisory Group, FGG = Financial Governance Group

22 January 2020

Aims and Values

The NZWCS aims are:

- To improve outcomes and quality of life for people with wound and skin integrity problems.
- To guide and promote evidenced-based practice and wound prevention and management education across relevant health care settings.
- To be involved at local, national and international level on issues relating to wound prevention and management.



Role of Strategic Plan

This strategic plan will set agreed priorities and goals for 2020 to 2025 and develop a plan to achieve them. It will ensure we focus energy and resources, strengthen operations and monitor our progress, ensuring accountability to our membership.

Acknowledgements

The NZWCS acknowledge Prue Lennox, past NZWCS President 2018-2019, for her vision and dedication to develop this first Strategic Plan for the Society.

Thank you to our external advisor's Dr Kylie Sandy-Hodgetts and Carolyn Risk for their guidance and expertise.

Thank you to Rebecca Aburn, Desley Johnson and Mandy Pagan for their further critique and finalising the plan, and to our National Committee and Advisory Groups for approving this document.

Strategic Direction

To be successful the NZWCS must operate in a number of national and international sectors and develop trust-based relationships with diverse stakeholders. This includes engaging with policy-makers, health-care organisations and providers, clinicians, consumers and whānau.

Strategic Areas of focus

The NZWCS has five main areas of focus:



Abbreviations: National Committee (NC), Financial Governance Group (FGG), Area Coordinators (AC), Advisory Groups (AG), Education Advisory Group (EAG), Leg Ulcer Advisory Group (LUAG), Pressure Injury Advisory Group (PIAG), Conference Committee (CC).

Strategy One: Governance

Purpose statement: To ensure the NZWCS continues to function safely and effectively whilst delivering its vision. Governance is the overall stewardship on the delivery of guiding principles, the decision-making process and accountability of the NZWCS National Committee and its members.

Governance			
Goal	Task	Goal Date	Responsibility
Ensure the NZWCS continues to function safely and effectively whilst delivering its vision.	<ul style="list-style-type: none"> ▪ The NZWCS will be overseen by a President and Vice President who will serve a limited term, roles voted on alternative years to provide an overlap for support, guidance and training. ▪ National Committee and Area Coordinators will declare any conflicts of interest when commencing their position and prior to any subsequent involvement in society activities. ▪ The National Committee, Area Coordinators and Advisory Groups will provide reports which will be presented at the Annual General Meeting and published on the website available to members. ▪ Review position descriptions and terms of reference for existing roles every five years or earlier if required. ▪ Develop and support a Financial Governance Group. ▪ Conduct an independent accounting review by a nominated accounting firm. ▪ Hold comprehensive charity insurance cover. 	2021 and 2022	NC
		Ongoing	NC, AC
		Annually	NC, AC, AG
		2024	NC, AC, AG
		2020	NC, FGG
		Annually	NC, FGG
		Annually	FGG
Ensure the financial sustainability of the society with strong and robust governance.	<ul style="list-style-type: none"> ▪ Agree a process for approving NZWCS funded projects that will be sustainable, open and transparent. This will be achieved by presenting projects to the National Committee and where appropriate voted upon. ▪ Any person contracted by, or commissioned to undertake work on behalf of the NZWCS will be agreed by the National Committee and Financial Governance Group. Written employment agreements will be developed, reviewed and updated; with annual performance appraisals conducted. 	Ongoing	NC, FGG
		Annually	NC, FGG President or Vice to conduct annual appraisals.
Ensure a robust and fit for purpose governance structure.	<ul style="list-style-type: none"> ▪ Review of the NZWCS structure will be undertaken every 3-years to identify the positions as being fit for purpose and any proposed changes presented at the Annual General Meeting. 	2020	NC

Increase the capability and capacity of the society.	<ul style="list-style-type: none"> ▪ Fund a project manager with an understanding of wound management to support the National Committee and Administrator. ▪ Promote the NZWCS voice with influential organisations ensuring engagement in policy and evidenced-based practice development. This will be achieved by maintaining dialogue with our key stakeholders: <ul style="list-style-type: none"> ○ Accident Compensation Corporation (ACC) ○ Health Quality Safety Commission (HQSC) ○ Ministry of Health (MoH) ○ Pharmac ○ Wounds Australia 	2020	NC, FGG
		Ongoing	NC, AG
	<ul style="list-style-type: none"> ▪ Explore new partnerships such as EWMA. ▪ Continue to seek and identify resources to support projects and initiatives in order to maximise value to stakeholders. This may involve the increased use of technology. 	2020	NC
		Ongoing	NC, AG

Strategy Two: Membership

Purpose statement: Promote membership and enhance member benefits via effective and efficient communication.

Membership			
Goal	Task	Goal Date	Responsibility
Analyse current membership in order to understand the needs.	<ul style="list-style-type: none"> ▪ Maintain current database to ensure membership information captures clinical specialty and other priorities identified by the National Committee. 	Ongoing	NC, Administrator
Develop a marketing and communication strategy.	<ul style="list-style-type: none"> ▪ Explore social media networks and how these may benefit the society. ▪ Maintain the website and upgrade as required. ▪ Promote Area Coordinators and actively involve all members of the society in the activities of the society. ▪ Undertake a membership satisfaction survey at least every 2 years. 	2020-2025	NC, EAG
		Ongoing	NC, AG
		Ongoing	EAG, Administrator
		2021,2023, 2025	NC, EAG Administrator

Increase net membership by 10% per annum for 3 years.	<ul style="list-style-type: none"> ▪ Increase the number of members from different professional roles and health-related professions to ensure that the society is inclusive and has a trans-disciplinary outlook. This will be achieved by exploring innovate ways of promoting membership. 	Ongoing	NC, FGG, AG
	<ul style="list-style-type: none"> ▪ Ensure the membership process is simple, accessible and publicised widely. 	Ongoing	EAG, Administrator
	<ul style="list-style-type: none"> ▪ Maintain and update new National Committee member and Area Coordinator pack for new and existing members. 	Ongoing	EAG, Administrator
	<ul style="list-style-type: none"> ▪ Promote membership at conferences and forums attended by potential society members. 	Ongoing	NC, AC, AG
	<ul style="list-style-type: none"> ▪ Identify barriers to membership and/or participation for particular stakeholders, and consider ways in which this might be addressed. 	Ongoing	NC, EAG
	<ul style="list-style-type: none"> ▪ Improve existing member education benefits e.g. educational events, webinar, education module and podcasts. 	Ongoing	NC, AC, AG

Strategy Three: Education and Professional Development

Purpose statement: To provide opportunities to advance learning, and increase knowledge to support clinical practice. The NZWCS will work with partners to promote up to date clinical evidence into practice across the continuum of care. The NZWCS will be involved in identifying leading practices, and opportunities for healthcare organisations and consumer engagement through public awareness campaigns.

Education and Professional Development

Goal	Task	Goal Date	Responsibility
Monitor wound management credentialing.	<ul style="list-style-type: none"> ▪ Explore international approaches to wound-related competencies and applicability to the NZ context. Report findings to the National Committee. 	2022	Project Manager
Deliver a biennial conference.	<ul style="list-style-type: none"> ▪ Establish an experienced conference committee, and include novice/s to join to ensure succession planning. The committee will ensure finances, tasks, decisions and planning are conducted in a formalised and transparent process. National Committee meeting updates will be provided. 	2020-2021 2022-2023 2023-2024	NC, FGG, CC

Promote continuing education and professional development.	<ul style="list-style-type: none"> Provide an informative newsletter for members. Support regional education / study days. Ensure most up to date information available to members, access to webinars. Support involvement in updating or developing international and national best practice guidelines for wound management, ensuring a NZ perspective. This will be achieved by maintaining working relationships with key stakeholders (see Strategic Relationships & Advocacy). Promote the new International Clinical Practice Pressure Injury Guideline. Participate in working groups to complete the Trans-Tasman Leg Ulcer Guideline. 	Quarterly	EAG
		Ongoing	NC, AC, AG
		Ongoing	NC, AC, AG, Administrator
Provide support for members to undertake professional development.	<ul style="list-style-type: none"> Ensure a range of scholarships are available to members, are well promoted, and are blind reviewed. Transparent processes are in place for NZWCS members applying for scholarships. Professional development opportunities are identified via the newsletter and website. 	Ongoing	NC, AC, AG
		2020	PIAG, EAG
		2020-2022	LUAG

Strategy Four: Strategic Relationships and Advocacy

Purpose statement: To develop and maintain relationships with key stakeholders nationally and internationally. To provide professional advice for health care organisations, members and consumers on wound related issues.

Strategic Relationships and Advocacy

Goal	Task	Goal Date	Responsibility
The society is recognised as a competent and highly regarded organisation.	<ul style="list-style-type: none"> Actively engage with key national and international policy-makers and organisations. The society will provide professional expertise and advice to influence national and international policy and legislative processes relating to wound management. Formalise a working relationship with Wounds Australia and explore other international collaborations such as with the EWMA. 	Ongoing	NC, AG
		2020 to 2025	President & Vice President

	<ul style="list-style-type: none"> Seek opportunities to work collaboratively to provide education to the public on issues relating to skin integrity, and wound prevention and management. This includes exploring with ACC a Wound Awareness Week in NZ. Promote and support national and international activities for 'Stop Pressure Injury Day' with ACC. Formalise new links with national groups to promote this day; such as Kia Tiaki NZ, NZ Spinal Trust, and Podiatry NZ. 	Ongoing	NC, AG
		Ongoing	NC, PIAG
Future-focused, targeting the next generation. To encourage undergraduate's involvement in wound management.	<ul style="list-style-type: none"> Promote the society to educational institutions. Share membership expertise, programmes and tools with educational institutions. Provide society promotional material and associated opportunities to become members; ensuring lower membership fees for students. 	Ongoing Ongoing	NC, EAG NC, EAG
Maintain professional working relationships with industry.	<ul style="list-style-type: none"> The society will not endorse any company or product but will provide opportunities for companies to become commercial members. Encourage Area Coordinators to utilise company representatives to assist with education and funding for regional study days. Provide indiscriminate opportunity for companies to partake in the society's conferences. 	Ongoing Ongoing Biennial	EAG EAG CC

Strategy Five: Research and Innovation

Purpose statement: To support, contribute, develop and implement evidenced-based practice in wound management through research and innovation.

Research and Innovation			
Goal	Task	Goal Date	Responsibility
Support relevant research opportunities that will raise the profile of wound management related	<ul style="list-style-type: none"> Promote the society research grant for members and non-members based in NZ. 	Annually	EAG
	<ul style="list-style-type: none"> Demonstrate benefits and impact of funding awarded by publishing details of all research grants awarded and subsequent findings and/or publications. 	Annually	NC, EAG, Administrator

research and best practice in NZ.	<ul style="list-style-type: none"> Identify and consider applying for (either alone or in collaboration with other organisations) national and international grants/funds that will enable the society to undertake research/educational initiatives in furtherance of its aims and objectives. An example includes Wound Awareness Week and International STOP Pressure Injury Day. 	Ongoing	NC, AG
	<ul style="list-style-type: none"> Develop a network that increases opportunities for trans-disciplinary collaboration on research between clinicians, scientists, researchers and academics. An example includes Wounds Australia. 	Ongoing	NC

Sign-Off By:

Mandy Pagan NZWCS President: _____

Date:

Rebecca Aburn NZWCS Vice-President: _____

Date:

Emil Schmidt NZWCS Treasurer: _____

Date: