



Perinatal Society of Australia and New Zealand

Strategic Plan April 2013

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Goal One: Governance and Management

Outcome One: Review the Constitution		
Actions:	Who:	Measures:
Review the constitution to ensure appropriate representation on the Board and governance of committees, special interest groups and other PSANZ entities	Board Executive led by President/Vice President	Draft revised constitution to Board of Directors (BoD) for discussion/approval by the end of the 2 nd quarter 2013
		BoD approved draft of revised constitution circulated to Branch executive committees for consultation
		New constitution approved at the 2014 PSANZ AGM
Review BoD membership and give consideration to the advantages of co-opting council members with specific skills	Board Executive team led by the President/Vice President	BoD membership reviewed by end of 2 nd quarter 2013
		Financial expertise co-opted onto council by 2013 AGM

Outcome Two: Implementation of the Strategic Plan		
Actions:	Who:	Measures:
Board of Directors approves Executive to work on implementation plan	President/ Vice President	Board approval obtained prior to 2013 AGM
Develop a governance charter document which clearly separates governance and management functions	Led by secretary with input from WHA and Executive	Governance documents developed by mid 2014
Review the administrative workload and structure, and design a structure which will best deliver the strategic plan objectives. Consider roles for volunteers, potential council members, sub-committees, special interest groups and branches.	Secretary with input from WHA, feeding back through Executive	Secretary tables a proposal for consideration by the Board by the end of 2013 with approval by 1 st quarter 2014.

Outcome Three: Board of Directors Workload

Actions:	Who:	Measures:
Create targeted groups drawn from the broad PSANZ membership which will be responsible for implementing specific sections of this strategic plan	President/ Vice President working with the secretary and input from WHA and the Executive	Sections of strategic plan requiring targeted groups for implementation identified by the end of 2013. Groups created prior to 2014 AGM
Review nature of SIGs and subcommittees, including reporting, status within/without PSANZ etc.	Executive led by President/ Vice President	Paper/discussion document considered by Board of Directors in time for constitutional changes, if any, to go to 2014 AGM
Convene appropriate Sub-Committees to tackle identified tasks.	Executive	Committees convened by the end of 2013
Co-opt members/professional expertise on to the Board of Directors as required to complete work plan	Board of Directors, led by Executive	Throughout 2-year work plan as required
In conjunction with the branches, develop strategies for improved communication and connectivity with the PSANZ branches	Secretary together with WHA	Secretary tables paper for discussion by the Board at the final Board meeting of 2013

Goal 2: Membership and Membership Development

Outcome One: Increase Membership		
Actions:	Who:	Measures:
Consider additional categories of membership, including institutional membership, consumer members and associate members	Executive led by person delegated by President	Additional categories of membership, if agreed, included in revised constitution for approval at 2014 AGM
Develop wider engagement of currently eligible disciplines, especially obstetricians and midwives	Obstetric and midwifery members of Board of Directors feeding back to Executive	Plan for increasing engagement from obstetric and midwifery disciplines developed by the end of 2013

Outcome Two: Increase the number of early career researchers by providing more development opportunities		
Actions:	Who:	Measures:
Develop terms of reference for a working group/subcommittee to focus on early career research development, reporting to the council and having significant input from early career researchers/trainees	Early career researchers working with member of the Executive delegated by the president	Terms of Reference developed by the end of 2013.
Include a trainee/early career researcher on the Board of Directors as a member or observer, co-opted if necessary	President with the Executive	By 2013 AGM
Explore opportunities for increasing scholarships	Treasurer with the Executive	Treasurer tables paper/proposal for board consideration by the end of 2013
Explore opportunities to offer masterclasses from within PSANZ membership,	ERC subcommittee / working party	First report by the end of 2013. If approved plan by 2014 Board of Directors meeting prior to AGM.

<p>possibly via webinars, and possibly driven by the branches. Suggested topics are scientific writing, statistics and developing clinical trials</p>		
<p>Provide opportunities for early career researchers at the Congress. Consider initiatives targeted to this group, such as: specific plenary sessions for early career researchers; "Meet the Professor" sessions; co-chair plenary sessions; "How to Write a Successful Grant".</p>	<p>ERC subcommittee / working party with Congress subcommittee</p>	<p>By the end of June 2013.</p>

Goal 3: Financial Stability

Outcome One: Prepare a financial plan for each of the next three years which ensures financial stability of PSANZ.

Actions:	Who:	Measures:
Review a range of costs and revenue sources	Treasurer on behalf of the Executive with input from WHA and co-opted financial expertise on the board of Directors	Report submitted to the BoD by the last meeting of 2013
To make the congress a major contributor to the finances of PSANZ.	Establish a Congress sub-committee of the Board including: <ul style="list-style-type: none"> • CPLO • Treasurer • Chair of LOC • President Elect With WHA and co-opted financial expertise on the Board of Directors	The actual surplus of the Congress should be at least the surplus which was budgeted

Goal 4: Perinatal Research

Outcome One: Foster viable and Translational perinatal research		
Actions:	Who:	Measures:
<ul style="list-style-type: none"> • Seek synergies with the priorities of national and international funding bodies • Provide and facilitate seed funding opportunities • Engage consumers • Provide opportunities for early career research members and novice researchers • Award research excellence • Interpret and develop policy statements informed by perinatal research • Promote evidence based practice and translational research 	Sub-committee of the Council appointed by the president and including the Chair of IMPACT and leader of Fetal and neonatal Physiology Special Interest Group co-opted onto the Council	Number of competitive grants awarded to PSANZ members
		Publications and citations by PSANZ members
		Media presence
		Congress abstracts subsequently published as journal articles
Form PSANZ Clinical Trials Network working party to investigate strategic approach to enhancing perinatal research	President/Vice President	Working party Terms of Reference by the end of February 2013
		Working party convenes by end of the second quarter 2013

Goal 5: Annual Congress

Outcome One: Take greater control of the organisation of the Congress (see strategy 2 under Financial)

Actions:	Who:	Measures:
Allocate a portion of any increased surplus from the Congress to early career researcher development and scholarships	Congress sub-committee of the with WHA and co-opted financial expertise on the Board of Directors	Increase funds provided to ECR and numbers of ECRs as members of PSANZ presenting at the annual Congress.

Outcome Two: Increase attendance of all disciplines and increase involvement of members

Actions:	Who:	Measures:
Special interest groups, trial groups, guideline groups and early career researchers should feature centrally in the program. Plenary sessions should have a broad appeal	Congress sub-committee of Board or Directors	Annual increases in delegate numbers and positive Congress feedback.
Develop a marketing and communication plan which gives recognition to the PSANZ sponsorship of the Congress.	Congress sub-committee or Communications sub-committee of Board of Directors as identified in the working plan	Plan developed and appropriate subcommittee Terms of Reference developed by end of 3rd quarter of 2013

Issue 6: Consumer Engagement

Outcome One: Enhance opportunities for consumers to become integral to the activities of PSANZ.		
Actions:	Who:	Measures:
Consider the establishment of a membership category for consumers	President or delegate	In time for revised constitution for approval at the 2014 AGM
Provide opportunities for consumers to advise in relation to priorities and policies. Consider establishing a consumer advisory group	President or delegate	Plan for how consumer input will feed into council decisions and PSANZ strategy by end 2013

Issue 7: PSANZ Leadership as a peak body

Outcome One: Provide expert advice to government and other bodies on matters pertaining to perinatology

Actions:	Who:	Measures:
Establish a policy working group as a sub-committee of the Council to provide advice to the BoD	President to establish sub-committee	At least three policies are developed by the end of 2014

Issue 8: Communication and marketing

Outcome One: Ensure effective communication with all stakeholders raising the profile of PSANZ

Actions:	Who:	Measures:
Enhance the effective use of social media with a focus on the annual Congress.	IT conversant member with PSANZ administrator/WHA as part of a newly formed communications and marketing subcommittee	Plan for use of social media at 2014 congress by mid 2013
Develop a role statement and terms of reference for a communication and marketing sub- committee of the Council	President and Secretary together with PSANZ administrator/WHA	By end of 3rd quarter 2013