

# Australian Wound Management Association Inc

The next evolution

**Bill McGuinness**

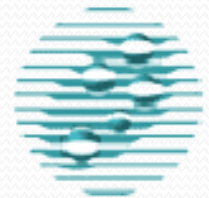
AWMA President

SAWMA Education Evening

November 2010

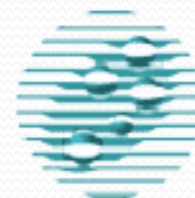
# AWMA Progress Report

- CRC-Wound Solutions \$27.9 million over 8 yrs
- Proposed restructure of AWMA
- ANZBA collaboration – joint newsletter
- EWMA International partner
- World Alliance for Wound and Lymphoedema Care



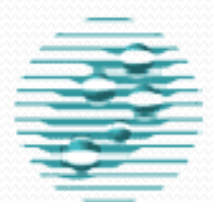
# AWMA Progress Report

- Pan-Pacific Pressure Ulcer and Venous Leg Ulcer Guidelines
  - 15 - 18 October 2011  
Canberra Convention Centre
- 2012 AWMA conference in Sydney
- WUWHS – Australian bid for 2016 or 2020 in Brisbane





QUEENSLAND WOUND CARE ASSOCIATION INC



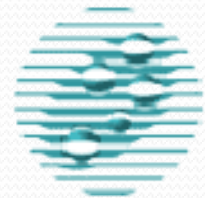
# Member benefits

Group	Scholarships	CPD	E-resources
Qld	✓	✓	✓
NSW	✓	✓	✓
ACT	✓	✓	✓
VIC	✓	✓	✓
Tas	✓	✓	✓
SA	✓	✓	✓
WA	✓	✓	✓
NT			

**Similar format but varied opportunities**

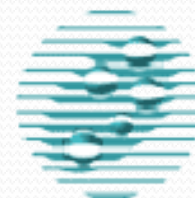
# Current Disadvantages

- Duplication of effort
- Multiple branding
- Confusion re identifiable peak body
- Variable member benefits
  - Scholarship, e-resources, CPD activities
- Stretched resources



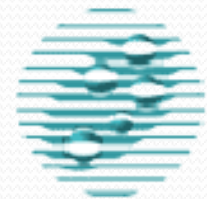
# The need

- **Recognised Peak body** for wound management
  - Standardised national recognisable brand
- **Reduce duplication**
  - Membership secretariat
- **Equitable member benefits**
  - National scholarships
  - Opportunities to run local CPD



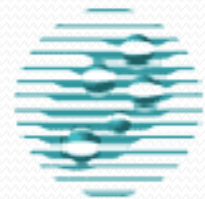
## Work to date

- 2009 Commissioned PKF to produce recommendations for a national body



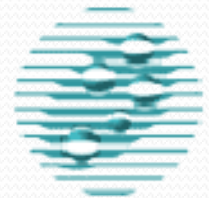
# Planned actions

- Common branding and names
- Common web site
- Consolidation of membership benefits
- Establishment of a Membership Secretariat



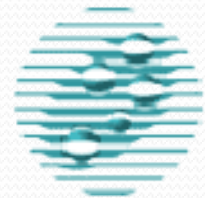
# What's needed ?

- **Common branding**
  - Each state and territory will change their name and logo to a consistent branding
  - E.G.
    - SAWMA becomes AWMA (SA)
    - Explore logo options
      - Commission graphic artist to examine existing logos
      - Provide 5 options



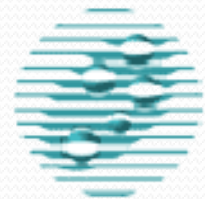
# What's needed ?

- **Common web site**
  - Same format and design
  - Dedicated national and local areas
  - Public and members only areas



# What's needed ?

- Establishment of a national Membership Secretariat
  - Explore funding options
  - Aggregate existing membership data sets
  - Establish mechanism for recruiting, listing and dissemination of changes to national and local groups



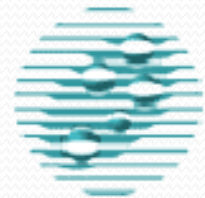
# What's needed ?

- **Establishment of a national Membership Secretariat**
  - Establish and maintain a membership data base including State and territory members, individual AWMA members and corporate members
  - Respond to membership enquiries for potential new members
  - Distribute renewal notices
  - Collect membership dues and allocate funds to the relevant state and territory groups and AWMA
  - Develop a campaign to attract new members
  - Provision of a new member info pack with details of such things as benefits (local & national),
  - Login details for the AWMA site (and local, if still existing), AWMA (& local) Committee names etc



# What's needed ?

- **Consolidation of benefits**
  - Establish National scholarships funds
    - Sustainable
    - System for allocation
  - Equal opportunities to run local CPD events
    - Local needs analysis
    - Program of events
  - Sharing of established e-resources



# What does it mean for your state/territory

- Methods/procedures for changing the name and logo
- Procedures for consolidation of web resources/format



# Thank you



Thank you