



Professional Relationships National Project

November 2004 - September 2005

1. BACKGROUND

ACAP is the national professional association of ambulance personnel throughout Australia. There are 8 State and Territory Branches of ACAP.

ACAP operates in accordance within the provisions for Companies Limited by Guarantee as set down by the Australian Securities and Investment Commission (ASIC) and Incorporated Associations Regulations in each state and territory. ACAP provides the following services to its members:

- Professional standards and representation of the interests of members
- Monitoring the Art and Science of pre-hospital care
- Professional development opportunities
- National professional recognition for members

The ACAP mission statement:

The College is the leading representative authority for professionals engaged in the delivery of pre-hospital emergency medical systems.

Ambulance professionals must step forward and play a proactive role in emerging opportunities to set the Australia ambulance scope of practice, practice ethics and the associated research agenda.

The Australian College of Ambulance Professionals is a member sponsored organisation that must perform consistently. It is time to take the College to the next level of sophisticated clinical and corporate governance, through a high standard of commercial, business and professional practices. This plan identifies strategies that will see the College lifting its national profile and administrative functions from successful to exceptional. For the strategies identified in this plan to be achieved, appropriate resources need to be allocated. The College must respond quickly to the needs of its members and clients.

The early years of the 21st century will see the College become a significant contributor to the art and science of pre-hospital care, as well as being a professional association renowned for understanding and supporting the professional interests of its members. The Board of the College understands the challenges it faces and looks forward to taking the College to a new level.

ACAP contributes to national primary health care strategies, which aim to improve the health of all Australians. ACAP maintains formal liaison with health services through its accredited educational programs and through its member services professional development activities

2. CURRENT STATUS

The College is at risk in continuing to delay the formation of a structure for Special Interest Groups – a mechanism to provide the general categories of members with a quality controlled and presented national agenda and representative voice

Identification of member expectations and professional interests through a national survey of members, (preferably in consultation with Special Interest Groups) is underway

Implementation of an external and internal marketing strategy, including a national membership package is ready to commence and this project will add significantly to the positioning of ACAP in the external ambulance industry and paramedic education markets

Enhanced College eJournal is poised to develop increased and significance influence

A proactive program to promote the National Professional Recognition Program is underway

3. ISSUES

The major issues impacting on ACAP) over the next 12 months include:

International Trends and Issues

- Advances in medical technology, and patient care equipment
- The continuing implementation of global best practice into ambulance programs, projects and quality assurance
- Counter-terrorist activities involving all emergency services
- Provision of services and education to international clients

National Trends and Issues

- The introduction of the Australian Ambulance Education Council & National Research Agenda
- Privatisation of ambulances services
- Significant changes to a range of community and ambulance industry vocational educational standards
- The closer scrutiny and more stringent organisational governance

State Trends and Issues

- Government initiatives and policies relative to ambulance services
- Increasing staff development activities
- Community and multi-cultural policies

Ambulance and Emergency Services Trends and Issues

- Establishment of closer relations between emergency services
- The progressive development of combined emergency services
- Managing for Outcomes and Outcome-based reporting.

ACAP Organisational Trends and Issues

- Strategic improvements to ACAP member services
- Opportunities to service members through improved on-line facilities.
- Increasing uniformity of ambulance education standards
- Alignment of the ACAP EJournal with College standards.

4. PROPOSAL

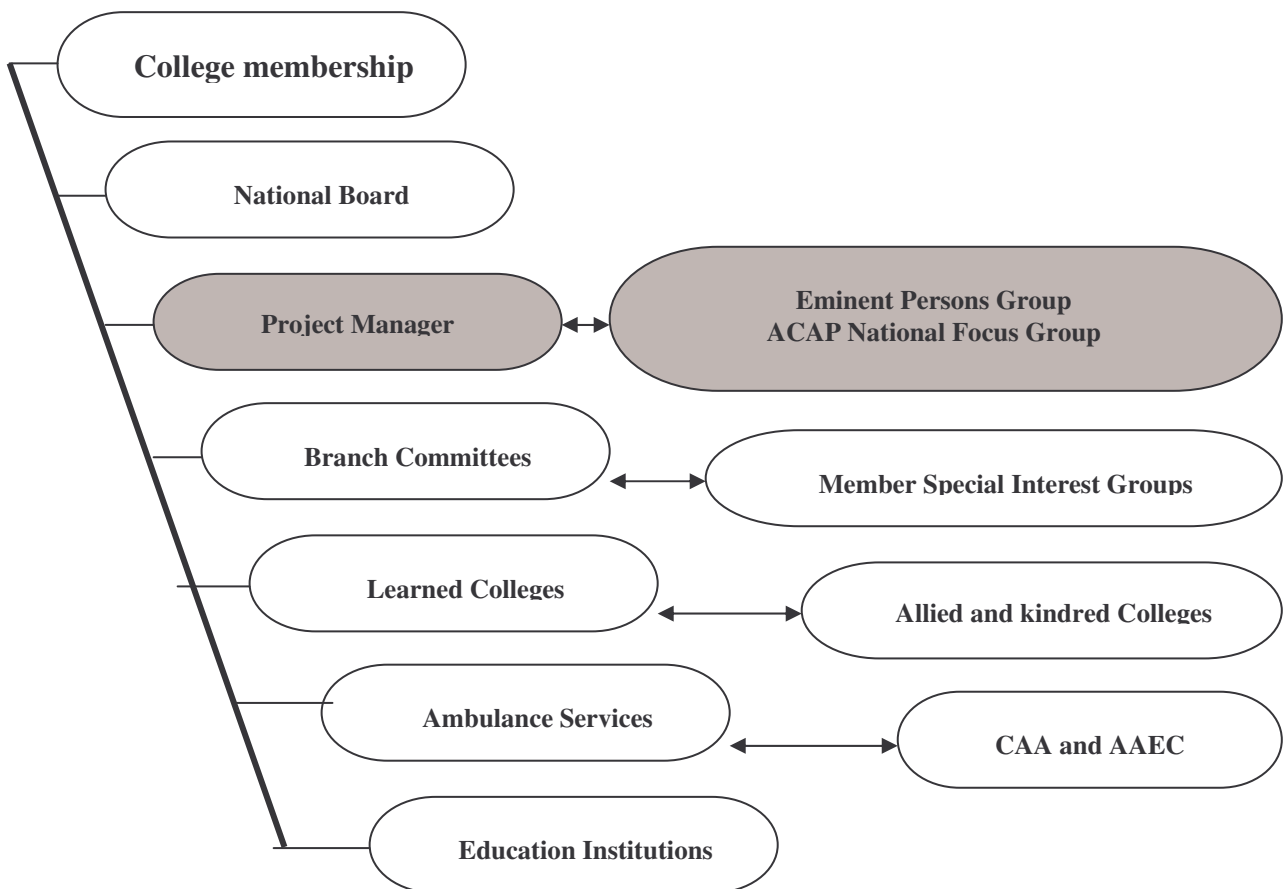
The genesis of this project has come out of the need for a structured methodology of unifying and presenting all the above referenced College activity into a package that can effectively represent the professional interests of college members, assist with the affiliation with other peak bodies and position the College to best represent member interests

The following communication strategy is proposed to assist in achieving this and aims to determine the place and role of the professional Australian Ambulance Paramedic on the journey to professional independence and national recognition

The objective is to define the Australian Ambulance Paramedic' professional role in leading the development of:

1. shared responsibility between universities and paramedics for continuous and continuing paramedic education
2. Paramedics willingly and voluntarily participating in clinical placement and practice
3. ACAP's capability to impose ambulance practice standards and requirements on tertiary education programs, and on judgements about fitness for practice
4. ACAP's capacity to demonstrate excellence in ambulance practice

Key stakeholders



Communication element 1

To define the Australian Ambulance Paramedic place and role as professionals, leading the development of shared responsibilities between universities and Paramedics, for continuous and continuing paramedic education

- 1.1 Scope definition, planning and research
- 1.2 Conduct Branch information workshops
- 1.3 Obtain Paramedic, University and Convention of Ambulance Authorities input
- 1.4 Conduct national focus group workshop
- 1.5 Present issues paper to National Board and Branch Committees
- 1.6 Analyse issues paper feedback
- 1.7 Obtain national Board policy position and development directions
- 1.8 Develop partnership model and ACAP governance structures
- 1.9 Obtain national Board approval to proceed to (1.10)
- 1.10 Present implementation project plan to ACAP 2005 Conference (outlining scope of ongoing work)

Communication element 2

To define the Australian Ambulance Paramedic place and role as professionals, leading the development of Paramedics willingly and voluntarily participating in clinical placement and practice

- 2.1 Scope definition, planning and research with universities and ambulance service employers
- 2.2 Conduct Branch information workshops
- 2.3 Assess Paramedics capacity and commitment to accept their clinical collegial responsibilities – (special interest group activities ??)
- 2.4 Director (Professional Development) and ACAP Certified Ambulance professional program to specify (a) the performance criteria; and (b) the College role in the evaluation process of all Student Paramedics
- 2.5 Negotiate with universities, College involvement in the selection of clinical coordinators and the clinical allocation processes
- 2.6 Present issues paper to national board and Branch Committees
- 2.7 Analyse issues paper feedback
- 2.8 Obtain national Board policy position and development directions
- 2.9 Present developmental proposal to CAA 2005
- 2.10 Negotiate ACAP involvement in clinical placement and practice with Universities

Communication element 3

To define the Australian Ambulance Paramedic place and role as professionals, leading the development of ACAP's capability to impose ambulance practice standards and requirements on tertiary education programs and, on judgements about fitness to practice

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- 3.1 Scope definition, planning and research with universities and ambulance service employers
 - 3.2 Obtain Paramedic, university and Convention of Ambulance Authorities input
 - 3.3 Conduct national focus group workshop
 - 3.4 Director (Professional Development) and ACAP Certified Ambulance Professional Program to specify (a) ambulance practice standards and, (b) fitness for practice criteria
 - 3.5 Consult with CAA Australian Ambulance Education Council to achieve endorsement/recognition of ACAP standards
 - 3.6 Present issues paper to National Board and Branch Committees
 - 3.7 Analyse issues paper feedback
 - 3.8 Obtain national Board approval of ACAP standards
 - 3.9 Present ACAP standards to CAA 2005 Convention
 - 3.10 Negotiate the integration of ACAP standards and requirements on tertiary education programs with universities

Communication element 4

To define the Australian Ambulance Paramedic place and role as professionals, leading the development of ACAP's capacity to demonstrate excellence in ambulance practice

- 4.1 Scope definition, planning and research with National Board to plan future resource requirements for referral resource centre
- 4.2 Assess Paramedics' capacity and commitment to accept their clinical collegial responsibilities, (? Special Interest Groups and individual accountability for excellence)
- 4.3 Obtain ACAP Web Group, EJournal and Response editorial input into the development of communicating excellence in ambulance practice
- 4.4 Present issues paper to national Board and Branch Committees
- 4.5 Analyse issue paper feedback
- 4.6 Obtain National Board policy and direction on potential ACAP 4referral resource centre
- 4.7 Develop ACAP referral resource centre project plan to ACAP Conference 2005; (outlining scope of ongoing work)

5. OUTCOMES AND BUSINESS BENEFITS

This communication strategy outlines the work to be done by the College during 2004-2005 to develop a realistic position on the potential capacity of the College to meet the professional practice expectations held by member Paramedics, ambulance service employers and universities offering ambulance practice education

By ACAP 2005 Conference the College will have redefined the Australian Ambulance Paramedic place and role as professionals, demonstrated by:

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1. a researched and resourced project plan to develop shared responsibility between universities and Paramedics for continuous and continuing education
 2. an agreed membership structure enabling Paramedics to willingly and voluntarily participate in clinical placement and clinical practice standards and processes applied in universities
 3. ACAP approved ambulance practice standards and requirements on tertiary ambulance education programs, and on judgements about fitness for practice
 4. a researched and resourced project plan to develop an ACAP referral resource centre to guide and assist Paramedics, universities and ambulance paramedic employers

The following aligned Board endorsed marketing strategies will underpin and guide the work of the project:

- Complement the functions of ACAP, by identifying peak bodies and inviting the participation of their delegates in ACAP functions.
- Promote ACAP objectives through acceptance of opportunities to attend peak body forums and functions.
- Continue to promote membership of ACAP by ambulance professionals who are already members of other peak bodies.
- Further develop and implement performance review activities for Board members
- Promote special interest group concept to the ACAP Branch Membership
- Encourage Branch members to develop and promote educational functions or packages throughout the special interest groups
- Ensure that appropriate expertise exists within or available to the special interest group.
- Complement the functions of special interest groups where appropriate.
- Provide ACAP information to the Australian Ambulance Industry Education Council on a regular basis
- Continuous improvement of Response EJournal management, systems, processes and presentation.
- Initiate alliances with relevant universities.
- Develop alliances with relevant Universities to expand ACAP member professional development opportunities.
- Identify and promote new ambulance education opportunities.
- Negotiate effective Service Agreements and Contracts where practicable as a business improvement measure.
- Maintain the distribution of quality information about ACAP to other peak bodies.
- Enhance Community awareness of ACAP
- Enhance the “ACAP Corporate Awareness” components through ACAP marketing
- . Provide professional development and information/opportunities for ACAP members through structured and expert programs
- Investigate and propose revenue generation activities
- Explore and pursue sales opportunities for Intellectual Property

6. STAKEHOLDERS

- ❖ The National Board
- ❖ ACAP Branches and Members
- ❖ Australian Resuscitation Council (ARC)
- ❖ Participants in ACAP Programs
- ❖ Governments
- ❖ Ambulance and Health Services
- ❖ Educational Institutions
- ❖ Professional and industry bodies
- ❖ First aid training providers and allied services
- ❖ Kindred medical and Nursing Colleges

However, there are a significant number of key stakeholders within each of the above agencies who will be identified and consulted during the establishment phase.

7. TRANSITION PLAN

To ensure a smooth transition from the current status of professional recognition of the College the Board has appointed National Director Noel Gillard, to project manage the transition and administrative processes, to establish an ongoing and sustainable presence in the Australian ambulance industry and paramedic education markets

It is anticipated that the project manager will:

- clarify the Colleges professional positioning statement
- develop the College positioning statement media tools and packages
- undertake the implementation of the project plan
- identify and consult with relevant stakeholders throughout the project
- achieve the communication and change management objectives outlined in this strategy
- facilitate and arrange physical resources to give effect to College undertakings with Universities and TAFE Colleges
- facilitate member education to utilise the newly established education institution linkages
- implement the agreed project plan

8. REPORTING RELATIONSHIPS

Project Sponsor	National President
Project Review	National Board and Branch Chairpersons
Project Manager	Director Noel Gillard

9. PROJECT APPRAISAL

The success of the project will be measured by:

Critical Success Factor	Evaluation Measure
Collaboration and cooperation of stakeholders	<ul style="list-style-type: none">▪ All stakeholders identified▪ Consultation with all identified stakeholders▪ Agreement by stakeholders to support

	project outcomes
A searched and resourced project plan to develop shared responsibility between universities and Paramedics for continuous and continuing education	<ul style="list-style-type: none"> ▪ Presented and endorsed by National Board
An agreed membership structure enabling Paramedics to willingly and voluntarily participate in clinical placement and clinical practice standards and processes applied in universities	Branch and State/Territory service agreements in place
ACAP approved ambulance practice standards and requirements on tertiary ambulance education programs, and on judgements about fitness for practice	Board agreed structure and resourcing of mechanism for development, approval and dissemination of standards
A researched and resourced project plan to develop an ACAP referral resource centre to guide and assist Paramedics, universities and ambulance paramedic employers	Board agreed structure and resourcing of mechanism for the provision of a national referral resource function