

PRESIDENT'S REPORT ON WA BRANCH ACTIVITIES IN 2004
Prepared for the AGM on Wednesday 9 February, 2005

In my capacity as President of the AHPA (WA Branch) I am continually overwhelmed by the dedication, commitment, passion and vision displayed by the Executive Committee in pursuing the development and support of the members and profession.

The committee represents practitioners, researchers and students in the field of health promotion who add valuable insight into the development and delivery of member services. The diversity of skills within the 2004 Committee complemented the introduction of new services and events for members, which further adds value to membership.

The opportunities presented to members for 2004, have been of an extremely high caliber and have received outstanding feedback. This has resulted in the enhancement of skill, knowledge and networks within the AHPA (WA Branch) membership.

During my time on the Committee, I have been extremely proud of what AHPA has delivered for 2004 and with a number of high quality professional development events currently planned for 2005, the next twelve months is shaping up to offer a wide variety of services that will be of high interest to our members.

I am pleased to present the 2004 Annual Report for the AHPA (WA Branch).



Christine Smith
President

Highlights of 2004



Clockwise from top left: Presenters at the **Meet the Press Workshop** - Stewart Richmond, Maurice Swanson, Meagan Shand, Ruth Callaghan and John McNamara; **AHPA Movie Night** - Christine Smith, Rachel Stubbs and Catherine Mahony; AHPA members gathered outside the Luna for the screening of *Super Size Me*; **Inspire Leadership Luncheon** - AHPA National President Michael Sparks with Gabrielle Morrisey; Leeann Murphy presenting World Café and **2004 Health Promotion Graduate Health Promotion Scholarship** recipients - Catherine Swift, Nicole Bromley and Carine Van Stanten with Healthway Director Neil Guard.

Australian Health Promotion Association (WA Branch) 2004 Annual Report

The first event for the WA Branch of the Association was the Annual General Meeting in February where the 2004 Executive Committee was elected. Mr Doug Paling, Executive Officer of Foodbank, gave an outstanding presentation on the successful Foodbank business plan and how Foodbank has grown to help thousands of West Australians by rescuing unused food and distributing it to community agencies to help alleviate hunger.

The WA Executive Committee for 2004 comprised:

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| Christine Smith | President |
| Kerry O'Hare (nee Tumak) | Vice President |
| Catherine Mahony | Treasurer (resigned November 2004) |
| Samantha Poke | Treasurer (commenced November 2004) |
| Bree Hawkes | Secretary |
| Melissa Ledger | Executive Committee Member, Scholarships Sub-Committee |
| Leeann Murphy | Executive Committee Member, ASTI Scholarships Sub-Committee |
| Laura Emery | Executive Committee Member, Listserve, Business Development and Social Program Sub-Committees, <i>News from the West</i> Editor |
| Bianca McGougan* | Secretary |
| Graham Brown | Executive Committee Member, Advocacy Committee, Conference Sub-Committee |
| Tony Dale | Executive Committee Member, Scholarships and Advocacy Sub-Committees |
| Meagan Shand | Executive Committee Member, Advocacy and Business Development Sub-Committees |
| Rachel Stubbs | Executive Committee Member, Mentoring and Conference Sub-Committee |
| Glenda Trevaskis | Executive Committee Member, ASTI Scholarships Sub-Committee |
| Sarah Kepert** | Executive Committee Member, Mentoring Sub-Committee |
| Julia Dick | Executive Committee Member, Scholarships Sub-Committee |
| Sarah Hatcher | Executive Committee Student Representative, Curtin University of Technology |
| Jaynie McCagh | Executive Committee Student Representative, Edith Cowan University |
| Andriana Kursar | Executive Committee Student Representative, University of Western Australia |
| Lyn Dimer | Co-opted, ASTI Scholarships Sub-Committee |
| Michael Doyle | Co-opted, ASTI Scholarships Sub-Committee |
| Jenny Smith | Co-opted, Listserve Sub-Committee |

*Bianca McGougan resigned in March 2004

**Sarah Kepert resigned in July 2004

In addition to the WA Committee monthly meetings, a strategic planning / visionary meeting was conducted in July. The outcome of which reaffirmed the WA Branch priorities of **communication, scholarships, advocacy, professional development, mentoring and rural services.**

The values which guide our work are **member focussed, professional, leadership, networks, partnerships, supportive, integrity/ accountability*, relevant* and sustainable*** (*new for 2004).

Based on the 2003 WA Member's Survey, the committee delivered the following activities, events and services to WA members for 2004.

1.0 Communication

1.1 Listserver

Our **listserver** continues to offer postings of current employment (including voluntary) opportunities in health promotion and public health, notice of events/seminars/activities/networking opportunities and developments in the field and links to interesting sites.

There is a continual demand from members and organisations wishing to post information via our listserver. In recognition of the volume of material disseminated through the listserver, a sub-committee was established with the aim of designing a standardised template to post information in a more reader, and computer friendly format. This template is expected to be in use early in 2005. Our thanks to Catherine Sayers, Kerry O'Hare and Laura Emery for managing this process.

Our thanks extend to Jenny Smith at the WA Centre for Health Promotion Research at Curtin University who took on the role of posting the weekly employment opportunities.

1.2 Newsletters

Three editions of the WA Branch newsletter *News from the West* were published. Newsletters highlighted AHPA activities, events, industry news, articles and member profiles. The newsletter was distributed to members via the listserve. Contributions were also made to the bi-monthly National newsletter, *Health Promotion Update*. Laura Emery is congratulated for her dedication and hard work in editing the state newsletter and coordinating state submissions for the national newsletter.

2.0 Scholarships

We are very grateful for the on-going support of Healthway who fund the Graduate Health Promotion Scholarship as well as the Aboriginal and Torres Strait Health Promotion Scholarships. The scholarship program enables AHPA (WA Branch) to strengthen the health promotion workforce.

2.1 Graduate Health Promotion Scholarships

The three (3) six-month Healthway funded **Graduate Health Promotion Scholarship** awarded to Carine Van Stanten (Kimberley Division of General Practice), Nicole Bromley (Wheatbelt Public Health Unit) and Catherine Swift (WA Aids Council) were successfully completed. Our thanks to the excellent supervision provided by their respective organisations particularly Andrew Waters, Josie Sinnamon and Gemma Crawford who provided supervision for the scholarship projects. In addition, the AHPA (WA Branch) also acknowledge the ongoing support and hard work of sub-committee members Melissa Ledger, Tony Dale and Julia Dick.

2.2 Aboriginal & Torres Strait Islander Health Promotion Scholarships

Planning and development of promotional material for the new **Aboriginal & Torres Strait Islander Health Promotion Scholarship** program is well and truly underway. Extensive consultation, networking and marketing by sub-committee members Leeann Murphy and Glenda Trevaskis and co-opted members Lyn Dimer (National Heart Foundation) and Michael Doyle (Hepatitis C Council) have resulted in an excellent outcome for the first year of this program. Successful recipients of this program will commence their scholarships in 2005.

3.0 Advocacy

Preparation of advocacy strategies in the lead up to the State election has been a major focus for 2004.

We have been working with PHAA WA to plan a forum, inviting the major political parties to share their health policies and strategies on promoting health and preventing disease in WA. Our thanks to Meagan Shand and Graham Brown for leading this.

The Association continued its advocacy role on the WA Public Health Council. This council comprises of a group of professional associations and non-government agencies advocating for greater commitment and action by government to public health and prevention programs. AHPA (WA Branch) was represented at meetings held over 2004 in preparation for the State election.

The Association was represented at meetings of the Coalition Against Pokies (CAP). This committee comprised of health and social groups who were advocating for a ban on pokies and the spread of Electronic Gaming Machines (EGM's) in WA. Our thanks to Tony Dale in following this issue.

The Association is a member of the WA Centre for Public Health Consultative Committee that provides policy advice, support and direction to the Board of Management in relation to population health education, research and workforce needs at a regional and national level.

4.0 Professional Development

4.1 Inspire Leadership Luncheon

Our premiere event for this year was the *Inspire Leadership Luncheon* held at Altitude 9 in November 2004. *Inspire* was a result of the partnership between AHPA (WA Branch) and the Department of Health for the *LEAP '03 – WA Health Promotion Conference*, and aimed to showcase experience, inspiration, leadership and facilitate discussion and networks amongst emerging health promotion leaders. Our inaugural *Inspire* keynotes included Dr Gabrielle Morrissey, leading Sexologist, International author and popular media personality and Mr Trevor Shilton, Director of Cardiovascular Health at the National Heart Foundation of Australia who has vast experiences in education and health promotion. Trevor was also a founder of the AHPA (WA Branch) and co-author of the *Review of Competencies in Australian Health Promotion*.

Participants had the opportunity to learn from Gabrielle's enlightening experience in the promotion on sexual health, in what was her last presentation in the West before moving to NSW. Trevor shared his findings of the *Review of Competencies in Australian Health Promotion* and provoked through towards how these competencies can be enhanced within the health promotion workforce.

Executive Committee member, Ms Leeann Murphy facilitated a **World Café** session, which enabled participants to experience a different form of networking, sharing ideas and experiences.

A **Storybook** publication, which recognised the outstanding health promotion work undertaken in WA was provided to delegates attending the *Inspire Leadership Luncheon*.

National AHPA President, Mr Michael Sparks officially opened the *Inspire Leadership Luncheon*. We thank Michael for his support for this initiative.

Twenty six delegates attended this inaugural event, with overwhelmingly positive feedback. As a result, the Executive Committee plans to integrate professional development focused on leadership into its event portfolio. The information obtained from the World Café session and the *Review of Competencies in Australian Health Promotion* will be used to guide the delivery of subsequent professional development events.

A big thank you to Kerry O'Hare and Leeann Murphy for their inspiration, energy and commitment in making the *Inspire Leadership Luncheon* possible.

4.2 Professional Development / Networking Events

An additional seven professional development / networking events auspiced by AHPA WA were held throughout the year:

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| Movie Night | 220 participants |
| Post IUHPE Conference Debrief | 26 participants |
| Manager's Toolbox | 20 participants |
| Student Careers Evening | 75 participants |
| Meet the Press | 38 participants |
| Graduate Scholarship Evening | 35 participants |
| Christmas Function | 15 participants |

Following the IUHPE Conference, AHPA (WA Branch) co-sponsored with Curtin University's School of Public Health on a presentation by Dr David Sleet on *Behavioural Science and Injury Prevention*.

A number of committee members assisted with the organisation and delivery of these opportunities – Meagan Shand, Laura Emery, Kerry O'Hare, Melissa Ledger, Tony Dale, Jaynie McCagh, Andriana Kursar, Sarah Hatcher, Leeann Murphy and Graham Brown.

Our thanks to the speakers and panel members who donated their time to share their knowledge, expertise and experiences at AHPA (WA Branch) events:

- Mr Trevor Shilton (Inspire Leadership Luncheon, IUHPE Post Conference Debrief)
- Ms Lorna Hurst (IUHPE Post Conference Debrief)
- Dr Jo Clarkson (IUHPE Post Conference Debrief)
- Mr Graham Brown (IUHPE Post Conference Debrief)
- Ms Ann Barblett (IUHPE Post Conference Debrief)
- Ms Clover Maitland (IUHPE Post Conference Debrief)
- Ms Jennifer Riatti (IUHPE Post Conference Debrief)
- Dr Ray James (Manager's Toolbox)
- Mr Maurice Swanson (Media Workshop)
- Mr Stewart Richmond (Media Workshop)
- Mr John McNamara (Media Workshop)
- Ms Lisa Bayly (Mentoring Workshop for North Metropolitan Health Service)
- Mr Michael Sparks, AHPA National President (Inspire Leadership Luncheon)
- Ms Leeann Murphy (Inspire Leadership Luncheon)
- Ms Kerry Tumak (Mentoring Workshop for North Metropolitan Health Service)
- Ms Melissa Ledger (Scholarship Workshop)
- Ms Julia Dick (Scholarship Workshop, Student Careers Evening)
- Ms Glenda Trevaskis (Student Careers Evening)
- Mr Barry Newell (Student Careers Evening)

5.0 Mentoring

The **Mentoring Program** saw 12 mentor-mentee relationships being brokered in 2004. This year a circular entitled *Mentor Matters* which featured member-contributed articles and helpful mentoring resources was also distributed to mentors. Evaluation results for the 2004 program again indicate a high degree of satisfaction with this program amongst participants.

As part of the program, a **training workshop** and **program support** was provided for the North Metropolitan Health Service to assist them in the establishment of their mentoring program for community nurses. Our thanks to Kerry O'Hare and Lisa Bayly for the development and delivery of the training program.

The program was also short-listed for the **Community Service Industry Awards** in two categories – *Strengthening Volunteering* and *Building the Capacity of the Community Services Industry*. Our thanks to Kerry O'Hare and Rachel Stubbs for their hard work all year, and Ray James for his continual support in this program.

6.0 Rural

The provision of services to our rural members continues to challenge the committee. Our strategic planning session further highlighted the need to trial different means of involving rural members in AHPA (WA Branch) activities. Two members from the Executive Committee worked in rural regions and offered guidance and assistance on the development of strategies for rural members.

We would like to acknowledge the work of Julia Dick who readily sourced information and had the experience of coordinating **videoconferencing** sessions to manage this process in the lead up to the AGM.

7.0 18th World Conference on Health Promotion & Education

The international health promotion conference in April 2004 in Melbourne was overwhelmingly successful with close to 3,000 delegates from around the world.

The Association awarded Ms Lorna Dick a scholarship to attend and deliver a paper at IUHPE Conference. Lorna's paper titled 'Preventive health screening in children: Whose job is it anyway' was also presented at the Post-Conference debrief session held in Perth.

8.0 National

The WA Branch continued to be represented on the national Management Committee via monthly teleconferences and at the national AGM in April 2004. The 2004 AGM saw the Association move to become a Company Limited by Guarantee. Michael Sparks' visit to WA to attend the *Inspire Leadership Luncheon* also provided an opportunity for members and the Executive Committee to meet the National President and discuss activities undertaken in WA.

9.0 Services & Programs 2005 – Feedback from WA membership

Our thanks to members who provided comments and feedback on services and activities provided by the WA Branch via the annual member's survey. Thanks also to Andriana Kursar who coordinated this initiative. With a State membership base of 280, we received 42 responses to the survey resulting in a response rate of 15%. The information collected will be utilised by the incoming Executive Committee to plan service delivery in 2005.

The Association continues to hold a strong member focus, with an Executive Committee that is dedicated to the provision of high quality services that offer outstanding opportunities for the development and enrichment of the health promotion field.

2005 promises to be another exciting year to AHPA (WA Branch) with delivery of a wide range of member services and events. The Scholarship Program continues to expand with the introduction of the Aboriginal and Torres Strait Health Promotion Scholarships. This new program will further build the capacity of the industry to deliver health promotion initiatives to address key health issues. The Mentoring Program is fully filled to capacity with a diverse array of mentees and experienced mentors. The AHPA (WA Branch) will continue to work alongside the National Committee and collaborate with other state branches in pursuing the development of excellence within the field.

10.0 Acknowledgements

On behalf of the Committee we wish to extend our thanks to our Executive Officer, Catherine Sayers who has provided support to Committee members in the planning of events and services for 2004. We appreciate the energy and commitment that Catherine brings to the Executive Committee and her valuable support in all activities that are delivered by the Association.

The Committee would like to acknowledge the generosity of the National Heart Foundation (WA Division) for their support in hosting the Association's Executive Officer, and in particular Mr Trevor Shilton who continues to be so supportive of the Association.

We extend our thanks to Dr Ray James, who readily provided his expertise, guidance and support to members of the Committee and across many programs including professional development, mentoring, Aboriginal Scholarships and the 2005 AGM.