



# Australian College of Neonatal Nurses

## Strategic Plan

2016 – 2020

## **Our philosophy:**

**We believe neonatal nurses have a responsibility to carry out a high standard of individualised care for preterm, sick and recovering newborn infants within a family centred philosophy**

## **Our values:**

**Advocacy**

**Caring**

**Nurturing**

**Networking**

## **Our strategic intent: (over the next 5 years):**

**To increase membership and value to members**

## **Our strategic directions:**

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- Strategic direction No. 1:** Promotion of the Australian College of Neonatal Nurses and the speciality of neonatal nursing
- Strategic direction No. 2:** Improve clinical care and outcomes through education, leadership, research and knowledge translation
- Strategic direction No. 3:** Strengthen clinical, education and research collaborations with national and international healthcare organisations and professionals
- Strategic direction No. 4:** Ensure a sustainable committee model for the future

### **Abbreviations in this document**

ACNN	Australian College of Neonatal Nurses
SIG	Special Interest Group
NNE SIG	Neonatal Nursing Education SIG
NNR SIG	Neonatal Nursing Research SIG
NNP SIG	Neonatal Nurse Practitioner SIG
NNL SIG	Neonatal Nursing Leadership SIG
LRC SIG	Low Resource Countries SIG

## Strategic direction 1: Promotion of the Australian College of Neonatal Nurses and the speciality of neonatal nursing

Outcome	Success indicators	Initiatives
1.1 Create a clear profile and strong brand	Development of a strong brand presence	1.1.1 Develop consistent brand, logo, marketing and communications material 1.1.2 Create a cohesive communications and marketing plan 1.1.3 Continue to develop and improve the website 1.1.4 Strengthen the profile of the National, Branch and SIG committees 1.1.5 Ensure branches and SIGs use authorised marketing and communications materials
1.2 Promote the achievements of ACNN and its members	Increase in achievements publicised	1.2.1 Develop a process of identifying member achievements to highlight and publicise 1.2.2 Draw attention to ACNN and member achievements through social media, at Branch/SIG events and at the annual conference 1.2.3 National, Branch and SIG committees and Associate Editor to publish achievements, updates, events and news in each edition of newsletter
1.3 Achieve a 10% increase in membership annually	Increasing membership each year	1.3.1 Undertake recruitment drives and roadshows, locally and nationally 1.3.2 Branches and SIGs to be proactive in recruitment and engagement of members, promoting ACNN at local meetings, events and seminars 1.3.3 Develop partnerships with universities to offer free postgraduate courses for ACNN members 1.3.4 Engage local champions in promoting ACNN activities and recruitment of members
1.4 Maintain or increase number of branches and SIGs nationally	Increase or maintenance in the number of branches and SIGs	1.4.1 One or more members of Branch or SIG committees to participate in open ACNN National Committee meetings 1.4.2 Submission of bimonthly Branch and SIG reports and an annual report including budget request to enable support from National Committee 1.4.3 Support the development of Branch and SIG committees 1.4.4 Ensure current guidelines for the formation of Branches and SIGs are available on website
1.5 Promote the College	Increased representation by ACNN members	1.5.1 Pursue opportunities to represent neonatal nursing at local, state and national levels 1.5.2 Develop processes to ensure that ACNN provides representatives when requested 1.5.3 identify opportunities to promote ACNN at local, national and international events

## Strategic direction 2: Improve clinical care and outcomes through education, leadership, research and knowledge translation

Outcome	Success indicators	Initiatives
2.1 Support the progress of clinical care, education, leadership and research	Increase in the activities of the SIGs around collaboration and mentorship	2.1.1 Support each SIG to provide a forum for expert discussion in their area of interest 2.1.2 Ensure SIGs develop lists of available neonatal nurse experts to support members 2.1.3 NNP SIG to engage with members to support development of NNPs 2.1.4 NNP SIG to engage with neonatal nurses to determine clinical priorities 2.1.5 NNE SIG to engage with neonatal nurses to determine the education agenda for neonatal nursing 2.1.6 NNE SIG to engage with universities and other neonatal course providers 2.1.7 NNE SIG to update website page on neonatal nursing and postgraduate courses 2.1.8 Promotion of the ACNN neonatal nursing standards 2.1.9 NNL SIG to engage with neonatal nurses nationally 2.1.10 NNL SIG to engage with neonatal nurse managers nationally 2.1.11 NNR SIG to engage with neonatal nurses to determine research priorities 2.1.12 NNR SIG to engage with ACNN members to support development of neonatal nurse researchers 2.1.13 Facilitate the participation of ACNN members in research 2.1.14 Develop national database of neonatal units to facilitate research collaborations
2.2 Facilitate knowledge translation	Increase in the number of presentations and publications of ACNN members	2.2.1 Develop the annual conference program to facilitate presentations of evolving clinical care, education, leadership and research 2.2.2 Encourage members to publish in the ACNN national newsletter and journals 2.2.3 Highlight latest research publications in the national newsletter
2.3 Increase in partnerships	Increase in funding available to ACNN	2.3.1 Pursue partnerships with external corporations to provide funding for scholarships/awards 2.3.2 Seek partnerships with external corporations to provide funding and/or support the external work of the college (such as aid work) 2.3.3 Collaborate with partners to apply for research grants

**Strategic direction 3:** Strengthen clinical, education, leadership and research collaborations with national and international healthcare organisations and professionals

Outcome	Success indicator	Initiatives
3.1 Increased collaboration with national and international healthcare professionals and organisations	Increased engagement with healthcare workers and organisations	3.1.1 Assist LRC SIG to liaise with international neonatal nurses 3.1.2 Provide support for healthcare workers from LRCs to attend the ACNN conference 3.1.3 ACNN President to engage with international neonatal organisations 3.1.4 Facilitate the participation of members at national and international collaborative meetings 3.1.5 Encourage participation of parent representatives in relevant ACNN activities 3.1.6 Provide networking opportunities 3.1.7 Cross-promote clinical education, leadership and research activities

**Strategic direction 4:** Ensure a sustainable committee model for the future

Outcome	Success indicator	Initiatives
4.1 An increase in the number of members nominating to be on National, Branch and SIG committees	All committee positions are filled	4.1.1 Develop a transparent matrix of financial support for committee members to attend internal events 4.1.2 Financially support representatives of ACNN who serve on external national and international committees to attend meetings and conferences