

# THE NEW ZEALAND WOUND CARE SOCIETY INC



Advancing practice and knowledge in wound management

*Advancing Practice and Knowledge in Wound Management* He ahu umanga ngaio hei whakamahu poka

## The New Zealand Wound Care Society Strategic Plan 2020- 2025

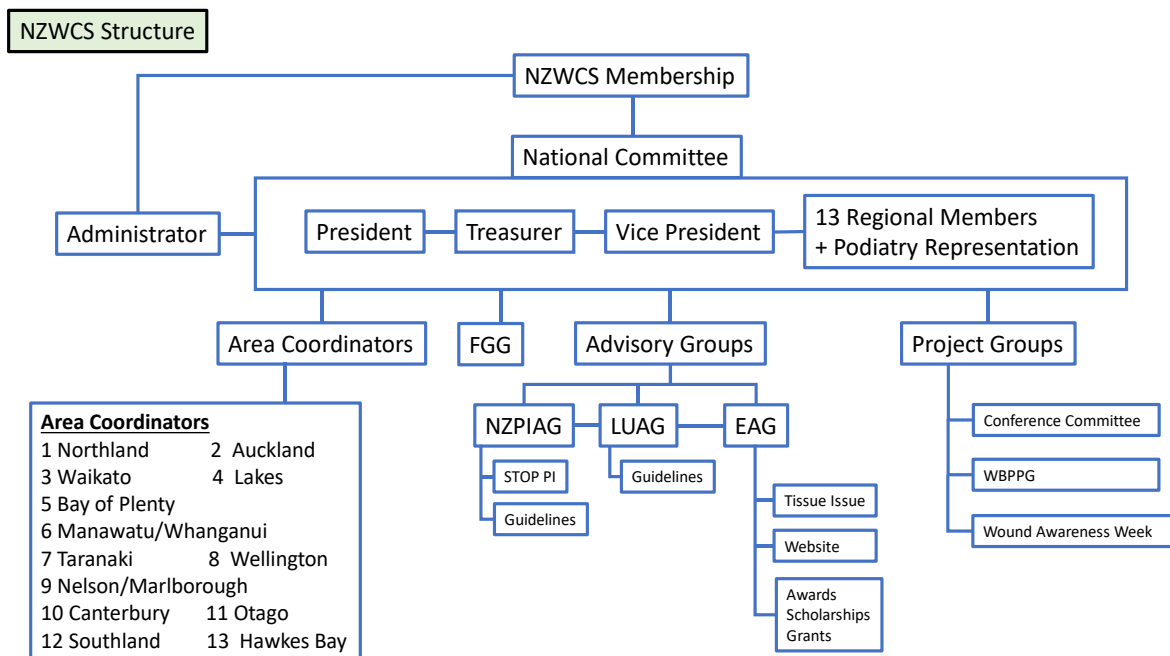
### Background

The NZ Wound Care Society (the Society) is a registered charity established by a trans-disciplinary group of health care professionals with a shared commitment to ensuring optimal wound prevention and management for all New Zealanders. The Society is dedicated to improving outcomes for individuals at risk and/or experiencing wounds across the continuum of care.

### Our Vision: To advance practice and knowledge in wound management

NZWCS National Committee members serve a limited term in an unpaid, voluntary capacity. The National Committee has responsibility for running the NZWCS and associated contracts.

### NZWCS Governance



**Abbreviations:** EAG = Education Advisory Group, FG = Financial Governance Group, LUAG = Leg Ulcer Advisory Group, NZPIAG = NZ Pressure Injury Advisory Group, WBPPG = Wound Bed Preparation Project Group

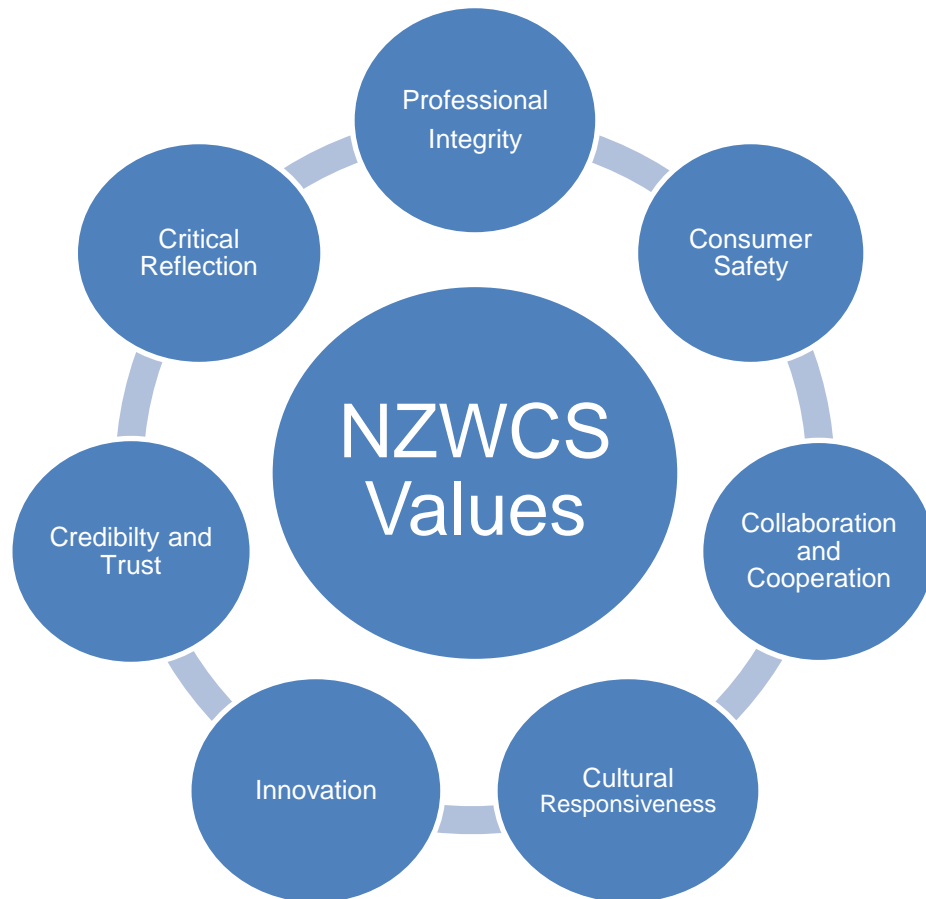
24 February 2020

## Aims and Values

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The aims of the Society are:

- To improve outcomes and quality of life for people with wound and skin integrity problems.
- To guide and promote evidenced-based practice and wound prevention and management education across relevant health care settings.
- To be involved at local, national, and international level on issues relating to wound prevention and management.



## Role of Strategic Plan

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This strategic plan will set agreed priorities and goals for 2020 to 2025 and develop a plan to achieve them. It will ensure we focus energy and resources, strengthen operations, and monitor our progress, ensuring accountability to the Society's membership.

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## Acknowledgements

The NZWCS acknowledge Prue Lennox, past NZWCS President 2018-2019, for her vision and dedication to develop this first Strategic Plan for the Society.

Thank you to our external advisors Dr Kylie Sandy-Hodgetts and Carolyn Risk for their guidance and expertise.

Thank you to Rebecca Aburn, Desley Johnson and Mandy Pagan for their further critique and finalising the plan, and to our National Committee and Advisory Groups for approving this document.

## Strategic Direction

To be successful the Society must operate in a number of national and international sectors and develop functional relationships with diverse stakeholders. This includes engaging with policymakers, healthcare organisations and providers, clinicians, consumers and whānau.

## Strategic Areas of focus

The Society has five main areas of focus:



Abbreviations: National Committee (NC), Financial Governance Group (FGG), Area Coordinators (AC), Advisory Groups (AG), Education Advisory Group (EAG), Leg Ulcer Advisory Group (LUAG), Pressure Injury Advisory Group (PIAG), Wound Bed Preparation (WBP), Conference Committee (CC).

*NB: Advisory Groups (AG) includes EAG, LUAG, PIAG*

## *Strategy One: Governance*

**Purpose statement:** To ensure the Society continues to function safely and effectively whilst delivering its vision. Governance is the overall stewardship on the delivery of guiding principles, the decision-making process and accountability of the National Committee and its members.

| <b>Governance</b>   |   |                  |  |
|---|---|------------------|--|
| <b>Goal</b>   | <b>Task</b>   | <b>Goal Date</b> | <b>Responsibility</b>                                      |
| Ensure the NZWCS continues to function safely and effectively whilst delivering its vision. | <ul style="list-style-type: none"> <li>▪ The Society will be overseen by a President and Vice President who will serve a limited term, roles voted on alternative years to provide an overlap for support, guidance, and training.</li> <li>▪ Conflicts of interest will be declared when commencing any position and ongoing involvement in any Society activities.</li> <li>▪ The National Committee, Area Coordinators and Advisory Groups will provide reports which will be presented at the Annual General Meeting and published on the website available to members.</li> <li>▪ Review position descriptions and terms of reference for existing roles every five years or earlier if required.</li> <li>▪ Develop and support a Financial Governance Group.</li> <li>▪ Conduct an independent accounting review by a nominated accounting firm.</li> <li>▪ Hold comprehensive charity insurance cover.</li> </ul> | 2021 and 2022    | NC   |
|   |   | Ongoing          | NC, AC, AG   |
|   |   | Annually         | NC, AC, AG   |
|   |   | 2024             | NC, AC, AG   |
|   |   | 2020             | NC, FGG  |
|   |   | Annually         | NC, FGG  |
|   |   | Annually         | FGG  |
| Ensure the financial sustainability of the Society with strong and robust governance.       | <ul style="list-style-type: none"> <li>▪ Agree a process for approving the Society's funded projects that will be sustainable, open, and transparent. This will be achieved by presenting projects to the National Committee and where appropriate voted on.</li> <li>▪ Any person contracted by or commissioned to undertake work on behalf of the Society will be agreed by the National Committee and Financial Governance Group. Written employment agreements will be developed, reviewed, and updated; with annual performance appraisals conducted.</li> </ul>   | Ongoing          | NC, FGG  |
|   |   | Annually         | NC, FGG<br>President or Vice to conduct annual appraisals. |
| Ensure a robust and fit for purpose governance structure.                                   | <ul style="list-style-type: none"> <li>▪ Review of the Society's structure will be undertaken every 3-years to identify the positions as being fit for purpose and any proposed changes presented at the Annual General Meeting.</li> </ul>   | 2023             | NC   |

|   |   |                 |         |
|---|---|-----------------|---------|
| Ensure the capability and capacity of the Society can respond to the changing health service environment. | <ul style="list-style-type: none"> <li>▪ Fund a project manager with an understanding of wound management to support the National Committee and Administrator.</li> </ul>   | 2020            | NC, FGG |
|   | <ul style="list-style-type: none"> <li>▪ Promote the Society's voice with affiliated organisations ensuring engagement in policy and evidenced-based practice development. This will be achieved by maintaining dialogue with our key stakeholders:                             <ul style="list-style-type: none"> <li>○ Accident Compensation Corporation (ACC)</li> <li>○ Health Quality Safety Commission (HQSC)</li> <li>○ Ministry of Health (MoH)</li> <li>○ PHARMAC</li> <li>○ Wounds Australia</li> <li>○ European Wound Management Association (EWMA)</li> </ul> </li> </ul> | Ongoing         | NC, AG  |
|   | <ul style="list-style-type: none"> <li>▪ Explore new partnerships with relevant organisations such as Podiatry NZ.</li> </ul>   | 2020<br>Ongoing | NC, AG  |
|   | <ul style="list-style-type: none"> <li>▪ Continue to seek and identify resources to support projects and initiatives in order to maximise value to stakeholders. This may involve the increased use of technology.</li> </ul>   | 2020<br>Ongoing | NC, AG  |

## *Strategy Two: Membership*

**Purpose statement:** Promote membership to the Society and enhance member benefits via effective and efficient communication.

| Membership   |   |  |   |
|--|---|--|---|
| Goal   | Task  | Goal Date  | Responsibility  |
| Analyse current membership in order to understand the needs. | <ul style="list-style-type: none"> <li>▪ Maintain current database to ensure membership information captures clinical specialty and other priorities identified by the National Committee.</li> </ul>   | Ongoing  | NC, Administrator   |
| Maintain marketing and communication.                        | <ul style="list-style-type: none"> <li>▪ Explore and promote social media networks and how these may benefit the Society.</li> <li>▪ Maintain the website and upgrade as required.</li> <li>▪ Promote Area Coordinators and actively involve all members in the activities of the Society.</li> <li>▪ Undertake a membership satisfaction survey at least every 2 years.</li> </ul> | 2020-2025<br><br>Ongoing<br>Ongoing<br><br>2021,2023, 2025 | NC, EAG, Project Manager<br>NC, AG<br>EAG, Administrator<br>NC, EAG Administrator |

|   |   |         |                    |
|---|---|---------|--------------------|
| Increase net membership by 10% per annum for 3 years. | <ul style="list-style-type: none"> <li>▪ Increase the number of members from different professional roles and health-related professions to ensure that the Society is inclusive and has a trans-disciplinary outlook. This will be achieved by exploring innovative ways of promoting membership.</li> </ul> | Ongoing | NC, FGG, AG        |
|   | <ul style="list-style-type: none"> <li>▪ Ensure the membership process is simple, accessible and publicised widely.</li> </ul>  | Ongoing | EAG, Administrator |
|   | <ul style="list-style-type: none"> <li>▪ Maintain and update new National Committee member and Area Coordinator pack for new and existing members.</li> </ul>   | Ongoing | EAG, Administrator |
|   | <ul style="list-style-type: none"> <li>▪ Encourage potential new members to join the Society at our conference and forums.</li> </ul>   | Ongoing | NC, AC, AG         |
|   | <ul style="list-style-type: none"> <li>▪ Encourage and support members to promote the Society at relevant local, national, and international conferences and forums.</li> </ul>   | Ongoing | NC, AC, EAG        |
|   | <ul style="list-style-type: none"> <li>▪ Identify barriers to membership and/or participation for particular stakeholders and consider ways in which this might be addressed.</li> </ul>  | Ongoing | NC, EAG            |
|   | <ul style="list-style-type: none"> <li>▪ Improve existing member education benefits e.g. educational events, webinar, education module and podcasts.</li> </ul>   | Ongoing | NC, AC, AG         |

### *Strategy Three: Education and Professional Development*

**Purpose statement:** To provide opportunities to advance learning and increase knowledge to support clinical practice. The Society will work with partners to promote up to date clinical evidence into practice across the continuum of care. The Society will be involved in identifying leading practices, and opportunities for healthcare organisations and consumer engagement through public awareness campaigns.

#### Education and Professional Development

| Goal                                    | Task  | Goal Date                           | Responsibility  |
|---|---|-------------------------------------|-----------------|
| Monitor wound management credentialing. | <ul style="list-style-type: none"> <li>▪ Explore international approaches to wound-related competencies and applicability to the New Zealand/Aotearoa context. Report findings to the National Committee.</li> </ul>  | 2022                                | Project Manager |
| Deliver a biennial conference.          | <ul style="list-style-type: none"> <li>▪ Establish an experienced conference committee and include novice/s to join to ensure succession planning. The committee will ensure finances, tasks, decisions, and planning are conducted in a formalised and transparent process. Advisory Groups will be</li> </ul> | 2020-2021<br>2022-2023<br>2023-2024 | NC, FGG, CC     |

|  |  |  |   |
|--|--|--|---|
|  | consulted regarding conference topics. National Committee meeting updates will be provided.  |  |   |
| Promote continuing education and professional development.         | <ul style="list-style-type: none"> <li>▪ Provide an informative newsletter for members.</li> <li>▪ Support regional education / study days.</li> <li>▪ Ensure most up to date information available to members, access to webinars.</li> <li>▪ Support involvement in updating or developing international and national best practice guidelines for wound management, ensuring a New Zealand/Aotearoa perspective. This will be achieved by maintaining working relationships with key stakeholders (see Strategic Relationships &amp; Advocacy).</li> <li>▪ Promote the new International Clinical Practice Pressure Injury Guideline.</li> <li>▪ Participate in working groups to complete the Trans-Tasman Leg Ulcer Guideline.</li> <li>▪ Review the Wound Bed Preparation Guide every 4 years to ensure information remains relevant and current. A working group will be re-established one year before this due date.</li> </ul> | <p>Quarterly</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>2020</p> <p>2020-2022</p> <p>2023</p> | <p>EAG</p> <p>NC, AC, AG</p> <p>NC, AC, AG, Administrator</p> <p>NC, AC, AG</p> <p>PIAG, EAG</p> <p>LUAG</p> <p>WBP</p> |
| Provide support for members to undertake professional development. | <ul style="list-style-type: none"> <li>▪ Ensure a range of scholarships are available to members, are well promoted, and are blind reviewed.</li> <li>▪ Transparent processes are in place for Society members applying for scholarships.</li> <li>▪ Professional development opportunities are identified via the newsletter and Society website.</li> </ul>  | <p>Annually</p> <p>Ongoing</p> <p>Ongoing</p>  | <p>NC, EAG</p> <p>Administrator</p> <p>EAG, Administrator</p>   |

## *Strategy Four: Strategic Relationships and Advocacy*

**Purpose statement:** To develop and maintain relationships with key stakeholders nationally and internationally. To provide professional advice for health care organisations, members and consumers on wound related issues.

| <b>Strategic Relationships and Advocacy</b>  |   |                             |  |
|--|---|-----------------------------|--|
| <b>Goal</b>  | <b>Task</b>   | <b>Goal Date</b>            | <b>Responsibility</b>                    |
| The Society is recognised as a competent and highly regarded organisation.                                   | <ul style="list-style-type: none"> <li>▪ Actively engage with key national and international policymakers and organisations. The Society will provide professional expertise and advice to influence national and international policy and legislative processes relating to wound management.</li> <li>▪ Formalise a working relationship with Wounds Australia and explore other international collaborations such as with the EWMA.</li> </ul>   | Ongoing<br><br>2020 to 2025 | NC, AG<br><br>President & Vice President |
|  | <ul style="list-style-type: none"> <li>▪ Seek opportunities to work collaboratively to provide education to the public on issues relating to skin integrity, and wound prevention and management. This includes linking with other relevant charities and collaborating with ACC to develop a national Wound Awareness Week.</li> <li>▪ Promote and support national and international activities for 'Stop Pressure Injury Day' with ACC. Formalise new links with national groups to promote this day, such as Kai Tiaki Nursing New Zealand, NZ Spinal Trust, Podiatry NZ and high-risk patient groups.</li> </ul> | Ongoing<br><br>Ongoing      | NC, AG<br><br>NC, PIAG                   |
| Future-focused, targeting the next generation. To encourage undergraduate's involvement in wound management. | <ul style="list-style-type: none"> <li>▪ Promote the Society to educational institutions.</li> <li>▪ Share membership expertise, programmes and tools with educational institutions. Provide Society promotional material and associated opportunities to become members, ensuring lower membership fees for students.</li> </ul>   | Ongoing<br>Ongoing          | NC, EAG<br>NC, EAG                       |
| Maintain professional working relationships with industry partners.  | <ul style="list-style-type: none"> <li>▪ The Society will not endorse any company or product but will provide opportunities for companies to become commercial members.</li> </ul>  | Ongoing<br><br>Ongoing      | EAG<br><br>EAG                           |



|  |   |          |    |
|--|---|----------|----|
|  | <ul style="list-style-type: none"> <li>Where appropriate to encourage Area Coordinators to utilise industry to assist with education and funding for regional study days.</li> <li>Provide indiscriminate opportunity for companies to partake in the Society’s conferences.</li> </ul> | Biennial | CC |
|--|---|----------|----|

*Strategy Five: Research and Innovation*

**Purpose statement:** To support, contribute, develop, and implement evidenced-based practice in wound management through research and innovation.

| Research and Innovation   |   |           |                        |
|---|---|-----------|------------------------|
| Goal  | Task  | Goal Date | Responsibility         |
| Support relevant research opportunities that will raise the profile of wound management related research and best practice in NZ. | <ul style="list-style-type: none"> <li>Promote the Society research grant for members and non-members based in New Zealand/Aotearoa.</li> </ul>   | Annually  | EAG                    |
|   | <ul style="list-style-type: none"> <li>To offer mentorship to members who express an interest to partake in research or publishing.</li> </ul>  | Ongoing   | EAG                    |
|   | <ul style="list-style-type: none"> <li>Demonstrate benefits and impact of funding awarded by publishing details of all research grants awarded and subsequent findings and/or publications.</li> </ul>  | Annually  | NC, EAG, Administrator |
|   | <ul style="list-style-type: none"> <li>Identify and consider applying for (either alone or in collaboration with other organisations) national and international grants/funds that will enable the Society to undertake research/educational initiatives in furtherance of its aims and objectives. An example includes Wound Awareness Week and International STOP Pressure Injury Day.</li> </ul> | Ongoing   | NC, AG                 |
|   | <ul style="list-style-type: none"> <li>Develop a network that increases opportunities for trans-disciplinary collaboration on research between clinicians, scientists, researchers and academics. An example includes Wounds Australia.</li> </ul>  | Ongoing   | NC, EAG                |

Sign-off by:



NZWCS President: Mandy Pagan

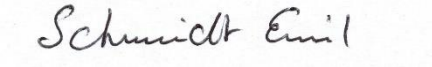
Date: 30 March 2020

NZWCS Vice-President: Rebecca Aburn

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Date: 30 March 2020

NZWCS Treasurer: Emil Schmidt

A rectangular box containing a handwritten signature in black ink that reads "Schmidt Emil".

Date: 30 March 2020