



Directors' Report for 2012



ABN: 44 373 080 790 ACN: 116 231 595

Annual General Meeting

17 June 2013



Directors' Report

Welcome to the Australian Health Promotion Association Ltd's 2013 AGM. Another very busy year of significant progress, changes and achievements in governance, internal operational systems, and in the strategic priority areas documented in AHPA's Strategic Directions 2009 to 2012.

Last year the Board reported on implemented good governance and sound practice initiatives essential to enable and ensure AHPA meets its legal, constitutional and fiduciary responsibilities in a transparent manner. This year the Board has continued to build on and implement the changes recommended in the external expert governance and operational review commissioned by AHPA's Board in 2011.

While researching and debating the best business model for AHPA we have continued with contractors for AHPA's book keeping and accounting services; Lyndell Llotz and Veronica Kypros respectively. The Board continued with this model to use AHPA's limited resources effectively and efficiently and to allow time to put in place the necessary employment policies, strategies, job description with the view to employing a business manager.

The documents developed by the Board's Governance Review Implementation Committee completed include:

1. Australian Health Promotion Association Ltd *Board of Directors' Handbook*
2. Australian Health Promotion Association Ltd *Employee Handbook* March 2013
3. Australian Health Promotion Association Ltd *Organisational Structure, Standing Committees and Current Working Group 2013*

These documents will be made available for members to view on AHPA's web-site.

During the year the Board has:

1. Reviewed and identified AHPA's management, operational, legal and constitutional tasks and responsibilities. The Governance review Implementation Committee then prepared the business manager's job description to match these tasks. During this process the pros and cons of a physical versus a virtual office including costs and affordability, were identified and options considered by the Board. The Board concluded that the most efficient, cost effective option was to outsource the financial and secretariat duties and responsibilities to a professional company with experience working with the not-for-profit sector rather than to employ a business manager.
2. Through a select tender process, the Board obtained and carefully scrutinised expressions of interest from four companies that met AHPA's initial criterion.
3. Via this process the Board resolved to engage NFPAS: Not-for-profit Accounting Specialists (<http://www.nfpas.com.au/about-us/why-nfpas.html>) to provide AHPA's secretariat, book keeping and accounting services. NFPAS is an accounting and business specialist company working exclusively in the not-for-profit sector. AHPA's contract with NFPAS officially commenced on the 24 May 2013 and will take over the members' services and accounting duties from the 31 July 2013. In the meantime NFPAS is currently setting up AHPA's financial and secretariat systems and is working with AHPA's current contractors, Lyndell Llotz and Veronica Kypros, to see what needs to be in place to meet AHPA's needs at both the national and branch levels. NFPAS will review the setup of MYOB including the chart of accounts, job costing and budgeting and will review the flow of the current processes. NFPAS will also undertake a one-off accounting review of current policies, forms, templates, procedures and end of the month review; report on their findings; and where necessary assist the Board to implement new policies and/or procedures for the Board and the Branch Committees.



4. The Board would like to take this opportunity to formally acknowledge and thank Lyndell Llotz and Veronica Kypros for the excellent service they have provided AHPA over the past 12 months. Both contracts finish on the 31 July 2013.
5. The Board said at the AGM last year we would work towards a paperless office. To begin that process we have entered into a contract with Matrix on Board to provide an online secure portal called Board Effect. With this contract the Board receives training, unlimited data storage, unlimited use of the Board Portal, unlimited access to the Board Effect portal and iPad App. AHPA also has unlimited access to Board Effect training manuals, webinars and reference guides, and a customised domain name. We will keep members informed as the Board become more *au fait* with this tool.
6. The resolution at last year's AGM to engage William Buck Chartered Accountants as AHPA's auditors for the year ending 31 December 2012 was implemented. The National Treasurer's report on the audit and AHPA's financial status is an agenda item at this meeting.
7. Another change during the past year is that AHPA Ltd has been automatically registered with the ACNC (Australian Charities and Not-for-profits Commission), the new independent Commonwealth regulator for Australian charities. AHPA has been transferred over from the ATO (Australian Taxation Office) because it has been assessed in the past by the ATO as a charity. One of the main objectives of the ACNC is to reduce red tape and ensure transparency of information.
8. To take the Association forward, the Directors met at a two day, face to face Board meeting in Melbourne on Friday and Saturday 3 and 4 May 2013. The Board covered a very full agenda taking forward the strategic planning process, the professionalisation of health promotion project, annual conference and professional development agenda, the 2013 budget, the 2013 AGM, advocacy structure, infrastructure, strategic partnerships and a variety of other issues were discussed and debated to support good governance of AHPA. Other items included the website, the constitution review and ways to reduce the operational responsibilities of Branches and how best to work with smaller AHPA Branches. The Directors analysed the tasks and skills required to competently manage AHPA's business and discussed a number of administrative options other than employing a business manager hence the resultant decision to engage NFPAS (refer item 3 above). The Board would also like to formally express its acknowledgment and thanks to Christine and Michael Olesnicky who kindly sponsored the face to face meeting by providing, at no cost, accommodation for the Directors, meeting space for the two days and access to Wi-Fi.

All these initiatives continue to build the foundations for a financially successful and sustainable future for the Association and by implication, all members.

In addition to the progress relating to governance, and managing internal operational changes, much has been achieved both at the National and the Branch levels in all the strategic priority areas documented in AHPA's Strategic Directions 2009 to 2012: leadership, strategic partnerships and alliances, professional excellence, advocacy, and communication. For purposes of this report we have necessarily been selective. However, detailed information is always available through your Branch President or Board members.

Leadership

Members have been kept involved and informed of AHPA's *Professionalising Health Promotion Project's* progress and outcomes via the website, a project report in each *Update* edition, member emails and the website. As members know, the first stage which involved investigating regulatory and non-regulatory options such as accreditation and certification, along with the role AHPA could play in supporting continuing professional development for the health promotion workforce was completed and the resultant Discussion Paper – Part 1 was posted on the website with a request for feedback and recommendations.



A second consultation phase of the *Professionalising Health Promotion* project was held across the country between November and December 2012. Over 120 people participated in the consultations by attending meetings either in person or via videoconference, or by viewing a video recording of the event and providing feedback in writing.

In summary, the following project activities have been completed:

- Literature scan
- Stakeholder consultation 1
- Discussion paper
- Communication and consultation 2 on discussion paper
- AHPA Board decision to initiate progress on feasibility study in consideration of consultation feedback

Information about the project and project documents will be provided via a workshop at AHPA's 2013 National Conference in Sydney, the AHPA web-site and future editions of AHPA's *Update* newsletter. This project is part of the Board's Career Structure and Development Committee's responsibilities and is overseen by the Steering Committee of Andrew Jones-Roberts (Vic), Janine Phillips (SA) and Kirsty Tinsley (Qld). Funding to support the implementation of the project came from SA Health and Queensland Health. AHPA is grateful for this support.

Strategic Partnerships and Alliances

AHPA co-hosted the 2nd Population Health Congress, *Population Health in a Changing World*, in Adelaide from the 9-12 September 2012. AHPA's partners, the Public Health Association of Australia, the Australasian Faculty of Public Health Medicine, and the Australasian Epidemiological Association succeeded in providing a very well received congress for over 1200 delegates. The four organisations committed to work more closely on a range of issues outlined in the Population Health Congress Communiqué (available on AHPA's website).

AHPA is a founding member of the new Social Determinants of Health Alliance (SDOHA) which had its inaugural meeting in Canberra on the 26 September 2012 and was officially launched by Minister Mark Butler at Parliament House in Canberra on 7 February 2013. SDOHA is a group of likeminded organisations established to advocate to governments at all levels to lead coordinated action across sectors on the social determinants of health in order to reduce health inequities in Australia. The Alliance started with about 7 organisations at the first meeting, and at last count had 53, with more requesting to become part of SDOHA. More details are available at SDOHA's website <http://socialdeterminants.org.au/>. AHPA's President Suzanne Gleeson represents AHPA on the SDOHA Management Committee.

Advocacy and Communication

Advocacy partnerships and networks that AHPA continues to support either through membership contributions or distribution of information include the Croakey Consortium, the Climate and Health Alliance, the National Alliance for Action on Alcohol (NAAA), the Australian Health Care Reform Alliance (AHCRA), the Peoples' Health Movement (PHM).

Nationally, the Board's Advocacy Committee has responded to a range of issues through its partnerships and memberships as well as individual submissions on the Department of Agriculture's National Food Plan green paper and the Senate Enquiry into Australia's domestic response to the WHO's Commission on the Social Determinants of Health report *Closing the Gap within a Generation* and the National Aboriginal & Torres Strait Islander Health Plan.

AHPA communicates regularly with members through email and newsletters in addition to AHPA's peer reviewed Journal and website facilities. Some branches have moved to using social media resources to communicate with members including Facebook and LinkedIn. In 2013 AHPA joined Twitter - AHPA_AU -



with #ahpa2013 especially designed for delegates to communicate and share their views at the 2013 Conference. AHPA intends to develop this facility to communicate with members and share AHPA's position on important and emerging issues.

Members of the Board's Advocacy Committee are facilitating a workshop at AHPA's 21st National Conference, *Hear our voice – what should we tell our politicians before the 2013 federal Election?*, in part to identify priorities that members and other Conference participants can use to form the bases for advocacy activities prior to the Federal Election in September 2013.

Following the slashing of health promotion and community positions by the Queensland Government, AHPA's Queensland Branch collaborated with other AHPA branches, peak bodies, its members and the health promotion community to undertake advocacy efforts in an attempt to look forward to rebuilding health promotion in Queensland.

In SA 'the McCann review of non-hospital based services identified particularly savage cuts to population focussed health promotion (as compared to primary health care services with more direct clients)'. The AHPA SA Branch advocated against these position cuts as part of The McCann review response consortium (known not so fondly as the "McCann of Worms").

The consortium membership included:

- SA Branch Australian Health Promotion Association
- South Australian Council of Social Services
- SA Nursing and Midwifery Federation (SA Branch)
- SA Branch Public Health Association of Australia
- Health Consumers' Alliance of South Australia

Professional Excellence

Many professional development opportunities were offered to members by AHPA's Branches, often in partnership with other organisations including the PHAA, Health Departments, and regional Health Promotion Services. They covered a variety of topics, according to local need, including:

- preparation of abstracts for conferences
- social media workshops
- public speaking and presentation skills
- how to get a job in health promotion, as well as student careers information nights
- the media and health promotion
- numerous job advertisements, events and professional development information were promoted via National and Branch emails to members
- job seeking skills highlighting transferable skills that health promotion practitioners have to offer
- mentoring programs for early career health promotion workers
- student awards for outstanding achievements in health promotion courses
- scholarships to the Congress and the 21st National Health Promotion Conference
- Aboriginal & Torres Strait Islander Pre-Congress workshop 'Building stronger foundations in Aboriginal and Torres Strait Islander Health'
- Aboriginal & Torres Strait Islander Pre-Conference workshop [prior to AHPA's 21st National Conference] 'Real Partnership Real Action'.
- Sponsoring an interstate keynote for NSW Health Promotion two day symposium *Creating Environments to Improve Health*.
- Delivered AHPA's 21st National Conference in Sydney 17-19 June 2013 at the Sydney Convention & Exhibition Centre Darling Harbour.



Health Promotion Journal of Australia

Associate Professor Ben Smith and his editorial and advisory team edited their final *HPJA* in August 2012. The Board once again, take this opportunity to publicly acknowledge the strong leadership provided by Associate Professor Ben Smith as Editor-in-Chief, Dr Craig Fry as Editor, and all other members of the HPJA Editorial Advisory Board. During their stewardship the journal grew in reach and impact.

Dr Jonine Jancey, Editor-in-Chief, supported by Associate Editors Professor Peter Howat, Professor Colin Binns and Dr Stacey Carter transitioned into the editorial role in the middle of 2012 and have accepted the editorial role for the next four years.

Following a select tender process a formal contract was entered into with CSIRO to publish the HPJA for a three year period. CSIRO published their first edition of AHPA's HPJA in April 2013.

Strategic Planning For the next 5 Years

The Board established a time limited Strategic Planning Working Group in 2012 to prepare the next strategic directions plan to guide the work of the Association over the next 5 years. The process has included:

- A review of achievements against the priority areas specified in the Strategic Directions Document 2008 – 2012. This was carried out in consultation with the Branch Committees.
- The first members' consultation on the future directions and priorities for AHPA was held at the Population Health Congress in Adelaide in September 2012. About 25 members attended and expressed their visions and views on where AHPA should focus over the next few years.
- In the September /October 2012 *Update* members were invited to 'read the current Strategic Directions document and send their views on what they would like to see in the next plan to admin@healthpromotion.org.au'
- Information from the Congress consultation was collated and reported back to the Strategic Planning Working Group and used to inform the Survey Monkey members' survey. The members' survey was emailed to all current members in May 2013 with two reminder emails. The information is currently being analysed and the Strategic Directions 2013-2018 in progress.
- A report on the *Summary of the Australian Health Promotion Association Strategic Directions 2009-2012 Achievements* has been completed and will be made available on AHPA's website.

Membership

Despite the cuts and slashes to health promotion positions in Qld and SA membership has remained steady with an increase in funds from memberships (see details in Treasurer's Report).

Looking back

From the 2012 AGM Report we listed AHPA's Board priorities and events as ...

1. To review the current Strategic Directions document and develop the next plan to guide the Association's work for the next four years or so from 2013. ✓
2. The Population Congress, September 2012, in Adelaide an AHPA members' strategic planning consultation meeting was scheduled to progress the strategic plan. ✓
3. Continue the professionalisation of health promotion project and begin implementing actions resulting from that project. ✓
4. Organise AHPA's 21st National Conference to be held in Sydney in early June 2013. ✓
5. Update the website with the advocacy section a priority. **Significantly progressed.**
6. Continue to improve our governance through better policies, procedures and more informed Board and staff and to assess the value of a Board portal to work towards a paperless office. ✓
7. And with AHPA's membership continue to build a bigger, better, brighter Association. ✓



Looking ahead ... 2013/14

For the next year AHPA's Board priorities and events include:

1. Completing the Strategic Directions 2013-2018 document
2. Reviewing and updating the website and email server
3. Progressing the next stage of the *Professionalising Health Promotion Project*
4. Continuing to actively work in partnership with SDOHA
5. Deliver AHPA's 22nd National Conference in 2014
6. Work with partners to plan the Population Health Congress for 2015

In conclusion I thank the Board for their outstanding voluntary commitment, hard work and dedication to AHPA. For their:

- commitment to good governance and due diligence
- time and energy freely given to attend monthly teleconferences, Board Committee meetings, working groups, and attending the two day face to face meeting in Melbourne
- time and energy freely given to deliver national conferences and professional development for members
- and for leading the professionalisation of the health promotion profession.

An excellent team. Thank you.

Suzanne Gleeson
National President | AHPA
June | 2013

Board of Directors Australian Health Promotion Association Ltd ABN: 44 373 080 790, ACN: 116 231 595

1 January - 31 December 2012

President

Suzanne Gleeson | January-December 2012

Qualifications: MPH; BSc (Psych) (Hons); GNC; Cert IV Workplace Training

Experience: Previous NSW Branch Management Committee President April 06 to April 09. National President May 2009 – current. Management, practice and administration in government sector, health promotion organisations and non-government associations.

Special responsibilities: Chair Governance Review Implementation Committee, Member Finance Audit and Risk Management (FARM) Committee, Member Advocacy Committee, Member Careers Structure & Development Committee, Chair Strategic Planning Working Group. NSW Branch initiatives.

Meetings attended: 11/11 Plus 2day Board Face to Face Meeting March 2012

Vice President

James Smith | January-December 2012

Qualifications: PhD; Dip Bus Mgt, GCPH; Cert 1v TAE; B Educ. B APP.Sc (Human Movt) Hons

Experience: President SA Branch Management Committee April – Dec 2007, National Vice-President May 2009 – current. Senior management in public sector administration.

Special responsibilities: Member Governance Review Implementation Committee, Chair AHPA's Health Promotion Journal of Australia Committee, Member Finance Audit and Risk Management (FARM) Committee, Member Strategic Planning Working Group

Meetings attended: 8/11 Plus 2day Board Face to Face Meeting March 2012



Treasurer

David Towl | January-December 2012

Qualifications: MPH; BSc; NDipAmb (ICO)

Experience: Member Vic AHPA Branch Committee from 2009; National Director from 20 May 2011 — current; National Treasurer 23 November 2011 - current.

Special responsibilities: Chair Finance Audit and Risk Management (FARM) Committee, Member Strategic Planning Working Group

Meetings attended: 10 /11 Apology 2day Board Face to Face Meeting March 2012

Minutes Secretaries

1. Emma Bruce | January-May 2012 [AGM] Minutes Secretary January to May 2012

Qualifications: PhD; B.App Sci

Experience: Member VIC Branch Management Committee from 2001 including President, Vice-President and Secretary. National Director from May 2011.

Special responsibilities: National Minutes Secretary January to May 2012.

Meetings attended: 2/4 Plus 2day Board Face to Face Meeting March 2012

2. Janette Young | January-November 2012

Qualifications: PhD; MPAdmin; Grad Dip. Public Policy; B Soc Wk

Experience: Member SA Branch Management Committee

Special responsibilities: Member AHPA HPJA Committee. Minutes Secretary May-November 2012

Meetings attended: 10/10 Plus 1day of 2day Board Face to Face Meeting March 2012

Non-executive Directors (alphabetical order)

Karen Bedford | Director January - May 2012 [AGM]

Qualifications: MPH; Grad Dip Nursing

Experience: Member NSW Branch Management Committee since 2009. President NSW Branch Management Committee from 2010 to current.

Special responsibilities: Member Governance Review Implementation Committee. NSW Branch initiatives

Meetings attended: 4/4 Plus 2day Board Face to Face Meeting March 2012

Susan Cameron | Director May-November 2012

Qualifications: RN; BA

Experience: South Australia Branch Committee Member; Former Member of Port Lincoln Hospital Board of Management

Special responsibilities: None

Meetings attended: 4/6



Gemma Crawford | Director January-December 2012

Qualifications: PhD Candidate; MHLth Prom; Post Grad Dip Publ Hlth; BA (Psych)

Experience: Treasurer, AHPA WA Branch Management Committee from 2005 to 2008; Co-Chair Program Committee AHPA's 18th National Conference 2009; President AHPA WA Branch) Management Committee from 2010 to current; AHPA National Board Member 2010-current; Lecturer/Consultant Curtin University/VIVA Health

Special responsibilities: Member FARM Committee 2011. WA Branch initiatives

Meetings attended: 5/11 Plus 2day Board Face to Face Meeting March 2012

David Duncan | Director January-December 2012

Qualifications: B.Health Promotion

Experience: Small business management. Member University Student Liaison Committee

Special responsibilities: Member Governance Review Implementation Committee.

Meetings attended: 10/11 Plus 2day Board Face to Face Meeting March 2012

Andrew Jones-Roberts | Director January-December 2012

Qualifications: PGD Health Promotion; Grad Dip Leisure Studies; RN

Experience: President AHPA's Victorian Branch Management Committee from 2009 – current.

Special responsibilities: Chair Career Structure & Development Committee, Convenor AHPA's Professionalising Health Promotion Project Steering Committee. Vic Branch initiatives

Meetings attended: 8/11 Plus 2day Board Face to Face Meeting March 2012

Jenni Judd | Director January-December 2012

Qualifications: DHSc; MEd; D HSc; Dip Health & PE

Experience: Previous President (and founding member) AHPA NT Branch Management Committee 1995-2007; Past National Vice President May 2003 to 2009; Convenor 1997 AHPA National Conference, Darwin; Convenor 2006 AHPA, National Conference Alice Springs

Special responsibilities: Chair Aboriginal and Torres Strait Islander Committee. Member AHPA's Health Promotion Journal of Australia Committee

Meetings attended: 10/14 Plus 2day Board Face to Face Meeting March 2012

Laetitia M'kumbuzi | Director May-December 2012

Qualifications: MHLthServMgt; MBA

Experience: Queensland Branch Committee Member

Special responsibilities: Member Governance Review Implementation Committee, Member Finance Audit and Risk Management (FARM) Committee.

Meetings attended: 6/7



Jenny Phillip-Harbutt | Director and Company Secretary January-December 2012

Qualifications: Grad Dip Counselling; BA Comms

Experience: Member SA Branch Management Committee. Management in NGO and government health promotion organisations.

Special responsibilities: Company Secretary; Member Governance Review Implementation Committee; Member Strategic Planning Working Group

Meetings attended: 11/11 Plus 2day Board Face to Face Meeting March 2012

Janine Phillips | Director January-December 2012

Qualifications: MND; B App Sc ESS

Experience: President SA Branch Management Committee from 2010 –current: SA Branch Committee member since 2007. National Director 2009 to current.

Special responsibilities: Member Advocacy Committee; Member Career Structure & Development Committee; Member Steering Committee of AHPA's Professionalisation of Health Promotion Project; SA Branch initiatives

Meetings attended: 10/11 Plus 2day Board Face to Face Meeting March 2012

Kirsty Pickering | Director January-December 2012

Qualifications: B Hlth Sc Hons (Public Hth)

Experience: President QLD Branch Management Committee 2010 - 2012. Member QLD Branch from 2001 and Secretary 2001-2008, Branch President from 2010. National Board of Directors since 2010. Management in public sector administration.

Special responsibilities: Member Careers Structure & Development Committee. Member Steering Committee of AHPA's Professionalisation of Health Promotion Project. QLD Branch Initiatives.

Meetings attended: 2 /4 Apology 2day Board Face to Face Meeting March 2012

Emily Raso | Director January-December 2012

Qualifications: MPH; B Occ Th

Experience: Member NT Branch Management Committee. President NT AHPA Branch Management Committee and National Director from 2009 to current. Australian Early Development Index Manager.

Special responsibilities: Member Industrial Relations & Litigation Committee, Member 2011 AGM Working Group. NT Branch initiatives.

Meetings attended: 8/11 Apology 2day Board Face to Face Meeting March 2012

