

## **STRATEGIC PLAN 2010 - 2013**

### **FINANCIAL**

Objective – Encourage financial growth to support the objectives and obligations of the organisation and ensure the financial viability of the organisation.

#### Strategies –

1. Maintain a minimum bank balance of \$10,000.00 at all times
2. Target 10% income growth/annum through membership increase and education event attendance and trade sponsorship.
3. Development of yearly education and expenditure budget

### **COMMUNICATION**

Objective – To improve membership communication and engagement through regular contact via newsletters, journals and member emails

#### Strategies –

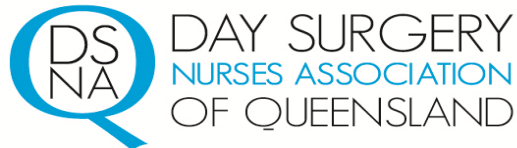
1. Conducting annual member surveys to determine satisfaction with organisation offerings and identify receive suggestions.
2. Ensure production of bi-monthly member newsletter.
3. Maintenance of National database to ensure full membership distribution.
4. Development of DSNAQ group email contact
5. Publish profiles on Day Surgeries/Education/Quality activities
6. Establish procedures for the dissemination of clinical updates including →amendments to standards/guidelines/legislation.
7. Establish close collaboration with colleagues from other disciplines and setting where their environments impact on Day Surgery nursing.
8. Develop, publish and distribute annual calendar of meetings, conferences and workshops in December for the coming year.

### **QUALITY/PERFORMANCE**

Objective – to lead and/or collaborate with other recognised bodies in setting the direction for the development and implementation of safety and quality standards within the scope of Day Surgery Nursing at State and National level.

#### Strategies –

1. Encourage benchmarking activities and the sharing of these results to facilitate improvement across day facilities.
2. Encourage publication of articles promoting and showcasing quality activities.
3. Evaluate and publish outcomes of DSNAQ Strategic plan on an annual basis.
4. Initiate, evaluate and implement feedback from annual member surveys.



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### **GROWTH/LONGEVITY**

**Objective** – to promote and continually present an Association that provides the stimulation, encouragement and support of Day Surgery Nursing that will ensure ongoing growth and longevity of DSNAQ and increasing membership 5% annually.

#### **Strategies** –

1. Actively promote and support the development of Zone Committees eg Far North Queensland (FNQ); Wide Bay/Burnett
2. Actively encourage existing member to introduce new members.
3. Ensure Committee participation is open all members
4. Ensure support of Communication strategies
5. Develop ongoing strategies to take the Association into the regions of the State with educational and information offerings
6. To offer financial support to members to attend State Conference base on a defined set of criteria
7. To continue to make the annual conference available at a competitive price with a program of relevant and topical subjects presented by respected healthcare industry representatives.