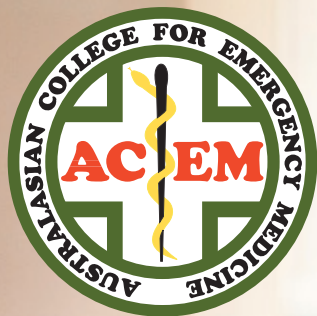


Into the future...



ACEM Strategic Plan 2015-2018

ACEM's Strategic Plan for 2015-2018

In late 2011, ACEM built a three year strategic plan based on a survey and series of interviews with members and stakeholders. The aim was to position the College to respond more effectively to challenges and opportunities within emergency medicine and the wider health sector. Out of this work a strategic plan was produced and over the following years, the goals and objectives set under this plan have been largely completed.

While much has been achieved the challenges faced by our members and our profession are ongoing, and new ones arise regularly. It is critical that our strategic plan remains relevant, realistic and responsive to these challenges and our members' needs.

In November 2014, a survey of members was undertaken, submissions from working parties and subcommittees were received and a meeting was held among key stakeholders. This has provided the direction for an updated plan designed to guide the College for the next three years.

Context and Key Issues

The College exists within a set of social, political and economic circumstances that necessarily influence its strategic direction and activities.

The critical issues affecting the next three years are:

- Workforce and resource constraints that are often exacerbated in rural, remote and specialised areas.
- Increasing demand for emergency medicine as a result of shifting demographics worldwide.
- Tension between the need to balance performance against time-based targets and quality medical outcomes.
- Hospital overcrowding reflecting increasing pressure on the health system.
- Ongoing 'access block' which is often related to outdated hospital-based models of care.
- Complex workforce challenges as we try to support the development of an emergency medicine workforce that can meet both the needs of today and those of the future.
- The need for ongoing and effective health system stewardship.



Our Vision and Mission

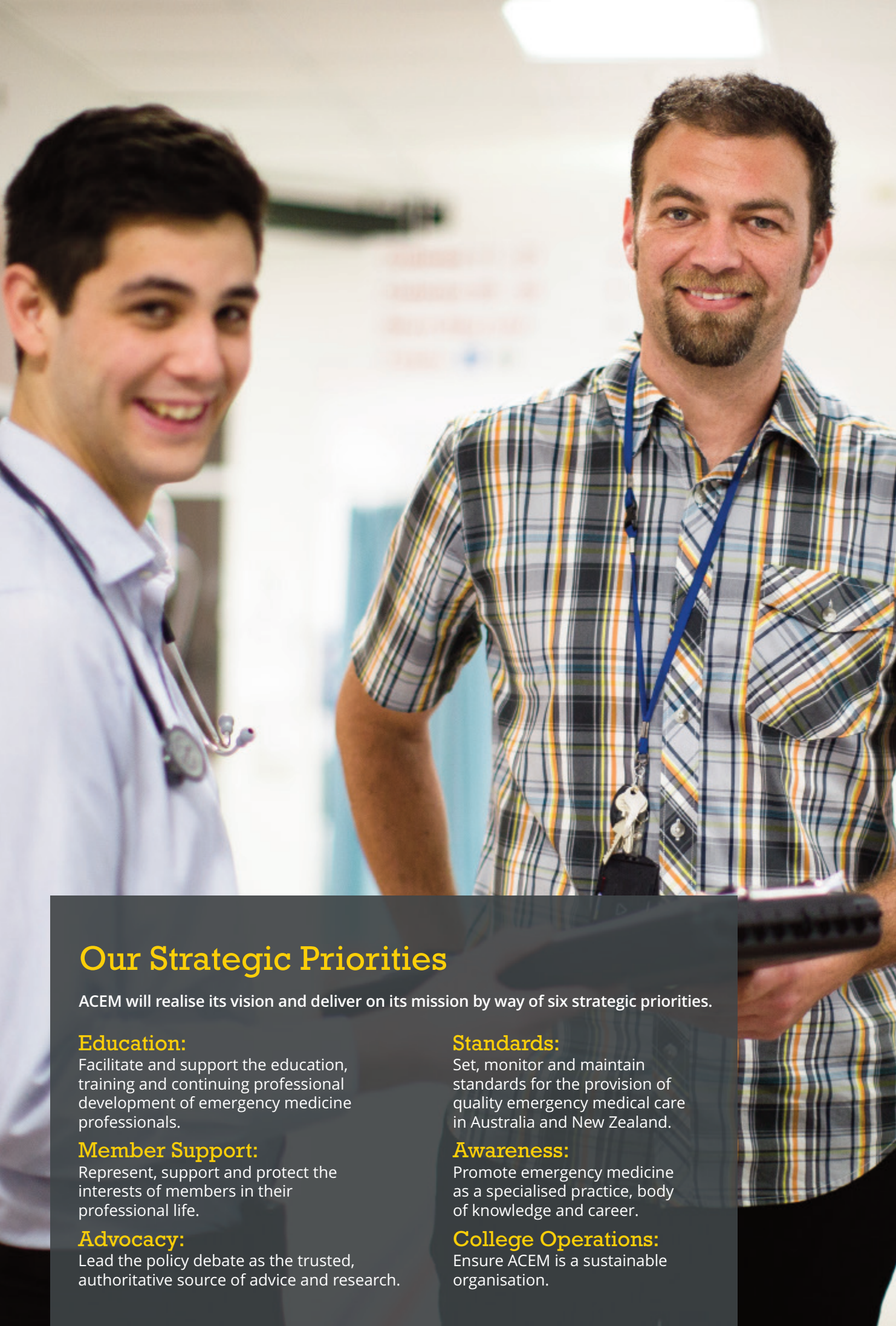
ACEM has adopted a vision and mission to provide overarching direction to its operations.

Vision:

'Be the trusted authority for ensuring clinical, professional and training standards in the provision of quality, patient-focused emergency care.'

Our Mission:

'Promote excellence in the delivery of quality emergency care to the community through our committed and expert members.'



Our Strategic Priorities

ACEM will realise its vision and deliver on its mission by way of six strategic priorities.

Education:

Facilitate and support the education, training and continuing professional development of emergency medicine professionals.

Member Support:

Represent, support and protect the interests of members in their professional life.

Advocacy:

Lead the policy debate as the trusted, authoritative source of advice and research.

Standards:

Set, monitor and maintain standards for the provision of quality emergency medical care in Australia and New Zealand.

Awareness:

Promote emergency medicine as a specialised practice, body of knowledge and career.

College Operations:

Ensure ACEM is a sustainable organisation.



Strategic Priority 1

Education

We will facilitate and support the education, training and continuing professional development of emergency medicine professionals by developing best practice programs aligned to member needs and enhancing access to resources.

Key Activities, Programs and Projects:

- Develop and implement training programs effectively with clear priorities and appropriate resourcing.
- Evaluate/prioritise continuing professional development program maintenance and enhancement.
- Ensure programs balance community needs and professional needs.
- Within the ACEM overall quality framework, design, develop and implement a quality framework (including resources, systems and evaluation) for education.
- Develop an enhanced 'teacher training' program based on audience needs, effective methods and delivery options.
- Ensure ease of access to education resources and robustness/reliability of delivery systems.
- Identify key issues and undertake preliminary planning for revalidation.



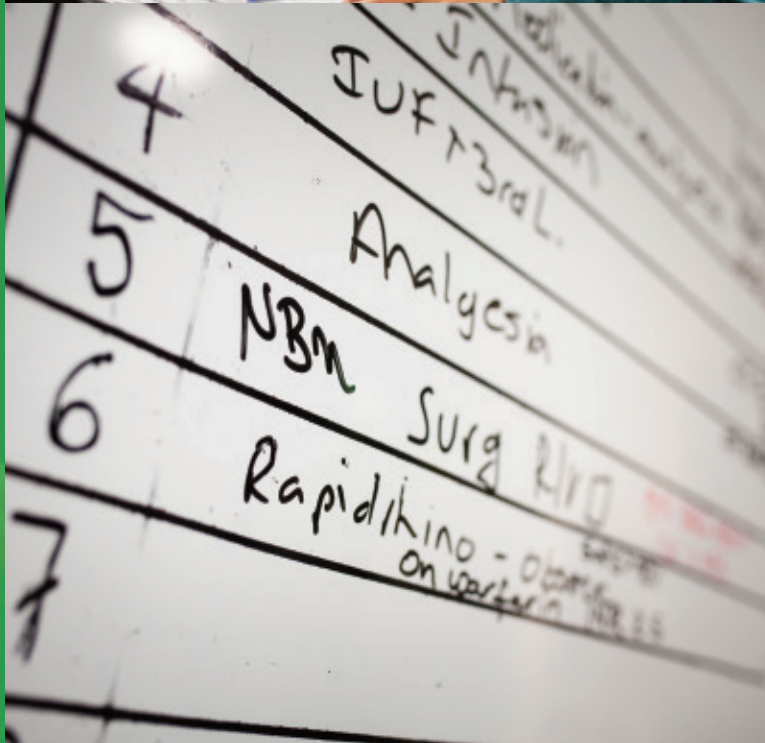
Strategic Priority 2

Member Support

We will represent, support and protect the interests of members in their professional life by aligning our activities, projects and initiatives to their ongoing and changing member needs.

Key Activities, Programs and Projects:

- Develop a strategic response to workforce planning and other major issues and undertake research and analytics as needed to support ACEM's position.
- Develop and implement activities and programs that support members in all aspects of their professional life.
- Strengthen engagement with members and their involvement in College activities.





Strategic Priority 3

Advocacy

We will lead the policy debate as the trusted, authoritative source of advice and research by being proactive and coordinated in our advocacy and extending our influence through relationships.

Key Activities, Programs and Projects:

- Develop a proactive advocacy strategy and communicate the College's advocacy agenda to members and stakeholders.
- Clearly establish ACEM's position(s) with respect to both the health reform and improvement agenda and resource stewardship of the health system.
- Develop a strategic framework for adding to and presenting the body of emergency medicine knowledge.



Strategic Priority 4

Standards

We will set, monitor and maintain standards for the provision of quality emergency medical care in Australia and New Zealand by ensuring relevance of professional standards for practice and promoting adherence to those standards.

Key Activities, Programs and Projects:

- Establish and maintain a strategic approach to the development of standards including setting the agenda/priorities and establishing the criteria.
- Develop and articulate standards for Hospital Based Urgent Care Services.
- Engage stakeholders in the development and promotion of standards.
- Devise a development plan for Clinical Practice Guidelines.





Strategic Priority 5

Awareness

We will promote emergency medicine as a specialised practice, body of knowledge and career by promoting the image and raising the profile of emergency medicine.

Key Activities, Programs and Projects:

- Clearly articulate the image and profile of emergency medicine to underpin the development and implementation of an integrated internal and external communication strategy.



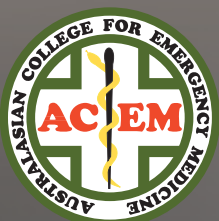
Strategic Priority 6

College Operations

We will ensure ACEM is a sustainable organisation.

Key Activities, Programs and Projects:

- Ensure ACEM is operationally sustainable and effective.
- Clarify the role, scope and activities of the College and effectively communicate this to members and stakeholders.
- Set service standards and evaluation criteria for operational activity.
- Identify key training and development needs for staff and implement a structured program to develop internal capacity and capability.
- Attract, develop and retain quality employees that are highly engaged and be recognised as an Employer of Choice.



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