



**Australian Wound Management Association Inc**

# **Restructure of the Australian Wound Management Association**

## **Tender Brief**

**30<sup>th</sup> November 2009**

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## **Background**

The Australian Wound Management Association (AWMA) is a multidisciplinary, non-profit association consisting of people who are committed to developing and improving wound management for all individuals through education, research, communication and networks.

The Association acts as a parent body to the autonomous state wound management associations in New South Wales, Queensland, South Australia, Tasmania, Victoria, Australian Capital Territory and Western Australia. There are approximately 2,800 members from the disciplines of nursing, medicine, pharmacy, podiatry, industry and the sciences. The New Zealand Wound Care Society is an affiliate with AWMA. In 2006 two branches of AWMA were created – WANT (Wound Association of the Northern territory) and AWTRS (Australasian Wound and Tissue Repair Society).

Each state and territory organisation is an autonomous association governed by its own constitution and rules. AWMA is funded through capitation fees from each of these associations, as well as from our AWMA conference, which rotates through the states/territories, our journal and sundry other sources including sponsorship and sales of other publications.

The current Wound Awareness Campaign (WAC) has focussed attention on the lobbying capacity of AWMA. There is a great need to achieve the goals of this campaign, for people with wounds, for the health professionals treating these people and for the Commonwealth Department of Health and Aged Care (DHAC). However, the current AWMA federal structure could be perceived as a weakness. AWMA has a concern that DHAC may be less willing to negotiate with an organisation that has no direct influence on the organisations which individuals join (state and territory wound associations) even though all these associations and AWMA share much in the areas of collegiality, professional support, educational and best practice activities. Other professional health organisations, including those with a relevance to wound care, have a central body, often physically present in Canberra (shop front), with state/territory branches.

## **Purpose of the Project**

To examine the current organisational structure of AWMA and affiliated state/territory organisations and propose alternative structure/s that will strengthen the position of the organisation for the future.

## **Tender Brief**

A researcher/consultant is required to undertake the following key tasks:

- To work with a group including the AWMA executive and representatives from each state and territory association who will inform and support the project.
- To identify the strengths and weaknesses of the current national structure of AWMA and the affiliated state/territory organisations
- To develop a proposal for a potential new national structure/s that would be beneficial to all stakeholders, or to provide a compelling argument as to why no change is required.
- To analyse the risks and benefits of implementing a new national structure or maintaining the current structure for all stakeholders.
- To develop a methodology for the steps and processes required to implement a new structure/s including
  - Presenting proposals to all relevant stakeholders
  - Development of strategies and timelines for winding up existing structures.
- To identify the potential costs of implementing a new national structure to all stakeholders.
- To identify constitutional, organisation and financial implications of adopting a new national structure for all stakeholders.

## **Currently identified relevant issues**

The current structure is fragmented, it is has been well demonstrated with other key organisations that a united national structure gives strength and recognition as a peak body.

The AWMA committee have identified the following issues of relevance for a restructure:

### **Pros**

- AWMA needs to be clearly seen as the lead professional body for the whole of the Australian wound management community.
- AWMA needs to have the ability to move forward with a number of proposals that will have an impact at a national level including but not limited to:
  - The current Wound Awareness Campaign
  - The appointment of a CEO/secretariat
  - The establishment of a shop front
  - Wound product funding issues
  - Wound product access scheme
  - Public awareness campaigns
  - Standardising wound care education and credentialing wound care expertise

### **Cons**

- State/territory organisations may feel threatened by the proposed restructure.
- State/territory associations would be required to 'wind up' in line with their constitution.
- There needs to be an agreement regarding what will happen to the monies individual states currently hold.

The AWMA committee have considered the following possibilities:

### **1. AWMA as the national membership body with state branches**

The role of AWMA would be to lead in:

- Preparation of national policies and clinical practice guidelines for the profession
- Publishing and distribution of Wound Practice and Research
- Production of other specialist publications, eg. Standards for Wound Management, Venous Leg Ulcer Clinical Practice Guidelines, Predication and Prevention of Pressure Ulcers Clinical Practice Guidelines.
- Production of Position Documents (eg wound infections, skin tears)
- Public relations programs, including PR resources and media releases
- Liaising with federal government departments and lobbying as required on issues of concern to the profession
- Representation on industry bodies.
- Credentialing of wound management courses and practitioners within Australia.
- Assistance with the organisation of the national scientific conference every two years and other specialist national seminars as required
- Setting competency standards for the profession and liaising with relevant Schools of Nursing, Allied health & Medicine regarding undergraduate and postgraduate courses
- Assisting branches with particular programs and issues as required
- Providing representation to the Australian Wound Management Research Foundation.
- International relations, including the WUWHS and other bodies preparing clinical practice guidelines and position documents

The role of the State/Territory Branches would be:

- To provide local education (seminars, conferences)
- To provide representation on State/territory based issues to the national committee
- To be seen as the main body that wound care professionals are affiliated with.

### **2. Status Quo.**

- The AWMA current structure is not an impediment to the WAC and other AWMA goals so no changes are required

### **Expected Outcome**

The final output from this process is the production of a document detailing the findings of the current organisational structure of AWMA/affiliated state/territory organisations and details of alternative structures if it is felt that these will strengthen the position of the organisation for the future.

The document will detail:

- Indicators and timeframes to achieve restructure
- Policy statements for proposed structure for adoption by all stakeholders

- Identification of any gaps within current or proposed structure that would strengthen the organisation.

### **Methodology**

The researcher consultant will identify creative and proven methodologies to consult with stakeholders and other identified organisations. The consultant will present a methodology to the AWMA Committee for approval.

### **Timeframe**

The timeframe for this project is as follows:

- Research and consultation with stakeholders – January 2010
- Draft document (green paper) to AWMA Committee – 10<sup>th</sup> March 2010
- AWMA Committee considers Green Paper at pre AGM meeting – 23<sup>rd</sup> March 2010
- Feedback from state and territory discussions on Green paper – April/May 2010
- AWMA Committee consider and discuss feedback from state and territory stakeholders – June 2010
- AWMA Committee finalise proposal and prepare postal vote by membership – October 2010
- Implementation of new structure through AGM or special AGM 2011.

### **Budget**

The budget available for the project is around \$10,000. This is inclusive of GST, travel and subsistence and other administrative costs of the consultant and printing.

The budget and timeframe should be adhered to and therefore priorities will be agreed between the consultant and the AWMA at an early meeting in the process.

### **Format of Tender Document**

Tender documents must:

- Outline the relevant experience and expertise of the personnel to be involved in the project with particular reference to organisational restructure.
- Set out a clear program plan of how the work will be undertaken, specifying timeframes for each stage.
- Set out a clear total costing inclusive of all incidental expenses and GST.
- Outline a business plan indicating the itemised costs, the total number of days, including preparation and the number of days for each stage.
- Indicate the time lines to achieve the project.

### **Evaluation of Tenders**

Tenders will be initially evaluated by reference to the following qualification criteria:

- A) Completeness of tender documentation
- B) Stated ability of tenders to meet the requirements set out above

Only those tenders who meet both of the above qualifying criteria will be eligible for inclusion in the award process. The contract will be awarded on the basis of the most economically advantageous tender, applying the following award process criteria:

- Experience of organisational structure and restructure.
- Experience in carrying out consultative research and working with multiple stakeholder groups
- Report writing, synthesis and analysis
- Experience writing strategy documents, or similar documents (supplementary evidence such as a similar published document may be added to the tender)
- Availability to deliver within timeframe
- Quality and detail in the tender document submitted
- Value for money
- Related research, planning and writing experiences and expertise of consultant

Tenders **must** include the names, addresses and telephone numbers, email addresses of clients who may be contacted for references in connection with the proposed contract – together with an indication of the relevance of the work done for those clients to the subject matter of these terms of reference.

**Please ensure the tender document is no longer than 8 pages in length.**

**The lowest tender or any tender will not necessarily be accepted.**

Canvassing will disqualify. All tenders (no more than 8 pages) to be forwarded in a sealed envelope clearly marked **AWMA Restructure** and addressed to:

Di Carr  
Secretariat for AWMA Restructure Project  
351 Park Street,  
South Melbourne,  
Victoria, 3205.

Please also send an emailed copy to Michael Woodward, as below.

Contact person: Associate Professor Michael Woodward at [President@awma.com.au](mailto:President@awma.com.au),  
or [Michael.woodward@austin.org.au](mailto:Michael.woodward@austin.org.au)

**Deadline for receipt of envelopes containing the hard copy of the tender is-  
no later than 5pm Eastern Summer Time Jan 15 2010**