

## AAQHC (WA Group) Minutes of Special Meeting

Date: **Monday 3<sup>rd</sup> October 2011**  
 Time: **1600 hours**  
 Venue: **St John of God Health Care – 454 Scarborough Beach Road Osborne Park**

1. **Present :** Jane Newcomb, Lolanta Clarke, Fay Winter, Mircalla Kolinac, Chen Anderson, Kathleen Alloway
2. **Guest:** Colin Wood, Public Relations Manager Social Outreach and Advocacy, SJOG Healthcare
3. **Apologies:** David Lord, Hazel Lloyd, Irene Mooney, Joan Sheppard

This was a special meeting held to discuss increasing the membership of the WA group. Colin Wood was invited to provide us with some advice on marketing. The meeting commenced with Colin presenting to us a set of criteria to generate the marketing discussion. Some items generated action others will be ongoing as plans evolve.

DISCUSSION	ACTION	WHOM
<b>MARKETING</b>		
<b>Who is involved now/should be here:</b> previous members, new members, 80 new members who received membership through conference registration 2010. The Quality Network	<ul style="list-style-type: none"> <li>• Build contacts list for marketing. Include in Communication Strategy</li> </ul>	Ongoing Discussion
<b>Why should I join:</b> opportunity for networking, professional development.	<ul style="list-style-type: none"> <li>• Define the benefits or what we offer link these to national issues/events.</li> </ul>	Ongoing Discussion
<b>Where meetings held:</b> Location for a main event and ongoing events	<ul style="list-style-type: none"> <li>• SJOG board room or investigate other suitable locations when event details determined</li> </ul>	Ongoing Discussion
<b>When how often/regularly:</b> balance of schedule of meetings and events	<ul style="list-style-type: none"> <li>• Well balanced across the year, to maintain momentum and engagement. Refer to Events Calendar/Communication Strategy</li> </ul>	Ongoing Discussion
<b>How do we engage:</b> alternative methods of engagement; e.g. social media networks. Need to use as many media as possible.	<ul style="list-style-type: none"> <li>• Improve information on web page.</li> <li>• Link into other professional networks letting them know what we are about.</li> <li>• Look into use of Linked in/Yammer?</li> </ul>	MK Ongoing Discussion
<b>What are we offering:</b> What are the advantages of membership? Is it what people want? What does it cost is it a good investment?	<ul style="list-style-type: none"> <li>• Link our first message with the “why join” to the upcoming event. Ask what people want, maybe survey at the event?</li> <li>• Find out exactly what the membership fees are</li> </ul>	Ongoing Discussion FW

DISCUSSION	ACTION	WHOM
<b>EVENT/S</b>		
<p>Discussion on a “launch” type event to hang our hat on. Decided to make it a January New Year New Us Launch. Key theme to be something interesting both personally and professionally. Suggestions : Curious about how to use social media? , Applying new technology, Using knowledge to work smarter, Being Responsive and Adaptive to change.</p>	<ul style="list-style-type: none"> <li>• Need to encompass this into some sort of catch phrase/hook line that says what we are about: transforming, adapting, responding, new year theme, what we are offering. Write something around this to send out to members inviting them to submit suggestions</li> <li>• Approach Tarun Weeramanthri to talk about Yammer.</li> </ul>	<p>JN</p> <p>JN</p>
<p>Themes/Ideas for events:</p> <ul style="list-style-type: none"> <li>• Myer Briggs</li> <li>• Medicare Locals</li> <li>• Leadership</li> </ul> <p>List of topics generated at previous meeting also referred to. E.g. ABF</p>	<ul style="list-style-type: none"> <li>• Identify Myer Briggs facilitator and available dates</li> <li>• Contact Moira Sim GP Liaison re Medicare Locals</li> <li>• Contact Martin Loney</li> <li>• Distribute list of topics from previous meeting</li> </ul>	<p>JN</p> <p>JN</p> <p>FW</p> <p>JN</p>
<b>COMMUNICATION</b>		
<p>To facilitate all of the above it was agreed that we require a communication strategy</p>	<ul style="list-style-type: none"> <li>• Develop strategy to outline the communication plan for marketing, events, e.g. newsletter, hot issues links, improvements to web page, events calendar etc</li> <li>• Obtain example templates for communication strategy</li> <li>• Improve Webpage content to include hot topic links and archived documents</li> </ul>	<p>IC</p> <p>KA</p> <p>MK</p>

**Close of meeting:** 18:00

## **Topics discussed for calendar of events**

### **Activity based funding**

**Medicare local** – Moira Sims contacted name given to pursue

**Myer Briggs**

**Edward De Bono**

**Lean thinking**

**Adaptive leaders** – Dorothy Jones contacted awaiting reply

**Eneagram?**

**Mentor/Mentee**

**Technical**

**Social Media** – Tarun contacted not available early in year but happy later in year for any topic have asked for another recommendation for the social media side .