ADMINISTRATION / REVIEW OF ACTION LIST

A letter will be sent from the AVA President to all state and territory veterinary boards requesting support for the collection of workforce data.

STRATEGY AND RISK

Key strategic areas (KSAs)
The Board noted the report on communication and reviewed key performance indicators from the Strategic Directions Document. The following was noted:

- The communications unit has some responsibility within each KSA.
- Initiatives were undertaken in 2010 to increase member and non-member awareness of advocacy and media programs. These included:
  - expanded and searchable information on advocacy and media programs on the new website (including submissions)
  - promotion of these new sections to members
  - continuation of monthly AVJ articles and more frequent reporting via eLine
  - reporting in the annual members’ ‘report card’ distributed with renewals
  - The 2010 federal election policy platform.
- The media program has seen a huge increase in media mentions and therefore community awareness has risen during 2010 and 2011.
- Going forward, the emphasis will be on increasing the quality as well as the profile of the AVA in the media.
- The AVA will trial the Science Media Centre for the AVA Annual Conference which provides science and international media webinars.
- The AVA has developed an advocacy plan which sets out our goals for access to government departments and politicians. The concept is to set up divisions to report using a similar structure across the whole AVA.
- Some of the examples of inclusion of AVA policies in the public and industry policy during 2010 include: equine dentistry training package, APVMA collaborations on permethrin and pet vaccinations, Hendra vaccine funding,
Western Australian tail docking loophole closure, and in NSW the Veterinary Practitioners Act and pathology lab staffing.

- The Department of Agriculture, Fisheries and Forestry (DAFF) has included an animal welfare strategy in its budget and it is fourth on their priority list.
- The finalised crisis response plan will be sent out to staff and Board members.

The Board thanked Marcia Balzer for all the work and progress made in the area of communication.

Risk review
The Board reviewed the risks in the AVA risk register that relate to the privacy of membership data.

Compliance
In 2010 the Board approved a privacy policy statement.

This statement is included on membership documents and data sent to a third party is done so through a clearance house and not directly.

Strategic plan 2012–2015
The Board noted the following points in relation to the transition to the new strategic plan:

- The presidents of ACV, ASAVA, AVPMA and EVA participated in the strategy day along with the Board and AVA management.
- A staff development day was held recently giving staff the opportunity to better understand the plan and our goals.
- The format used articulates our value to each of our stakeholders.
- The audit committee has begun the process of considering changes to the risk register which may result from the new strategy.
- Once Board members have provided comments on the plan, the plan will be sent out to members for feedback.
- The new format will make it easier for measuring outcomes than the Strategic Directions Document.

Management will send the strategic plan to Board members, who will provide comments by early June.

BUSINESS ARISING

Biosecurity
The Board noted the following comments on the biosecurity guidelines:

- Editing is completed and we have permission to use all reproduced material. Layout is occurring now.
- Proofreading to be completed for publishing online. Document will only be available online. There are no plans to provide hard copies.
- Sponsors will be considered at a later date.

Review of Complaints and Mediation Service
The Board noted the following points following the review of a revised approach to complaints:

- Most complaints received are from members of the public therefore the recommendation is to discontinue the position of Complaints and Mediation Officer.
- Training will be provided to frontline staff on handling of complaints and a log kept, which will be reviewed in 12 months.
- Veterinary boards have been notified that the service is no longer in existence.
Affinity programs
A new AMP offer will provide a discount on all loans. Consideration could be given to targeting the younger demographic, i.e. student loans.

Division conferences
The Board noted the paper on attendance at division conferences. Attendance numbers vary considerably and appear to depend on the conference location and theme.

National crisis response plan
The plan is now finalised and will be uploaded to the website. Staff and Board will receive a full version.

The Board will provide comments on the plan by the end of May. Management will send a copy of the plan to Animal Health Australia for their information.

Policy Advisory Council
The Board noted the following points on the paper addressing the approach to the PAC meeting:

- PAC members are experiencing some difficulty with using the website rather than meeting face-to-face, and it was acknowledged that this adjustment will take time.
- It is important that the Board listen to the PAC’s concerns, and that the councillors know that the Board values their work and expertise.
- There is a huge cost benefit in holding only one face-to-face meeting a year.
- Traffic in the discussion groups seems to have increased.

Workforce survey
The Board noted and endorsed the tabled draft workforce survey. Points raised include:

- The Veterinary Council of New Zealand (VCNZ) survey will be used as the basis.
- All communication needs to emphasise that this data will be used for the benefit of the entire veterinary profession not just for the AVA.
- The Australian Veterinary Boards Council (AVBC) will be discussing data collection at its next meeting.
- The annual return is compulsory whereas the proposed data collection survey will not be. The outcome will still be a sample rather a comprehensive collection of data from all veterinarians.
- Engaging and consulting the deans of the veterinary schools is part of the process.

MANAGEMENT AND BOARD REPORTS

President’s report
The Board noted the President’s written report.

CEO’s report
The Board noted the following points from the CEO’s report:

- There have been 244 new or recovered members since 31 March.
- Divisions have been following up with lapsed members.
- A large number of new students have signed up for membership. This has an impact on processing by staff.
- Work towards instigating the direct debit system as at 1 July, at this stage it is on track.
Communications and media
- Traffic on the discussion forums has increased.
- The most requested topic for the Members’ Forum was website new tools and technologies and a presentation will be given at the forum.
- A number of training sessions have been held on the use of the website. Online webinars will also be conducted for committee members.
- Microsite for the greyhound SIG is completed, including a dedicated discussion forum, more microsites are to follow.
- The focus of AVA media is on quality rather than quantity.

Conference
- The conference achieved its registration target of 760.
- The Board thanked Tania Nettlefield for the work she has done on the conference.

Education
- The equine influenza supplement includes 61 papers and has been sponsored by Ceva Animal Health.
- The New Zealand Veterinary Association and Canadian Veterinary Medical Association will advertise the supplement to their members in June.

Finance committee
Results to date are showing a solid favourable result, ahead of budget as at the end of April.

Audit committee report
A verbal report of the audit committee was given.

Nomination and remuneration report
A verbal report of the nomination and remuneration committee was given.

Australian Veterinary Journal report
The Board noted the report by the Editor in Chief and the improvement of the journals citation index which has risen to 48.

Contracts register
The Board noted the contract register.

Correspondence register President and CEO
The Board noted the incoming and outgoing correspondence.

NEW ITEMS

Board elections
Results of AVA Board elections
The CEO advised that Drs Gardiner, Gibbs and Feakes were all re-elected as directors.

Drs Gardiner and Gibbs for have been appointed for three-year terms and Dr Feakes for a one-year term until the 2012 AGM.

The Board congratulated the successful candidates.

Result of ACV nominee
The CEO advised that Dr Peter Chenoweth has been elected as the ACV nominee to the Board.
Expressions of interest for office bearers 2011–2012
The CEO advised that the number of candidates for office bearer positions equals the number of positions available.

Veterinary Schools Accreditation Advisory Committee (VSAAC)
The Board approved the appointment of Dr Peter Gibbs as the AVA nominee to the Veterinary Schools Accreditation Advisory Committee, should nomination be required for 2011–2012.

Vote of thanks
The Board thanked Dr Ron Harris for his contribution and assistance as an AVA Director over the last 12 months.

OUT OF SESSION APPROVALS
The Board noted the change of name of the poultry special interest group that passed out of session.

The group’s new name is the Commercial Poultry Veterinarians (CPV).

AWI audits
The Board agreed to appoint Dr Bruce Allworth as the second AVA nominee for the Australian Wool Industry audits.

Management will write to AWI requesting the payment of a per diem for the AVA AWI nominees for each audit.

MEETING CLOSE 4.15pm

Date of next meeting – Friday 8 July 2011

In camera session 3.20pm