










# **ANNUAL REPORT**

**2019 - 2020**

# CONTENTS

-  **PAGE 3** ABOUT US
-  **PAGE 4** OUR PEOPLE
-  **PAGE 6** GOVERNANCE
-  **PAGE 8** PRESIDENT'S REPORT
-  **PAGE 11** SUBCOMMITTEE REPORTS
-  **PAGE 12** TREASURER'S REPORT
-  **PAGE 13** FINANCIAL STATEMENTS & AUDITOR'S REPORT
-  **PAGE 31** OTHER IMPORTANT INFORMATION

# ABOUT US

The Perinatal Society of Australia and New Zealand. This bi-national multidisciplinary Perinatal Society was founded in 1983 and is dedicated to improving the health and long term outcomes for mothers and babies.

The Society fosters communication and collaboration between all those involved in perinatal research and in the care of the mother and baby during pregnancy, birth and the postnatal period and offers professional, political, administrative and educational advice.

## OUR MISSION

The Perinatal Society of Australia and New Zealand (PSANZ) is a multidisciplinary society dedicated to improving the health and long-term outcomes for mothers and their babies. PSANZ encompasses and strongly encourages research focused on mothers and babies during pregnancy and at birth as well as the health of the newborn as its development continues after birth.

The Society embraces the full scope of activity and reflects the many disciplines within perinatology including:

- Neonatologists
- Neonatal nurses
- Obstetricians
- Midwives
- Epidemiologists
- Scientists
- Developmental therapists/psychologists
- Surgeons
- Pathologists
- Paediatricians
- Allied Health clinicians
- Consumers
- Other health professionals involved in perinatology

## OUR AIMS

We aim to:

- Advance the theory and practice of Perinatology
- Encourage training and research
- Provide expert advice to government and other bodies
- Collaborate with all relevant organisations or professions
- Establish and maintain positive relationships with relevant international bodies

# OUR PEOPLE

## BOARD MEMBERS/TRUSTEES

NAME	POSITION	TERM COMMENCED
Lynn Sinclair	President	Mar - 18
Tim Moss	President Elect	Mar - 18
Jonathan Morris	Immediate Past President	Mar - 18
Glenn Gardener	Secretary	Jun - 18
Susan Heath	Treasurer	Apr - 16
Peter Anderson	Board Member	Apr - 16
Ngairé Anderson	Board Member	Mar - 18
Kath Carmo	Board Member	Mar - 18
Adrienne Gordon	Board Member	Apr - 16
Ruth Martis	Board Member	Mar - 19
Rose Boland	Co-opted ECR representative	Mar - 18
Robert Guaran	Co-opted communications portfolio	Mar - 18
Amanda Sluiter	CAP Co Chair	Mar - 19
Natalie Merida	CAP Co Chair	Mar - 19

## BOARD OF DIRECTORS

### PRESIDENT

A/Prof Lynn Sinclair



### PAST PRESIDENT

Prof Jonathan Morris



### PRESIDENT ELECT

A/Prof Tim Moss



**TREASURER**

Susan Heath



**SECRETARY**

Dr Glenn Gardener



**DIRECTOR**

Dr Ruth Martis



**DIRECTOR**

Dr Kath Carmo



**DIRECTOR**

Prof Peter Anderson



**DIRECTOR**

Prof Adrienne Gordon



**DIRECTOR**

Dr Ngaire Anderson



**ECR REPRESENTATIVE**

Dr Rosemarie Boland



**COMMUNICATIONS**

Dr Robert Guaran



**CONSUMER ADVISORY PANEL**

**CO-CHAIR**

Amanda Sluiter



**CO-CHAIR**

Natalie Merida



# GOVERNANCE

## CONSTITUTION

The Perinatal Society of Australia and New Zealand operates according to a constitution and the rules which govern the Society. The constitution was revised November 2006 with the assistance of:

Meyer Vandenberg Lawyers,  
Level 2 1 Farrell Place,  
Canberra City 2601.  
Telephone: (02) 6279 4444,  
Facsimile: (02) 6279 4455,  
Email: mail@meyervandenberg.com.au

## INCORPORATION

The Perinatal Society of Australia and New Zealand Limited is an Australian Public Company, Limited by Guarantee. The company has an ACN, ABN and Tax File Number. In addition PSANZ has tax exempt status but is not entitled to receive tax deductible gifts.

The corporate key number is held by the President for the lodgement of documents to the Australian Securities and Investments Commission (ASIC). Any changes in Office Bearers need to be notified to the ASIC.

## SECRETARIAT

PSANZ appoints a Secretariat service to undertake the administrative business of the Society under the direction of the Executive.

Organisations Contracted to provide Secretariat services:

Corporarte Communique Pty Ltd  
Date appointed: January 1st 2016  
Term: 31st December 2019

Corp Comm Pty Ltd  
Date appointed: February 21st 2020  
Term: 31st January 2021

## SUBCOMMITTEES

- Australian Preterm Birth Prevention Alliance
- Conferences and Meetings
- Consumer Advisory Panel
- Early Career Research (ECR)
- Early Life Nutrition
- Equity Subcommittee
- Fetal & Neonatal Workshop
- Long-Term Outcomes of High-Risk Babies
- IMPACT Network
- Perinatal Palliative Care
- Perinatal Substance Use
- Policy
- Stillbirth and Neonatal Death Alliance (SANDA)  
The Australian Centre of Research Excellence in Stillbirth (Stillbirth CRE) serves as the coordinating centre for PSANZ SANDA.

## STATE-BASED SUBCOMMITTEES

- SA Subcommittee
- WA Subcommittee
- QLD Subcommittee
- Tasmanian Subcommittee
- VIC Subcommittee
- NT Subcommittee
- ACT Subcommittee
- NSW Subcommittee
- NZ Subcommittee

## MEMBERSHIP

PSANZ membership is valid from 1 January to December 31. Members joining or renewing after October 1 will automatically roll into the next year.

New Zealand members

Members of the Perinatal Society of New Zealand (PSNZ) automatically receive membership to PSANZ.

The membership benefits are:

- Annual scientific congress held in major centres across Australia and New Zealand
- Regular newsletter from the PSANZ Board of Directors
- Information about upcoming international perinatal meetings
- The Geoffrey Thorburn Visiting Lecture Series – an annual event
- Opportunity to access travel grants
- Award opportunities – the society has a well-established track record of fostering new research by the award of several prizes
- Opportunity to network and collaborate with colleagues across disciplines
- Development of research capacity via IMPACT concept development workshops and Early Career Researcher committee support



# PRESIDENT'S REPORT

On behalf of the Board of Directors, I am pleased to present the Annual Report for the Perinatal Society of Australia and New Zealand 2019-2020. However, this is an Annual Report like no other in a year unlike any other. It has been a challenging time for our members and their families, our communities, our two nations and our international partners, colleagues and friends, most especially for those at highest risk. We are forever changed as a result.

With change, whether incremental and barely visible or bold and dramatic, comes new and extraordinary opportunities. As a society, it is timely then to review our priorities and strategic direction to determine if they are relevant and aligned with the needs of our members and the changing environments in which we live and work; we will need to evolve and adapt as our world changes. What remains a constant is the Board's commitment to the society, its members and the provision of quality care for women, their babies and their families. I am profoundly grateful to the Board of Directors and other members for their contributions, ongoing support and wise counsel over the past year.

Below is a brief year in review and our plans for the future.

## STRATEGIC PLAN

The Board undertook a review of the strategic plan this year to ensure our society meets the needs of members now and into the future. The process was conducted over several weeks and included stakeholder consultations (externally facilitated). This process has caused me to reflect on what we offer members, how we can increase value, and grow the society. We also developed a Code of Ethics and Professional Conduct, which clarifies our vision, values and principles. Please review the strategic plan and offer suggestions you may have that will enable us to achieve our goals.

## SPONSORSHIP POLICY

This year we made a significant change to our Sponsorship Policy. The society no longer accepts sponsorship from companies that produce or market infant formula. As you know PSANZ supports breastfeeding and will continue to do so and understands that specialised breastmilk substitutes are essential for the survival of some babies who cannot breastfeed. We will therefore continue to engage with formula milk companies in research related to the development and clinical use of these specialised milks.

Of note, the decision to make this change to our Sponsorship Policy was supported by the Australian Federal Government. PSANZ subsequently attracted \$1M funding from the Federal Government for the Early Life Nutrition subcommittee. Further, in preparation for the 2020 Congress, sponsorship exceeded targets while adhering to the newly developed policy.



## CONGRESS

It seems a lifetime ago that we met and shared ideas, research and some fine wine at the Gold Coast Congress in March 2019. Due to COVID-19 the 2020 Congress in Sydney and other planned activities were postponed until 2021. Thank you to the fabulous Team 2020 who worked tirelessly with me to plan the congress...it looks like we will get to do it all again in 2021! These are unprecedented times indeed. Thank you also to members and sponsors for supporting the society during this difficult time and for flexibility with registration fees. Planning for the 2021 Sydney Congress is underway, and details will be available soon. We look forward to being able to meet up again as a society.

### Geoffrey Thorburn Visiting Lectureship and PSANZ Awards

Professor John Newnham AM and Senior Australian of the Year 2020 kindly agreed to be our Geoffrey Thorburn Visiting Lectureship (GTVL) speaker for 2020. Given changing circumstances, planning is now in progress to hold this prestigious event in 2021. In alignment with our strategic plan, this GTVL plans to showcase the important work of the Australian Preterm Birth Prevention Alliance.

Awards are an important part of PSANZ. They enable us to recognise achievements and provide opportunities for growth. Given the circumstances, only two were awarded in 2020, one of these was the David Henderson Smart Scholarship. We received 10 high quality applications but there could only be one winner - Roshan Selvaratnam. Roshan is an early career researcher at the Ritchie Centre, Monash University, Victoria and, with the award, plans to initiate research on the long term outcomes of fetal growth restriction with colleagues in Finland. We wish Roshan well and look forward to hearing all about his trip on his return. The ECR Travel Awards are always highly contested. Ten were awarded this year and will enable recipients to attend the 2021 congress.

## SUBCOMMITTEES

The activities of our subcommittees are too many to mention here, their annual reports are included in the AGM papers. I would however like to take this opportunity to thank our very talented subcommittee members for their commitment to the society and the incredible work they do in contributing to its success.

## BOARD OF DIRECTORS

Acknowledging the current Board membership below:

Prof Jonathan Morris (Immediate Past President)  
 Dr Tim Moss (President-Elect)  
 Susan Heath (Treasurer)  
 A/Prof Glenn Gardener (Secretary)  
 Prof Adrienne Gordon  
 A/Prof Peter Anderson  
 Dr Kath Carmo  
 Dr Ruth Martis  
 Dr Ngaire Anderson

### Co-opted members:

Dr Rose Boland (ECR chair)  
 Amanda Sluiter & Natalie  
 Nerida (CAP)  
 Dr Robert Guaran (Media/  
 Communication)

Special thanks to the Directors and Office Bearers whose terms come to an end at our first virtual AGM. This is always a sad time as we lose people who have contributed so much and an exciting time as we welcome new members. We say a fond farewell to Jonathan Morris, Susan Heath, Adrienne Gordon, Peter Anderson, Rose Boland and Robert Guaran. I am enormously grateful to you all. I would like to make particular mention of our outgoing treasurer Susan Heath who has made an outstanding contribution to the society during her two two-year terms, most especially at a time of significant challenge and change. Forever thank you.

Looking forward, I would now like to introduce our new Board members. Please join me in thanking them for their nominations and in sending them a warm welcome.

- President- Elect – Professor Caroline Homer, Burnet Institute, Melbourne, Victoria (Midwifery)
- Treasurer – Professor Jon Hirst, University of Newcastle, New South Wales (Basic Science)
- Ordinary Member – Dr Karli Treyvaud, La Trobe University, Victoria (Psychology)
- Ordinary Member – Dr Tanya Nippita, University of Sydney, New South Wales (Obstetrics)
- Co-opted member – Dr Calum Roberts, Monash University, Victoria (ECR chair)

## **SECRETARIAT**

In the past few months we have changed our Secretariat and Conference Organisers from Corporate Communiqué to Corp Comm. I would like to thank and acknowledge Jenny Boden for her contributions to the Society. Welcome to Ben Thompson and his team some of whom are known to many of us as they worked as part of Jenny's team previously. Contact details for the secretariat remain unchanged. We look forward to continuing to work with Ben and the Corp Comm team.

I write this knowing that I will be relinquishing the presidency of PSANZ at our AGM when I hand the baton (or medal) to my successor, Tim Moss. Please join me in congratulating Tim. I am confident that you will support him throughout his presidency as you have supported me. It has been an honour and a privilege to serve as president of our society; it has been both the most enjoyable and the most challenging of times. I look forward to continuing to contribute to the work of Board and the wider society in the role of Immediate Past President.

We have a wonderful and most unique multidisciplinary society. Please consider how you might contribute to its work in the future, not only through congress attendance but also through Board or subcommittee membership. A key task for us as members is to grow our membership; it is particularly important for us to consider succession planning and introduce those in the early stages of their career to ensure we advance perinatal care into the future.

Stay safe and well as we face life after lockdown.

With very best wishes,



A/Prof Lynn Sinclair  
*PSANZ President*

# SUBCOMMITTEE REPORTS

SUBCOMMITTEE	ONLINE REPORT LINK
Australian Preterm Birth Prevention Alliance	> <a href="#">Click here to view PDF</a>
Conferences and Meetings	> <a href="#">Click here to view PDF</a>
Consumer Advisory Panel	> <a href="#">Click here to view PDF</a>
Early Career Research (ECR)	> <a href="#">Click here to view PDF</a>
Early Life Nutrition	> <a href="#">Click here to view PDF</a>
Equity Subcommittee	> <a href="#">Click here to view PDF</a>
Fetal & Neonatal Workshop	> <a href="#">Click here to view PDF</a>
Long-Term Outcomes of High-Risk Babies	> <a href="#">Click here to view PDF</a>
IMPACT Network	> <a href="#">Click here to view PDF</a>
Perinatal Palliative Care	> <a href="#">Click here to view PDF</a>
Perinatal Substance Use	> <a href="#">Click here to view PDF</a>
Policy	> <a href="#">Click here to view PDF</a>
Stillbirth and Neonatal Death Alliance (SANDA) ) Stillbirth Centre for Research Excellence	> <a href="#">Click here to view PDF</a>

# TREASURER'S REPORT

Prepared by Susan Heath

Financial Report as at 28 June 2020

Your directors present this Report on the Company for the financial year ended 31 December 2019.

The names of the Directors in office at any time during or since the end of the year are:

Lynn Sinclair	Susan Heath
Timothy Moss	Glenn Gardener (appointed 17 March 2019)
Jonathan Morris	Adrienne Gordon
Peter John Anderson	Ruth Martis (appointed 17 March 2019)
Kathryn Browning Carmo	Ngaira Anderson

I would like to acknowledge Wong and Mayes Independent Auditors & ACCC Accountants for preparing the financial report for 2019 to members of the Perinatal Society of Australia and New Zealand for the year ended 31 December 2019.

## Summary- Funds at hand as at 28 June 2020

\$ 344,680.19 CBA Cheque Account 1 (1913)  
\$119,395.35 CBA Cheque Account 2 (5162)  
\$ 17.15 CBA Online Saver  
\$106,136.54 CBA Term Deposit  
\$ 16,829.48 ISA/ISPID Conference Account held by Corp Comm  
\$ 500.00 Paypal Account  
\$587,588.71 Total funds held

Thanks to the members and sponsors, who maintained their support throughout the last 4 years whilst PSANZ transitioned financially, and survived, to be a viable non-formula company sponsored bi-national perinatal research society for 2020.

Thanks to all 587 PSANZ members who maintained their personal support of PSANZ through COVID-19, renewing memberships, and thanks to all who maintained their PSANZ Congress registration thru to 2021.

Thanks especially to PSANZ sponsors, also maintaining their sponsorship through to PSANZ 2021 Congress, even with local natural disasters, a world-wide pandemic and financially challenging corporate times.

Please note new PSANZ flight booking policy below applicable to all members and executive, and Whistleblower Policy on PSANZ website as per ASIC regulations 2019.

All the best for PSANZ 2021 in Sydney!

**PERINATAL SOCIETY OF AUSTRALIA AND NEW  
ZEALAND LIMITED**

**ABN 74 123 659 110**

**FINANCIAL REPORT**  
FOR THE YEAR ENDED 31 DECEMBER 2019

## CONTENTS

	<b>Page No.</b>
Directors' Report	2
Auditor's Independence Declaration	4
Statement of Profit or Loss	5
Statement of Comprehensive Income	6
Statement of Financial Position	7
Statement of Changes in Equity	8
Statement of Cash Flows	9
Notes to the Financial Statements	10
Directors' Declaration	15
Independent Auditor's Report	16

## **DIRECTORS' REPORT**

Your directors present their report on the company for the financial year ended 31 December 2019.

### **Directors**

The names of the directors in office at anytime during or since the end of the year are:

Lynn Sinclair  
Susan Heath  
Jonathan Mark Morris  
Adrienne Gordon  
Glenn Gardener (appointed 17 March 2019)  
Peter John Anderson  
Timothy James Moss  
Ruth Martis (appointed 17 March 2019)  
Kathryn Browning Carmo  
Ngairé Anderson

Directors have been in office since the start of the financial year to the date of this report unless otherwise stated.

### **Review of Operations**

The profit of the company for the financial year after providing for income tax amounted to \$55,175.

A review of the operations of the company during the financial year and the results of those operations are as follows:

### **Significant Changes in the State of Affairs**

No significant changes in the company's state of affairs occurred during the financial year.

### **Principal Activities**

The principal activities of the company during the financial year were:

A professional organisation for the specialty of Perinatology in Australia and New Zealand.

The objectives of PSANZ are to:

- Advance theory and practice of Perinatology
- Encourage training and research in Perinatology
- Provide expert advice to to government and other bodies
- Collaborate with all relevant organisations or professions
- Establish and maintain positive relationships with relevant international bodies

No significant change in the nature of these activities occurred during the financial year.

### **Events Subsequent to the End of the Reporting Period**

No matters or circumstances have arisen since the end of the financial year which significantly affected or may significantly affect the operations of the company, the results of those operations, or the state of affairs of the company in future financial years.

### **Likely Developments and Expected Results of Operations**

Likely developments in the operations of the company and the expected results of those operations in future financial years have not been included in this report as the inclusion of such information is likely to result in unreasonable prejudice to the company.

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**PERINATAL SOCIETY OF AUSTRALIA AND NEW ZEALAND LIMITED**  
**ABN 74 123 659 110**

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**DIRECTORS' REPORT**

**Environmental Regulation**

The company's operations are not regulated by any significant environmental regulation under a law of the Commonwealth or of a state or territory.

**Dividends**

No dividends have been paid or declared since the start of the financial year.

**Options**

No options over issued shares or interests in the company were granted during or since the end of the financial year and there were no options outstanding at the date of this report.

**Indemnification of Officers**

No indemnities have been given or insurance premiums paid, during or since the end of the financial year, for any person who is or has been an officer or auditor of the company.

**Proceedings on Behalf of Company**

No person has applied for leave of court to bring proceedings on behalf of the company or intervene in any proceedings to which the company is a party for the purpose of taking responsibility on behalf of the company for all or part of those proceedings.

The company was not a party to any such proceedings during the year.

**Auditor's Independence Declaration**

A copy of the auditor's independence declaration as required under Section 307C of the Corporations Act 2001 is attached to this financial report.

This directors' report is signed in accordance with a resolution of the board of directors:

**Director**      **Lynn  
Sinclair**       Digitally signed by  
Lynn Sinclair  
Date: 2020.06.22  
11:25:42 +10'00'

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**Lynn Sinclair**

**Dated:**      22 June 2020



**AUDITOR'S INDEPENDENCE DECLARATION UNDER S 307C OF THE CORPORATIONS ACT 2001  
TO THE DIRECTORS OF PERINATAL SOCIETY AUSTRALIA AND NEW ZEALAND LIMITED**

I declare that, to the best of my knowledge and belief, in relation to the audit of Perinatal Society Australia and New Zealand Limited for the financial year ended 31 December 2019 there have been no contraventions of :

- i. the auditor independence requirements as set out in the *Corporations Act 2001* in relation to the audit; and
- ii. any applicable code of professional conduct in relation to the audit.

**WONG & MAYES AUDIT PTY LIMITED**



**Silas Chan | Director**

Sydney, 19 June 2020

**PERINATAL SOCIETY OF AUSTRALIA AND NEW ZEALAND LIMITED**  
**ABN 74 123 659 110**

**STATEMENT OF PROFIT OR LOSS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

	Note	2019 \$	2018 \$
Revenue		1,852,669	823,070
Other expenses		<u>(1,797,493)</u>	<u>(838,787)</u>
<b>Profit (loss) before income tax</b>		55,176	(15,717)
Income tax expense		<u>-</u>	<u>-</u>
<b>Profit (loss) for the year</b>		<u><u>55,176</u></u>	<u><u>(15,717)</u></u>
Profit (loss) attributable to member of the company		<u><u>55,176</u></u>	<u><u>(15,717)</u></u>

The accompanying notes form part of these financial statements.

**PERINATAL SOCIETY OF AUSTRALIA AND NEW ZEALAND LIMITED**  
**ABN 74 123 659 110**

**STATEMENT OF COMPREHENSIVE INCOME**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

	Note	2019	2018
		\$	\$
<b>Profit (loss) for the year</b>		55,175	(15,717)
<b>Other comprehensive income:</b>		_____	_____
<b>Total other comprehensive income for the year</b>		-	-
<b>Total comprehensive income (expense) for the year</b>		<b>55,175</b>	<b>(15,717)</b>
Total comprehensive income (expense) attributable to member of the company		<u>55,175</u>	<u>(15,717)</u>

The accompanying notes form part of these financial statements.

**PERINATAL SOCIETY OF AUSTRALIA AND NEW ZEALAND LIMITED**  
**ABN 74 123 659 110**

**STATEMENT OF FINANCIAL POSITION**

**AS AT 31 DECEMBER 2019**

	Note	2019 \$	2018 \$
<b>ASSETS</b>			
<b>CURRENT ASSETS</b>			
Cash and cash equivalents	3	292,379	216,795
Trade and other receivables	4	61,303	38,432
Other assets	5	150,000	150,001
<b>TOTAL CURRENT ASSETS</b>		<u>503,682</u>	<u>405,228</u>
<b>TOTAL ASSETS</b>		<u><u>503,682</u></u>	<u><u>405,228</u></u>
<b>LIABILITIES</b>			
<b>CURRENT LIABILITIES</b>			
Trade and other payables	6	91,258	47,979
<b>TOTAL CURRENT LIABILITIES</b>		<u>91,258</u>	<u>47,979</u>
<b>TOTAL LIABILITIES</b>		<u><u>91,258</u></u>	<u><u>47,979</u></u>
<b>NET ASSETS</b>		<u><u>412,424</u></u>	<u><u>357,249</u></u>
<b>EQUITY</b>			
Reserves	7	309,687	277,664
Net surplus/(defecit)		102,737	79,585
<b>TOTAL EQUITY</b>		<u><u>412,424</u></u>	<u><u>357,249</u></u>

The accompanying notes form part of these financial statements.

**PERINATAL SOCIETY OF AUSTRALIA AND NEW ZEALAND LIMITED**

ABN 74 123 659 110

**STATEMENT OF CHANGES IN EQUITY  
FOR THE YEAR ENDED 31 DECEMBER 2019**

	Net Surplus/(Deficit)	Branch & Subcommittee Reserve	Total
	\$	\$	\$
<b>Balance at 1 January 2018</b>	(91,681)	277,664	185,983
Adjustment	186,983	-	186,983
<b>Balance at 1 January 2018 (restated)</b>	<u>95,302</u>	<u>277,664</u>	<u>372,966</u>
<b>Comprehensive income</b>			
Profit (loss) for the year	(15,717)	-	(15,717)
<b>Total comprehensive income for the year attributable to the member of the company</b>	<u>(15,717)</u>	<u>-</u>	<u>(15,717)</u>
<b>Balance at 31 December 2018</b>	<u>79,585</u>	<u>277,664</u>	<u>357,249</u>
<b>Balance at 1 January 2019</b>	79,585	277,664	357,249
Transfer to Reserves	(32,023)	32,023	-
<b>Comprehensive income</b>			
Profit for the year	55,175	-	55,175
<b>Total comprehensive income for the year attributable to the member of the company</b>	<u>55,175</u>	<u>-</u>	<u>55,175</u>
<b>Balance at 31 December 2019</b>	<u>102,737</u>	<u>309,687</u>	<u>412,424</u>

The accompanying notes form part of these financial statements.

**STATEMENT OF CASH FLOWS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

	Note	2019 \$
<b>Cash flows from operating activities</b>		
Receipts from customers		1,872,859
Payments to suppliers and employees		(1,800,362)
Other Income		1,759
Interest Income		1,328
<b>Net cash provided by (used in) operating activities</b>	<b>8</b>	<b>75,584</b>
<b>Cash flows from investing activities</b>		
Other cash items from investing activities		-
<b>Net cash provided by (used in) investing activities</b>		<b>-</b>
<b>Cash flows from financing activities</b>		
Other cash from financing activities		-
<b>Net cash provided by (used in) financing activities</b>		<b>-</b>
Net increase (decrease) in cash held		75,584
Cash and cash equivalents at beginning of financial year		216,796
Cash and cash equivalents at end of financial year	<b>8</b>	<b>292,378</b>

The accompanying notes form part of these financial statements.

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

**1. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES**

**Basis of Preparation**

The financial statements are general purpose financial statements that have been prepared in accordance with Australian Accounting Standards - Reduced Disclosure Requirements of the Australian Accounting Standards Board (AASB) and the Corporations Act 2001. The entity is a not-for-profit entity for financial reporting purposes under Australian Accounting Standards

Australian Accounting Standards set out accounting policies that the AASB has concluded would result in financial statements containing relevant and reliable information about transactions, events and conditions. Compliance with Australian Accounting Standards ensures that the financial statements and notes also comply with International Financial Reporting Standards. Material accounting policies adopted in the preparation of the financial statements are presented below and have been consistently applied unless otherwise stated.

The financial statements, except for the cash flow information, have been prepared on an accrual basis and are based on historical costs, modified, where applicable, by the measurement at fair value of selected non-current assets, financial assets and financial liabilities. The amounts presented in the financial statements have been rounded to the nearest dollar.

The financial statements were authorised for issue on 26th of June 2020 by the directors of the company

**Accounting Policies**

**(a) Revenue**

Non-reciprocal grant revenue is recognised in profit or loss when the entity obtains control of the grant and it is probable that the economic benefits gained from the grant will flow to the entity and the amount of the grant can be measured reliably.

If the conditions are attached to the grant which must be satisfied before it is eligible to receive the contribution, the recognition of the grant as revenue will be deferred until those conditions are satisfied.

When the grant revenue is received whereby the entity incurs an obligation to deliver economic value directly back to the contributor, this is considered a reciprocal transaction and the grant revenue is recognised in the statement of financial position as a liability until the service has been delivered to the contributor, otherwise the grant is recognised as income on receipt.

Revenue from rendering of a service is recognised upon delivery of the service to the customers.

All revenue is stated net of the amount of goods and services tax.

**(b) Cash and Cash Equivalents**

Cash and cash equivalents include cash on hand, deposits held at-call with banks, other short-term highly liquid investments with original maturities of three months or less, and bank overdrafts. Bank overdrafts are shown within short-term borrowings in current liabilities on the statement of financial position

**(c) Trade and Other Debtors**

Trade and other debtors include amounts due from members as well as amounts receivable from customers for goods sold in the ordinary course of business.

Receivables expected to be collected within 12 months of the end of the reporting period are classified as current assets. All other receivables are classified as non-current assets.

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

**(d) Goods and Services Tax (GST)**

Revenues, expenses and assets are recognised net of the amount of GST, except where the amount of GST incurred is not recoverable from the Australian Taxation Office (ATO).

Receivables and payables are stated inclusive of the amount of GST receivable or payable. The net amount of GST recoverable from, or payable to, the ATO is included with other receivables or payables in the statement of financial position

**(e) Comparative Figures**

When required by Accounting Standards comparative figures have been adjusted to conform to changes in presentation for the current financial year.

**(f) Trade and Other Payables**

Trade and other payables represent the liabilities for goods and services received by the entity during the reporting period that remain unpaid at the end of the reporting period. The balance is recognised as a current liability with the amounts normally paid within 30 days of recognition of the liability.

**(g) Opening Balance**

The previous reporting period was not audited

**(h) Events After the Reporting Period**

The directors are not aware of any significant events since the end of the reporting period

**(i) Key management Personnel Compensation**

The totals of remuneration paid to KMP of the entity during the year is Nil (2018 Nil)



**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

	<b>2019</b>	<b>2018</b>
	<b>\$</b>	<b>\$</b>
<b>2. Revenue</b>		
Revenue from (non-reciprocal) government grants and other grants		
- State/federal government grants - operating	936,519	-
	936,519	-
Other Revenue		
Membership Subscriptions	53,066	67,897
Branch Income	30,000	20,055
Sub Committee income	67,788	67,978
Award Income	11,000	6,000
Congress Income	751,210	659,867
Other Revenue	1,759	-
	914,822	821,797
<b>Total Revenue</b>	<b>1,851,341</b>	<b>821,797</b>
Other Income		
Interest Received	1,328	1,272
<b>Total Other Income</b>	<b>1,328</b>	<b>1,272</b>
<b>Total Revenue and Other Income</b>	<b>1,852,669</b>	<b>823,070</b>

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

	2019	2018
	\$	\$
<b>3. CASH AND CASH EQUIVALENTS</b>		
Cheque Account	164,369	108,283
Paypal account	500	3,916
Early life nutrition account	19,395	-
CBA term deposit	105,924	104,596
CBA cash management	17	-
Stripe Account	2,174	-
	<u>292,379</u>	<u>216,795</u>
<b>4. TRADE AND OTHER RECEIVABLES</b>		
<b>Current</b>		
Trade receivables	1,000	38,432
Other debtors	16,255	-
Sundry debtors	44,048	-
	<u>63,303</u>	<u>38,432</u>
<b>5. OTHER ASSETS</b>		
<b>Current</b>		
Prepayments	<u>150,000</u>	<u>150,001</u>
<b>6. TRADE AND OTHER PAYABLES</b>		
<b>Current</b>		
Good and services tax	161	3,027
Sundry creditors	70,084	17,658
Trade creditors	21,013	27,294
	<u>91,258</u>	<u>47,979</u>
<b>7. RESERVES</b>		
<b>Branch &amp; Subcommittee Reserve</b>		
Opening Balance	277,664	200,396
Transfer from Retained Earnings	32,022	77,268
	<u>309,687</u>	<u>277,664</u>

The reserve records funds held on behalf of branches and subcommittees to be used in funding their activities

**NOTES TO THE FINANCIAL STATEMENTS**  
**FOR THE YEAR ENDED 31 DECEMBER 2019**

2019

\$

**8. CASH FLOW INFORMATION**

**(a) Reconciliation of cash**

Cash at the end of financial year as included in the statement of cash flows is reconciled to the related items in the statement of financial position as follows:

Cash	-
Cash at Bank	292,378
Bank Overdraft	-
	<hr/>
	292,378
	<hr/> <hr/>

**(b) Reconciliation of cash flow from operations with profit after income tax**

Profit after income tax	55,175
Depreciation	-
Bad Debts	-
	-
Decrease/(Increase) in prepayments	
Decrease/(Increase) in debtors	23,277
Decrease/(Increase) in inventory	-
Decrease/(Increase) in other assets	-
Decrease/(Increase) in payables	-
Decrease/(Increase) in sundry creditors	(2,864)
Decrease/(Increase) in provisions	-
	<hr/>

**Net cash provided by (used in) operating activities** 75,589

**9. Events After the Reporting Period**

The directors are not aware of any significant events since the end of the reporting period

**10 Key Management Personnel Compensation**

No remuneration was paid to KMP of the entity during the year (2018 : Nil)


**PERINATAL SOCIETY OF AUSTRALIA AND NEW ZEALAND LIMITED**  
**ABN 74 123 659 110**

**DIRECTORS' DECLARATION**

In accordance with a resolution of the directors of Perinatal Society Of Australia And New Zealand Limited, the directors of the company declare that:

- 1 The financial statements and notes are in accordance with the Corporations Act 2001 and
  - a comply with Australian Accounting Standards - Reduced Disclosure Requirements; and
  - b give a true and fair view of the financial position of the company as at 31 December 2019 and of its performance for the year ended on that date.
  
2. In the directors' opinion there are reasonable grounds to believe that the company will be able to pay its debts as and when they become due and payable.

Director

  
\_\_\_\_\_  
Susan Heath

Director

**Lynn  
Sinclair**  
\_\_\_\_\_  
Lynn Sinclair

Digitally signed by  
Lynn Sinclair  
Date: 2020.06.22  
11:23:37 +10'00'

Dated:

22 June 2020

**INDEPENDENT AUDITOR'S REPORT TO THE MEMBERS OF  
PERINATAL SOCIETY AUSTRALIA AND NEW ZEALAND LIMITED****Report on the Audit of the Financial Report  
Opinion**

We have audited the financial report of Perinatal Society Australia and New Zealand Limited (the company), which comprises the statement of financial position as at 31 December 2019, the statement of profit or loss, statement of comprehensive income, statement of financial position and statement of cash flows for the year then ended, notes comprising a summary of significant accounting policies and other explanatory information, and the directors' declaration.

In our opinion, the accompanying financial report of Perinatal Society Australia and New Zealand Limited has been prepared in accordance with Corporations Act 2001 , including

- (i) giving a true and fair view of the company 's financial position as at 31 December 2019 and of its financial performance and its cash flow for the year then ended; and
- (ii) complying with Australian Accounting Standards – Reduced Disclosure Requirements and the Corporations Regulations 2001

**Basis for Opinion**

The previous financial report was not audited. We are able to satisfy ourselves by alternate means concerning key opening balances as disclosed on the statement of profit and loss and the statement of financial position , as comparative figures. Our opinion is not modified in respect of this matter.

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Report* section of our report.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

**Independence**

We are independent of the company in accordance with the ethical requirement of the Accounting Professional and Ethical Standards Board's APES 110: *Code of Ethics for Professional Accountants*(the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

**Responsibilities of the Directors for the Financial Report**

The directors of the company are responsible for the preparation of the financial report that gives a true and fair view in accordance with Australian Accounting Standards – Reduced Disclosure Requirements and the Corporations Acts 2001 and for such internal control as the directors determine is necessary to enable the preparation of the financial report that gives a true and fair view and is free from material misstatement, whether due to fraud or error.

In preparing the financial report, the directors are responsible for assessing the company's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless the directors either intend to liquidate the company or to cease operations, or have no realistic alternative but to do so.

### **Auditor's Responsibilities for the Audit of the Financial Report**


Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report

As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. We also

- Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the registered entity's internal control
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors
- Conclude on the appropriateness of the directors use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the registered entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the company to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

**WONG & MAYES AUDIT PTY LIMITED**

  
**Silas Chan | Director**  
Sydney, 23 June

2020

# OTHER IMPORTANT INFORMATION

## PSANZ Code of Ethics and Professional Standards

### SUMMARY

The Code of Ethics and Professional Standards is a statement of the ethical principles, values and ideals of the Perinatal Society of Australia and New Zealand (PSANZ). The purpose of the Code of Ethics and Professional Standards is to guide decision making and inform behavioural expectations of the PSANZ board, its members and subcommittees and to protect the integrity of the Society and its affiliates.

PSANZ is committed to represent, advocate, inform and support members with the aim to improve the health and long-term outcomes for mothers, and their babies.

All PSANZ members are bound by its Code of Ethics and Professional Standards.

### ETHICAL PRINCIPLE

#### 1. RESPECT, EQUITY AND JUSTICE

As PSANZ members, we are ethically responsible for promoting and fostering respect, equity, and justice for all.

#### INTENT

To create and sustain an environment for PSANZ that is inclusive, free from discrimination and supports all individuals to reach their fullest potential in a positive and productive manner.

#### PROFESSIONAL STANDARDS

- To respect the uniqueness and intrinsic worth of each individual.
- To treat people with dignity, respect and compassion to foster a trusting environment free of harassment and intimidation.
- To avoid direct or indirect discrimination on the grounds of gender or gender identity, sexual orientation, marital status, pregnancy, race, age, religious or political beliefs or social or economic status or disability.

- To ensure equal opportunity to all
- To support cultural diversity and respect\*
- To abide by ethical and cultural processes relevant to the members and external agencies
- To advocate and administer policies and procedures that foster fair, consistent and equitable treatment for all.
- To not tolerate behaviour that is deemed to be bullying, defamation, intimidation or harassment.
- Regardless of personal interests, support decisions made by PSANZ, its members and affiliates that are both ethical and legal.
- To support consumer inclusion in PSANZ membership and its activities through consumer representation and/or consultation at all Board and Subcommittee operations

## ETHICAL PRINCIPLE

### 2. PERSONAL AND PROFESSIONAL RESPONSIBILITY

As PSANZ members, we are responsible for adding value to the Society and contributing to its ethical success. We accept professional responsibility for our individual decisions and actions. We are advocates for PSANZ, supporting endeavours that enhance its credibility, value and reputation.

#### INTENT

To act with the best interest of PSANZ, its members and affiliates and the community that they care for in their professional capacity.

#### PROFESSIONAL STANDARDS

- To build and maintain the respect, credibility and strategic importance for PSANZ as an organisation
- To assist PSANZ in achieving its objectives and goals
- To inform and educate current and future members, other affiliated organisations, and the general public about the Society's purpose and vision
- To positively influence the community of PSANZ members, fostering productive interdisciplinary relationships
- To act in a responsible manner and practice sound legal and ethical decision-making across the global networks and collaborations that PSANZ members operate.
- To report suspected or known fraudulent and/or corrupt conduct that involves the Society or its member/s including undeclared conflicts of interest, misrepresentation, falsification and/or research fraud.
- To refrain from using a position or role for personal, material or financial gain
- To engage in all PSANZ communications including social media in a responsible and ethical way
- To safeguard restricted or confidential information to protect the rights of PSANZ, its affiliates and individuals
- To seek expert guidance from the PSANZ Board of Directors if ever in doubt about the ethical or legal propriety of a situation
- That PSANZ office bearers exhibit leadership as role models for maintaining ethical conduct and professional behaviour.



- That PSANZ members maintain integrity, accountability and honesty in all aspects of operations including its Board of Directors and Subcommittees.
- To advocate the use of evidence-based information
- To adhere to the principles of informed consent when engaging in any research activity or service provision.
- To volunteer to support the Society activities where possible.
- To adhere to the PSANZ Code of Conduct and Professional standards, its Constitution, Guidelines and Procedures.
- To adhere to PSANZ Subcommittee Terms of Reference (ToR)
- To direct any financial decision making or engagement with financial contracts/donations to the PSANZ Board of Directors for prior approval.
- To never act in a legal capacity for PSANZ without the Board of Directors' written permission
- To declare all known and potential conflicts of interest as they arise\*\*.

*\* Cultural diversity includes the acknowledgement of country for Aboriginal and Torres Strait Islanders as identified by the First Nations Voice in the Australian constitution<sup>2</sup> and the spirit and intent of the Treaty of Waitangi in New Zealand/Aotearoa<sup>3</sup>.*

*\*\*PSANZ is registered with the Australian Securities and Investment Commission (ASIC), which requires a written declaration of any known or potential conflicts of interest from members seeking appointments as Board directors or chairpersons of a subcommittee <sup>9</sup>*

## **BREACH OF THE PSANZ CODE OF ETHICS AND PROFESSIONAL STANDARDS**

The PSANZ Board of Directors is responsible for managing any known or perceived breach of the Code of Ethics or Professional Standards. Breaching the code may mean termination of membership.

# STRATEGIC PLAN

## EXECUTIVE SUMMARY

The Perinatal Society of Australia and New Zealand (PSANZ) undertook strategic planning preparations for a three to five week period beginning January 2020. The process spanned over several weeks and involved stakeholder consultations combined with a comprehensive executive review and strategic planning session with the Board of Directors and invited guests.

Due to a range of identified challenges in the current landscape, it was established that PSANZ would:

- Roll out a diversified revenues strategy
- Implement a significant communications and engagement strategy
- Engage the services of a qualified CEO to manage the association and deliver on the objectives in the strategic plan
- Embark on the process of obtaining internationally recognised 'Peak Body' status
- Develop risk mitigation processes
- Establish stronger networks and partners to work collaboratively on research and communication of results
- Earn additional income from strengthening and expanding corporate sponsor partnerships and membership value

The newly developed strategic plan focuses on five key areas to help ensure the future success of the society. These key areas are as follows:

### 1. FINANCIAL SUSTAINABILITY

Work towards the further improvement of its financial position by obtaining additional revenue streams via corporate sponsorships and additional services and improving profit margins on existing revenue streams (congress and memberships).

### 2. ORGANISATIONAL EXCELLENCE

Improve the control, activity, outcomes and achievements of the society by employing an executive (CEO or similar), tasked to implement and drive the objectives of the strategic plan.

### 3. GOOD GOVERNANCE

Improve and maintain strong leadership by working as a unified unit in the best interest of the society and its members, implement both board recruitment and succession planning and implement a Board Development Plan (BDP) to improve the skills and expertise of board members to be better equipped to make sound strategic decisions.

### 4. IMPROVING SOCIETY PROFILE

Develop a detailed engagement plan delivering on multiple objectives including: a highly

professional organisation profile that will showcase the purpose of the society, implement a significant communications strategy to enhance the brand awareness and engagement with the sector; and obtain the services of a society ambassador to enhance reach, voice and influence.

## 5. MEMBER ENGAGEMENT

Enhance the Member Value Proposition (MVP) of the society to encourage continuous membership between congresses and demonstrate the importance of member involvement in delivering on the aims of the society.

This strategic plan outlines how the Executive team arrived at these conclusions and provides a road map for the proposed strategies, objectives and projects to be worked towards, and undertaken, in order to proactively respond to market realities and optimise the organisation's overall positioning.

## INTRODUCTION & METHODOLOGY

PSANZ is an international not for profit organisation in Australia and New Zealand.

This bi-national multidisciplinary Perinatal Society was founded in 1983 and is dedicated to improving the health and long- term outcomes for mothers and babies.

The Society fosters communication and collaboration between all those involved in perinatal research and in the care of the mother and baby during pregnancy, birth and the postnatal period and offers professional, political, administrative and educational advice.

NFP Success was engaged to support the management, facilitation and development of this strategic plan. The process involved consultation with stakeholders followed by an executive review and a strategy formulation session.

The project began with the consultation of the PSANZ assigned secretariat -Corporate Communique to gain an understanding of the history of PSANZ and the process that brought the organisation to this point. A questionnaire was then distributed through the management committee to form part of the current situational analysis and act as a snapshot self-assessment piece.

These consultations provided an environment for the respective parties to express their individual views and perceptions of PSANZ operational procedures, culture and risks. This information was analysed by the Executive team prior to establishing the overarching strategies, objectives and projects.

## MISSION AND AIM

The Board and Executive team reviewed the organisation's existing vision and mission statements and opted to maintain the current statements for the three years of this strategic plan as they both inspire and align with the organisation's purpose.

## MISSION

To foster communication and collaboration between all those involved in perinatal research and in the care of the mother and baby during pregnancy, birth and the postnatal period and professional, political, administrative and educational advice.

## AIM

- Advance the theory and practice of Perinatology
- Encourage and foster collaboration between perinatology health professionals
- Encourage training and research
- Provide a forum for disseminating recent perinatal research findings
- Provide expert advice to government and other bodies
- Collaborate with all relevant organisations and professions, including bi-national consumers
- Establish and maintain positive relationships with relevant international bodies

## EXTERNAL ENVIRONMENT AND COMPARISON ANALYSIS SUMMARY

The project undertook a broad comparative analysis of other organisations that in some ways are similar to the values and principles of PSANZ. The purpose of this analysis was to identify initiatives that other organisations were undertaking to achieve their goals and identify successes of other organisations.

Organisations that were selected for the comparison analysis project included:

- Audiology Australia
- Australasian Gynaecological Endoscopy & Surgery Society Ltd
- Australasian Menopause Society
- Australasian Podiatry Council
- Australian and New Zealand Society of Geriatric Medicine
- Australian Dental Association
- Australian Gastrointestinal Endoscopy Association
- Australian Orthopaedic Association
- Australian Society of Anaesthetists
- Australian Society of Plastic Surgeons Incorporated (ASPS)
- Christian Medical & Dental Fellowship of Australia
- High Blood Pressure Research Council of Australia
- Internal Medicine Society of Australia and New Zealand
- Rural Doctors Association of Australia
- The Australasian Society of Clinical Immunology and Allergy (ASCIA)
- The Australian & New Zealand Intensive Care Society
- The Australian and New Zealand Society of Occupational Medicine
- The Endocrine Society of Australia (ESA)
- Urological Society of Australia and New Zealand

Additional associations recommended for comparison analysis by some committee members include:

- Australian Medical Association – [www.ama.com.au](http://www.ama.com.au)
- British Association of Perinatal Medicine - [www.bapm.org](http://www.bapm.org)
- International DOHaD Society - [www.dohadsoc.org](http://www.dohadsoc.org)
- Perinatal Research Society - [www.perinatalresearchsociety.org](http://www.perinatalresearchsociety.org)
- Perinatal Society New Zealand - [www.perinatalociety.org.nz](http://www.perinatalociety.org.nz)
- Australian Clinical Trials Alliance - <https://clinicaltrialsalliance.org.au/>
- The Thoracic Society of Australia and New Zealand - [www.thoracic.org.au](http://www.thoracic.org.au)

These comparative observations provided learning opportunities for PSANZ to consider:

- The thriving organisations have a paid executive to manage the organisation
- The need for an increased online presence and upgraded website to encourage engagement and improve awareness
- Strong focus on increasing the number of members of the society, establish 'set and forget' member renewals
- Member Value Proposition (MVP) provides obvious reasons to remain a member of the society
- The majority of revenues are obtained through memberships and the annual conference
- Corporate sponsors play a significant role in the sustainability of the organisation

The general consensus among the management committee was that these were areas that PSANZ could become more active. The purpose of increased activity in this space is to expand on existing marketing and engagement activity in an effort to obtain additional corporate, government and community sponsorship and support.

## **STRENGTHS/WEAKNESSES/OPPORTUNITIES/THREATS**

A consultation exercise conducted with Board Members forms a review of the organisations key strengths, weaknesses, opportunities and threats as perceived by the organisation. These results are then used as a foundation for the development of the goals and objectives of the Strategic Plan.

### **STRENGTHS**

- Multi-Disciplinary
- Unique Focus / Area of expertise
- Quality, high value annual congress
- Tiered membership options
- Inclusive consumer opinion and advice
- Broad network of professionals

## WEAKNESS

- Financial sustainability
- Capacity to deliver on objectives
- Formalised market profile
- Clear roles and responsibilities of management committee
- Single source of all society information and documents
- Clearly defined and familiar public profile
- Governance expertise of management committee
- Control of society operations and finances
- Communications and industry engagement
- Accurate and current policy and procedures documents
- Fully collaborative and cooperative network
- Insignificant Member Value Proposition (MVP)

## OPPORTUNITIES

- Alignment with government initiatives
- Strengthen communication and effectiveness of network
- Corporate Sponsorships
- Increased involvement of Consumer Advisory Panel (CAP) with board directives
- Develop a Endorsement program
- Improve options for membership both individual and corporate
- Establish 'Peak Body' status
- Public engagement
- Improved science communication
- Valuable partnerships with 'like' associations
- Actively support other research programs

## THREATS

- Little activity from the society outside of congress
- No funds
- Other societies
- Membership decline
- Volunteer network disengaging
- Management committee burnout
- Lack of essential governance skills
- Geographic reach

## CRAFTED STRATEGY, OBJECTIVES AND TACTICS

The PSANZ overarching strategy of moderate growth and diversity is supported by a suite of objectives feeding into this approach. The objectives were developed with PSANZ finite resources in mind, most of which have traditionally been consumed by the engagement of an outsourced secretariat.

It was therefore agreed by the Board that when establishing the new set of objectives aiming to promote the new strategy, PSANZ must prioritise and re-invest in new focus areas like the internalisation of the management structure and employ an executive. A balanced suite of strategically aligned measures was crafted (see below) which will be incorporated into the organisation's current performance framework and where possible into current and new success indicators.

## **PSANZ STRATEGIC PLAN 2020 OBJECTIVES:**

### **OBJECTIVE 1: FINANCIAL SUSTAINABILITY**

- Additional revenues (Corporate Sponsors)
- Improved income (congress, memberships)
- Endorsement program
- Government funding and grants

### **OBJECTIVE 2: ORGANISATIONAL EXCELLENCE**

- Employ an executive
- Gain better control of finances

### **OBJECTIVE 3: GOOD GOVERNANCE**

- Board recruitment & succession planning
- Implement a Board Development Plan (BDP)
- Obtain 'Peak Body' recognition
- Establish responsibilities and Portfolios

### **OBJECTIVE 4: IMPROVING SOCIETY PROFILE**

- Enhance organisation awareness
- Implementation marketing and engagement strategy

### **OBJECTIVE 5 MEMBERSHIP ENGAGEMENT**

- Enhance the Member Value Proposition (MVP) of the society

## TACTICS

The tactics that align with, feed into and cascade from the objectives were prepared by the Board. While still flexible in nature these tactics will serve as a starting point for future business planning, action and preparation of an implementation plan.

TACTICS	RESPONSIBLE	ACTIVITIES AND GOALS
<b>OBJECTIVE 1: FINANCIAL SUSTAINABILITY</b>	<b>BOARD MEMBER RESPONSIBLE</b>	<b>ACTIONS</b>
Obtain additional revenue streams		<ol style="list-style-type: none"> <li>1. Obtain a major corporate sponsor</li> <li>2. Establish a PSANZ endorsement program</li> <li>3. Subscribe to govt funding portals and commence application processes</li> </ol>
<b>OBJECTIVE 2: ORGANISATIONAL EXCELLENCE</b>	<b>BOARD MEMBER RESPONSIBLE?</b>	<b>ACTIONS</b>
Employ an Executive to manage the society		<ol style="list-style-type: none"> <li>1. Develop a position description and KPIs for a CEO position</li> <li>2. Commence recruitment process for qualified CEO with skillsets complimentary to the purpose of the society and the objectives in the strategic plan</li> <li>3. Engage a CEO and begin work on achieving results</li> </ol>
Gain better control over the finances of the society		<ol style="list-style-type: none"> <li>1. Transition the handling of finances for the society from the secretariat to the new CEO and remove the services of the secretariat</li> <li>2. Document policy around the management of society funds</li> </ol>
Board recruitment & succession planning		<ol style="list-style-type: none"> <li>1. Identify succession for each position and requirements</li> <li>2. Formalise succession planning process and action</li> <li>3. Develop the recruitment strategy for board positions</li> </ol>
Establish board responsibilities and portfolios of expertise		<ol style="list-style-type: none"> <li>1. Draft optimal organisation structures both at a board level and operational</li> <li>2. Assign positions to the board that would otherwise exist if they were jobs</li> </ol>



Effective governance		<ol style="list-style-type: none"> <li>1. Establish a board development plan including training, relationship building and success indicators</li> <li>2. Obtain/maintain board members with the skills and attributes required for the overall effectiveness of the board based on the objectives in the strategic plan.</li> <li>3. Establish a reporting structure to hold board members accountable for the performance of the organisation</li> </ol>
<b>OBJECTIVE 4: IMPROVE SOCIETY PROFILE</b>	<b>BOARD MEMBER RESPONSIBLE?</b>	<b>ACTIONS</b>
Establish strong public profile		<ol style="list-style-type: none"> <li>1. Undergo a profiling and brand exercise to establish the framework for the Society profile</li> <li>2. Using the vision, mission and values, establish the structure of the profile</li> <li>3. Document and design the profile for use with corporates and government funding bodies alike</li> </ol>
Improve organisation & brand awareness		<ol style="list-style-type: none"> <li>1. Implement marketing, communications and engagement strategy</li> <li>2. Review our 'touch points' and decide what needs work (website, social, newsletters, displays, office)</li> <li>3. Implement digital marketing campaigns to communicate the influence and achievements of the society</li> </ol>
Achieve 'Peak Body' recognition		<ol style="list-style-type: none"> <li>1. Develop and implement strategies to gain public and government recognition of PSANZ as the Peak Body representing the voice of Australian and New Zealand Perinatal Doctors, Professionals and Consumers</li> </ol>
<b>OBJECTIVE 5: MEMBERSHIP ENGAGEMENT</b>	<b>BOARD MEMBER RESPONSIBLE?</b>	<b>ACTIONS</b>
Improve membership value		<ol style="list-style-type: none"> <li>1. Expand on membership options to include corporate and other memberships</li> <li>2. Automatic renewal payments for memberships (set &amp; forget)</li> <li>3. Improve MVP to demonstrate the importance of being a member</li> </ol>

# PLAN ON A PAGE

In summary of this report and the new direction set by the Board, a Plan on a Page (POP) was developed. The POP serves as a snapshot of the strategic plan underpinning all future activities over the strategic period and therefore is useful for internal plan promotion, reference, board meetings and new staff on-boarding.

## MISSION

To foster communication and collaboration between all those involved in perinatal research and in the care of the mother and baby during pregnancy, birth and the postnatal period and professional, political, administrative and educational advice.

## AIM

- Advance the theory and practice of Perinatology
- Encourage training and research
- Provide expert advice to government and other bodies
- Collaborate with all relevant organisations or professions
- Establish and maintain positive relationships with relevant international bodies

## OBJECTIVES

- Financial Sustainability
- Organisational Excellence
- Good Governance
- Improve Society Profile
- Membership Engagement

## HOW WE'LL SUCCEED

- Obtain additional revenue streams (Funding, sponsors, endorsement program)
- Increase profitability of existing revenue streams
- Employ an executive manager
- Gain better control of finances
- Remove secretariat services
- Succession plans
- Assign roles and portfolios
- Implement board development plans
- Become Peak Body
- Establish strong public profile
- Enhance organisation awareness
- Implement engagement strategy
- Achieve 'Peak Body' recognition
- Expand on membership offerings
- Setup auto renewal options
- Improve MVP

# PSANZ FLIGHT POLICY

Corp Comm Pty Ltd partnered with Corporate Traveller is the sole authorised travel booking Agent for PSANZ, and all airfares, hotel bookings and transfers paid by PSANZ must be booked through Corp Comm's Travel Manager, with final approval by PSANZ Treasurer.

The Corporate Traveller agreement between Corp Comm Pty Ltd and PSANZ offers generous discounts on advertised fares, (including web-based airfares) when booked directly with Corp Comm. Domestic travel (including airfares, accommodation, transfers and car hire), as well as travel to Timor and New Zealand, can be booked using the PSANZ booking form. All other bookings require Corp Comm to be contacted by phone +613 8352 4221 or email admin@psanz.com.au.

## TRAVEL BOOKING SYSTEM

1. All bookings must go through the dedicated Travel Manager via booking form
2. Pre-approval by PSANZ is required for all bookings. The Travel Manager will place booking on hold and reach out to the PSANZ Treasurer before finalizing the ticket.
3. Each booking must require reasons for travel – event/meeting name, purpose.
4. Any changes to existing travel bookings require an approval by PSANZ Treasurer.
5. Bookings must be made 14 days in advance for all domestic travel, with restricted airfares outbound and the option for semi or flexible inbound. Best value fare for all domestic travel
6. Bookings must be made 30 days in advance for all international travel. Class of travel may be business class for keynote speakers only. Best value fare for all other international travel.
7. Hotel rate cap is \$180 per night throughout Australia, with an exception of \$250 per night for Sydney and Perth.
8. If the hotel does not come with complimentary Wi-Fi or breakfast, these can charge back to through the Travel Manager.



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# Travel request form



Please complete this form as accurately as possible. Information contained in this form is held in the strictest of confidence by Corp Comm and their travel partner Corporate Traveller. Information is not available to any third party without consent from the traveller.

## Booking details

Travel coordinator: Candice Wilkinson  
Tel: +61 3 59770244

Email: candice@corp-comm.com.au  
Mobile: +61 497851584

Traveller:  
Mobile:  
Loyalty program: -  
Passport Number: -

Email:  
Alternate contact:  
Frequent Flyer number: -  
Copy of Passport attached:  Visa required:

Please supply a copy of your approved visa. If you require assistance our travel team can assist in pointing you in the right direction. Obtaining the correct visa for your travel is the responsibility of the traveller.

## Flight requests

Date	Departure point	Departure time	Destination	Airline preference	Fare type	Luggage

3 fare types offered. Please insert code in 'Fare type' column. **B** Business Class **FE** Flexible Economy **BFOD** Best fare of day.

## Airport Transfer

Please arrange my airport transfer  I will arrange my own transfer

No. travelers:

No. of luggage pieces:

## Accommodation requests

Please arrange my accommodation  Corp Comm to complete I will arrange my own accommodation

## Office Use Only

### Transfer

requirements Pick up

Pick up time:

location: Destination:

Pick up location:

Pick up time:

Destination:

**Requirements** All tickets are e-tickets unless otherwise stated.

Budget: inc all requests above in total

Event Code:

Reason for travel: **Conference** **Keynote speaker**, **Event Staff** ect

Email itinerary to passenger  Yes  No  Both

Email itinerary to coordinator  Yes  No  Both

### Return your travel request via email

Australian OpCo Pty Ltd (ABN 20 003 279 534) trading as Corporate Traveller. ATAS Accreditation No: A10412

CoT703\_0404 1.0

# PSANZ C/- Corp Comm Travel Policy

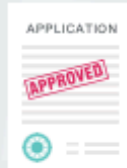


## BOOKING INFORMATION



ALL BOOKINGS THROUGH CT TRAVEL MANAGER

PRE-APPROVAL REQUIRED



BOOKING INFORMATION MUST INCLUDE REASON FOR TRAVEL - EVENT NAME

CHANGES REQUIRE APPROVAL

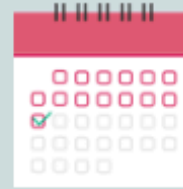


## DOMESTIC FLIGHTS



SELECT BEST FARE OF THE DAY

AIRFARE TOLERANCE OF \$50

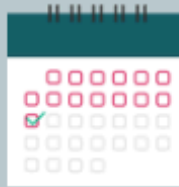


BOOKINGS TO BE MADE 14 DAYS IN ADVANCE

SELECT RESTRICTED OUTBOUND, SEMI OR FLEXIBLE RETURN FARE TYPES



## INTERNATIONAL FLIGHTS



BOOKINGS TO BE MADE AT LEAST 30 DAYS IN ADVANCE

BOOKING POLICY IS CHEAPEST LOGICAL FARE OF THE DAY



CLASS OF TRAVEL IS BUSINESS CLASS FOR KEY NOTE SPEAKERS ONLY. BEST FARE MOST LOGICAL

PAYMENT VIA CORPORATE TRAVELLER ACCOUNT



## ACCOMMODATION



HOTEL RATE CAP IS \$180 PER NIGHT (\$250 FOR SYDNEY OR PERTH). PLEASE KEEP UNDER THIS RATE.

EXPEDIA IS ALLOWED



PAYMENT VIA CORPORATE TRAVELLER ACCOUNT

YOU CAN CHARGE BACK ROOM, BREAKFAST AND WIFI



Policy correct as at 9 February 2020. For full travel restrictions and details, please refer to your company travel policy.



## **SPONSORSHIP POLICY AS OF JULY 2019**

The Board of the Perinatal Society of Australia and New Zealand (PSANZ) has decided that the society will no longer accept sponsorship from companies that produce or market infant formula.

PSANZ has always supported breastfeeding and will continue to do so. PSANZ understands that specialised breastmilk substitutes are essential for the survival of some babies who cannot breastfeed. PSANZ will therefore continue to engage with formula milk companies in work related to the development and use of these specialised milks, but no further funding will be accepted.

The PSANZ Board is thankful for all sponsors that have contributed to the development of our multidisciplinary society supporting high-quality perinatal research and the success of our annual events. An action plan and updated sponsorship policy that reflects these changes will be available in due course.

# END OF REPORT

PERINATAL  
SOCIETY

of Australia &  
New Zealand

PSANZ



Prepared by:

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