



Te Ao Maramatanga

New Zealand College of Mental Health Nurses Inc.

Partnership, Voice, Excellence in Mental Health



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P O Box 83 111, Edmonton Road, Auckland 0610, New Zealand

STRATEGIC PLAN

2008 - 2011

Introduction and Background

- This is the Second Strategic Plan for Te Ao Maramatanga
- The College claims a position as the professional voice of mental health nursing in New Zealand. This strategy identifies key areas of professional activity, and establishes realistic goals and dates of achievement.
- The Strategic Plan is underpinned by the College's mission statement: Partnership, Voice and Excellence in mental health nursing. The purpose of the Strategic Plan is to advance the Objects of the College as stated in Section 3 of the Constitution
- The Strategic Plan embodies the College's commitment to partnership with Maori as expressed in the Treaty of Waitangi and in the recognition of Maori Caucus in Section 30 of the Constitution. All goals of the Strategic Plan will be pursued in partnership with Maori Caucus.
- The Committee of Te Ao Maramatanga is responsible for operationalising the Strategic Plan, and will develop the necessary infrastructure for its implementation.

Key Strategic Areas

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Strategic Area One: Advocacy

Purpose statement:

To provide professional direction for members, and public advocacy on mental health issues

Goals	Tasks	Date of Achievement
Identify specialist practice groups associated with mental health nursing	Identify specialist practice groups and set up a mechanism for communication between group members Market specialist groups to membership Encourage Maori nurse participation in special interest groups	April 2009
Document a membership process for Practice, Education and Research boards that is well understood, transparent and consistent	Formalise a membership process for the boards to implement	April 2009
Annual costs of Boards will be identified and planned for	Develop a clear annual budget for Board operations	December 2008
Articulate clear national policy and practice positions to inform and/or support the practice of mental health and addictions nurses.	Establish annual priority areas for policy and practice positions Form ad hoc working groups to ensure that policy and practice positions are timely and developed by members with relevant expertise	Ongoing
Recognition of tikanga practices/ dual competency (cultural/ clinical) best practice	Kaumatuā participation in College via Maori caucus members Development of College position statement for dual competency. Support and development of College standards of dual competency	June 2009
Counter stigma and discrimination, and raise public awareness of mental health issues	Continue to develop the strong voice for mental health nursing, as detailed in the Strategic Area two: Communication	Ongoing

Strategic Area Two: Communication

Purpose statement:

To communicate effectively and efficiently to College members, mental health stakeholders, and the public

Goals	Tasks	Date of Achievement
Investigate the feasibility of a print or electronic peer reviewed nursing journal	Commission scoping report If feasible, call for expressions of interest for the first publication at the 2009 conference	July 2009
A communication plan will be developed and available to all members	Monitor and evaluate the effectiveness of current communication to identify needs and priorities Formalise lines of communication between Branches and national committee, Caucus and committee, and Caucus and Kaiwhakahaere Document communication processes and make available via website	December 2009 July 2009
Technology used by the College will reflect communication needs	Evaluate current electronic capacity Manage current newsletter and database to reflect the increasing membership and enable complex and interactive data management Establish a Maori Caucus page on the website Develop a six monthly Caucus panui	December 2008
College conference will be held biannually	Develop a plan for conferences 4 years ahead. Conference information dissemination process formalised Immediate past convenor will sit on next conference planning committee	July 2009
College activities for non-conference year will be organised in advance	Organise biannual national wananga Organise biannual Branch Chair meeting	November 2009

Goals	Tasks	Date of Achievement
<p>Provide a strong public voice for mental health nursing through communication with media</p>	<p>Facilitate the President and Kaiwhakahaere access to a media advisor</p> <p>Develop a planned response to media requests</p> <p>Develop a list of resource people with expertise in topic of interest to assist with preparing responses.</p> <p>Develop a process for creating media interest in issues of importance to College members</p> <p>Investigate possibilities for media training for Committee and Branch Chairs</p>	<p>July 2009</p>

Strategic Area Three: Membership

Purpose statement:

To continually attract new members and to maintain a diverse and representative membership base

Goals	Tasks	Date of Achievement
<p>Increase membership to an end point of 33% of the mental health and addictions nursing workforce within NZ</p>	<p>Increase membership to 600</p>	<p>December 2009</p>
	<p>Ensure effective information communication about college activities, position statements and membership benefits to nurses and their employers</p>	<p>Ongoing</p>
	<p>Develop a brochure and posters that articulate benefits, and ensure wide dissemination</p>	<p>July 2009</p>
	<p>Make contact with student nurses in their institutions and provide information about the benefits of membership of professional organisations</p>	<p>July 2009</p>
	<p>Market the College as a place for all nurses from the mental health sector to belong</p>	<p>February 2009</p>
	<p>Further development of Maori Caucus infrastructure</p>	
	<ul style="list-style-type: none"> •Web page 	
	<ul style="list-style-type: none"> •Dual competency development 	
	<ul style="list-style-type: none"> •Huarahi Whakatu 	
	<p>Access professional advice about marketing and media contact.</p>	
<p>Promote the College at the national student hui</p>	<p>Annually</p>	
<p>Raise College profile through annual Mental Health Awareness Week</p>	<p>Annually</p>	
<p>Promote membership for non-Registered staff</p>		

Goals	Tasks	Date of Achievement
<p>Ensure that the membership reflects both the mental health needs of the community, and the diverse workforce of nurses in mental health, addictions and associated practice areas</p>	<p>Maintain the current database to ensure access to membership information in terms of gender, ethnicity, clinical specialty or other priorities identified by the Committee</p> <p>Specific strategy for promotion to Pacific nurses membership and representation</p> <p>Develop processes of ensuring diversity of involvement in development of College policy and decision making</p> <p>Promote College membership in traditionally underrepresented clinical specialties</p> <p>Undertake a project to review membership types, fees structure, and indemnity insurance</p>	<p>Ongoing</p> <p>2008 and ongoing</p> <p>September 2008</p> <p>February 2009</p>

Strategic Area Four: Strategic Relationships

Purpose statement:

To develop and maintain relationships with key stakeholders nationally and internationally

Goals	Tasks	Date of Achievement
Continue to develop formal links with service users, mental health stakeholders and significant national and international professional organisations.	Develop processes of consultation and liaison with service users, mental health stakeholders and significant national and international professional organisations Processes of consultation and liaison are outlined in the Communication Plan Memoranda of understanding are developed where appropriate and reviewed biannually	Ongoing December 2009

Strategic Area Five: Professional Development

Purpose statement:

To advance the educational, clinical and political expertise of members

Goals	Tasks	Date of Achievement
Provide support for members to undertake professional development	Boards to ensure sustainable scholarships are available to membership Transparent processes are evident for attaining scholarships Professional development opportunities are identified via the bimonthly newsletter	December 2010 December 2008 Ongoing
Support and promote Huarahi Whakatu PDRP	Lead NZNC accreditation Develop college and Maori caucus infrastructure to host PDRP into the future	October 2008
The College will determine credentialing standards for mental health nursing	Explore the need and capacity for future credentialing activities Complete standards of practice and advanced practice competencies reviews	December 2009 December 2008