



Australian Society of Dermal Clinicians (ASDC)
PO BOX 9206 South Yarra VIC 3141
Telephone: 0487 319 727 E-mail: info@dermalclinicians.com.au
www.dermalclinicians.com.au

A.B.N 20 239 508 647

AGM 2020 - Secretary Report

As another term comes to a close, it is with much pleasure, as General Secretary, to be presenting my second Secretary's report on the activities of the ASDC over the past financial year. The goal of my report is to provide a brief overview of the ASDC's meetings, education, and memberships. I do note that my report will contain information from 1/07/2019 - 31/03/2020, in line with our Association's new financial year, which was voted upon in 2019.

MEETINGS

To date, the committee has held ten online Monthly Meetings, and one face to face Strategic Planning Day back in August of 2019. Attendance by the committee was fairly consistent and reached quorum each time, which meant that we could continue to plan and achieve milestones that were set out each month. We also held a Special General Meeting for members in November 2019, where we discussed specific updates of our future strategic plans and where we successfully voted and endorsed the following two programs as eligible to apply for membership into the Full Member category:

- Bachelor of Applied Health Science (Clinical Aesthetics) Australasian College of Health and Wellness
- Bachelor of Applied Health Science (Clinical Aesthetics) Australian Dermal Science Institute

EVENTS

Our July 2019 conference was held at the Melbourne Convention Centre, to accommodate the growing number of people who were attending our annual event. Overall we received good reviews, alongside constructive feedback which we planned on taking on board for this year. However, given the current climate, we decided against holding a conference this year, and instead, are working on developing something remarkable to make up for it in 2021.

In December 2019, we once again held an end of year Networking event across Melbourne, Sydney and Brisbane. While the attendance was high in Melbourne, we only had few members attend across the other states. We would love to see these attendance numbers grow so that we can continue to hold events across different states and territories.



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EDUCATION AND CAMPAIGNS

Email campaigns have been driven regularly, most of which link to events, updates, meetings, and webinars. Most of these campaigns encourage members to visit our website, which is updated frequently to provide current resources and relevant information on our industry. This year has featured the following:

1. As of January 2020, access to AUSMED, giving members the opportunity for continued professional development.
2. Links and resources on the latest COVID 19 updates and information.
3. The continuation of our calendar of events and monthly themes on specific skin conditions.
4. Frequent blog posts within the member's section of our website, which is also home to ASDC newsworthy position statements and scientific reviews
<https://www.dermalclinicians.com.au/members>.
5. Continued EBSCOHOST and PUBMED journal database access which is home to over 1,300 journals.
6. Monthly ASDC newsletters, updating members on what we are doing, and what upcoming events and webinars are being held.
7. Presentations and webinars
 - a. To date, our member portal hosts sixteen webinars and three presentations; with many more that have been continuously uploaded to our AUSMED system.
8. Job vacancies and opportunities within the industry.

MEMBERSHIPS

This year we continued to implement changes within our membership processes that we developed back in 2019, namely:

- Processing memberships solely via an online platform.
- Continuing with our monthly or yearly membership payment options to help with the affordability of memberships.
- Implementing the March to March timeframe for memberships. However, given the COVID 19 pandemic, we made adjustments to accommodate our memberships during this time, by either:
 - extending memberships for lapsed members until 30/06/2020;
 - pausing memberships for three months 31/03/2020 - 30/06/2020;



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- extending memberships for those that renewed during the pandemic - membership expiry 30/06/2021 for those members *only*.

Member portals will still be open to all past and present members until the end of the AGM 26/07/2020 today, so we encourage all those that are yet to do so, to renew. After the AGM, we will be removing all lapsed members from our forums and website, to help consolidate membership numbers for the new term. We encourage all those with lapsed memberships to reapply if you wish to continue to have access to our site and resources.

All in all, our memberships have remained stable this year, and are consistent with last year's numbers. As you can see the most notable difference is with the slight increase in Associate Memberships. One of our biggest goals this year is working with Associations Forum in consolidating our memberships, and membership processes, so that members are getting automated correspondence which will include membership certificates, renewal emails and other membership communication.

We hope to see an increase in memberships over the coming year, and we strongly encourage our members to actively continue to promote and support colleagues to sign up to the ASDC. The table below outlines the members of the ASDC as at the 31/03/2020, which are broken down by each membership type, and compared to the previous year.

TABLE A
ASDC Memberships as at 31/03/2020

Type of Membership	06/2019	03/2020
Full Member	75	76
Associate Member	13	18
Industry Member	4	6
Student Member	38	36
Life Member	2	2
Honorary Member	1	1
Total	132	139
Pending	-	-



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CHALLENGES

It is a given to note that COVID 19 has been one of our biggest challenges all round this year, which is to be expected, particularly as we all adapted to the changes that were brought upon us in an event that we will only likely experience once in our lives!

Pandemic aside, we found that the transition to having our memberships online has meant we are receiving significant correspondence from the back end, which we are working hard to process and streamline. We are hoping that once we have ironed out all the processes and benefits of our new system, and have streamlined our communication portals, that our membership processes and enquiries will run much more efficiently and to the standards we originally had planned.

We are still finding that some of our email correspondence is being filtered out by members' spam filters. I encourage anyone that does not receive any correspondence to email info@dermalclinicians.com.au to troubleshoot and correct any issues, especially if you haven't received any correspondence within the recommended turnaround time.

I look forward to a productive 2020/2021 term, and to continue sharing with you all of the Association's future endeavors, educational support and events. Thank you to all our members, affiliates, sponsors and colleagues for all of your support over the last year.

Warm regards,
Mariana Vukic
ASDC General Secretary