



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 2019 - Secretary Report

As another term comes to a close, it is with much pleasure, as General Secretary, to be presenting my first Secretary's report on the activities of the ASDC over the past 12 months. The goal of my report is to provide an overview of the ASDC's developments and challenges, as well as to outline the future vision of the association moving forward.

Due to our significant growth over the years and position within our industry, this year was much about re-evaluating who we are as an entity, to determine what strategic steps we need to take moving forward, to support not only our members but all who look to us for guidance. We established a strategic direction that would start to see us build more connections with internal and external stakeholders and educational institutions, implement better resources and systems that could benefit our members and better streamline our communication, as well as started to establish subcommittees that could be delegated tasks in making our all our visions come to fruition.

MEETINGS

To date, the committee has held 8 Online Meetings, and one face to face Strategic Planning Day back in October of 2018. Attendance by the committee was consistent and reached quorum each time, which meant that we could plan and achieve milestones that were set out each month. We also held a General Meeting for members in March 2019, to discuss the Strategic Direction moving forward, where we asked members to provide feedback in principle with the proposed changes to our membership levels and benefits scheme. We are still circulating these emails for feedback, and encourage them to be completed, as this will determine our strategic goals moving forward- all which will be discussed at open forum after this years AGM, which is scheduled on Monday the 15th of July 2019, at 2 pm.

EVENTS

Our July 2018 7th Annual Conference was a great success and was a sold out event. We took on some feedback from the previous year and applied it to our workshops, with excellent results. We did decide that as our numbers are increasing, we would hold our 2019 conference at a bigger location.



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

In December 2018, we held an end of year Networking Event. The event was held in three different locations across Sydney, Melbourne, and Brisbane. This was the first time we had held events across the three locations, which gave us the opportunity to celebrate the success of our members, as well as to meet new members, or those wanting to know who we are. As the society continues to grow, we look forward to being able to hold these events across all National states and Territories.

In June 2019, Our Vice Chair, Vera Koslova-Fu, attended the Victoria University Outstanding Student Award Evening. The ASDC was proud to sponsor the award achieved by Mai Guillou, for Excellence in Research during her dermal therapy studies. The ASDC also send their congratulations to the other students who achieved awards in dermal therapy on the night.

As you know, our 8th Annual ASDC Educational Conference is set to take place on the 14th and 15th of July 2019, at the Melbourne Convention Centre and is set to be the biggest conference yet. The theme for this year is "Stronger Together" and is centred around dermal practitioners working collaboratively with other allied health and medical practitioners. You would have also noticed some new branding around our conference, including the name "SKINCON," which will be used to label all of our conferences moving forward.

As the conference is one of our most significant networking events each year, we strongly encourage all our members and industry colleagues to continue to promote and attend, especially when we are lucky enough to secure such quality speakers and sponsors that are so beneficial to our professional development.

DEVELOPMENTS

1. As part of our strategic direction, the ASDC set out to build partnerships with other professional organisations. One of our major and most exciting milestones is having recently signed a 3-year affiliation agreement with the Australasian Society of Cosmetic Dermatologists (ASCD). We look forward to collaborating with the ASCD moving forward.
2. We are also currently pursuing affiliate agreements with ADNA, and a membership application with APHA is presently being prepared. Something we are also very excited about and will update members with as it happens.
3. We have recently signed an MoU with TEQSA to facilitate future plans for accreditation of programs. This is a massive achievement in terms of not only securing recognition as



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

a professional body within our industry but also helping to achieve our goals in developing a standardised level of practice.

4. Over the last term, the association has also corresponded with both Torrens University and The Australasian College of Health & Wellness regarding the endorsement of their programs by the association. The outcome of this will be voted upon at our upcoming AGM.
5. The committee has also begun networking with allied professional bodies with recent guest presentations from ASDC representatives at the conference for The Australian Dermatology Nurses Association (ADNA), and the Australasian Lymphology Association (ALA). Both presentations were very well received, with our representatives developing connections and offers of collaboration for the future. We have also been extended an invitation to speak at the upcoming symposium for the Skin Cancer College in Melbourne.
6. The ASDC invested in a Gold membership with the Associations Forum. This membership consults with the association in aspects such as our constitution reviews financial benchmarking analysis and governance advice, to ensure the ASDC is meeting all standardised criteria required of an association, especially when proposing changes. This will greatly assist us with our strategic direction moving forward, and while there haven't been any changes to our constitution as yet, we are actively reviewing them, which will be discussed at this years AGM.
7. Email campaigns have also been driven regularly, most of which link to events, updates, meetings, and webinars. Most of these campaigns also encourage members to visit our website, which has been updated to provide members with more resources and information on our industry. This year has seen the implementation of the following:
 - Working to a calendar of events and monthly themes on certain skin conditions.
 - Implementation of the member's forum on our website. Members can update all their details, and advertise job positions on the portal, as well as having access to all resources. If you haven't already, sign in and have a browse <https://www.dermalclinicians.com.au/members> and make the most of these resources.
 - Frequent blog posts within the member's section of our website, which is also home to ASDC newsworthy position statements and scientific reviews.
 - The ASDC invested in member access to the EBSCOHOST and PUBMED journal database, which is home to over 1,300 journals.
 - As of March 2019, monthly ASDC newsletters have been circulated to our members, which update members on what we are doing, and what upcoming events and webinars are being held.



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

- Frequent educational webinars. This year there were four webinars, all of which are available to watch within the member's section of our website.
 - i. March - Rosacea and Demodex mite, presented by Baz Hamo
 - ii. April - It's all about the pulse, presented by Vera Koslova-Fu
 - iii. May - Microneedling, presented by Sam Allen from AST
 - iv. June- How to become a Dermal Research Scientist, presented by Jeannie Devereaux
- 8. We also developed a subcommittee that was active during 2019, especially in the marketing/events/education portfolios. We greatly appreciate all their effort and, are working on creating more subcommittees moving forward, especially as the tasks for each portfolio get bigger.
- 9. This was a big year in updating our technology and the way we communicate behind the scenes. We transferred over all of our web applications to G-suite for more streamlined communication between the committee, its members, and to the general public. Those that may have still been emailing our old contacts, rest assured we are still receiving your correspondence, but please note that our new emails are as follows:
 - info@dermalclinicians.com.au
 - secretary@dermalclinicians.com.au
 - chair@dermalclinicians.com.au
 - vicechair@dermalclinicians.com.au
 - treasurer@dermalclinicians.com.au
 - governance@dermalclinicians.com.au
 - events@dermalclinicians.com.au
 - marketing@dermalclinicians.com.au
 - tech@dermalclinicians.com.au
- 10. Our membership process went through a few changes this year, which is already proven to be quite beneficial.
 - As of this year, memberships will be valid from March to March each year. Those who renewed their membership in December 2018 through to the new March timeframe received complimentary membership for the months leading up until the new date took effect.
 - We also introduced different payment options to allow monthly payments, as well as yearly options, to help with the affordability of memberships.
 - The most notable change would be that the majority of memberships are now processed through an online platform, rather than manually. This has allowed for a much faster and efficient process and has been set up to email members correspondence regarding their membership when it comes to things like renewing, certificates, and invoices.



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

This year has seen an increase in memberships, which we hope to see continue, 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 30/06/2019, which are broken down by each membership type, and compared to the previous year.

TABLE A
ASDC Memberships as at 30/06/2019

Type of Membership	06/2018	06/2019
Full Member	64	75
Associate Member	21	13
Industry Member	2	4
Student Member	26	38
Life Member	2	2
Honorary Member	1	1
Total	116	132
Pending	-	2

CHALLENGES

We found that some of our email correspondence, mainly when it came to memberships were hard to locate due to spam filters, or because of incorrect email details. 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.

While we do have many members, we would love to hear more from you, particularly when it comes to having feedback. If you haven't already, have your say on the strategic direction vote. Emails have been circulated regularly. It is with these votes that we can continue to make decisions and move forward with our strategic goals over the next five years.



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

Moreover, finally, one of the biggest challenges that we face on the committee is that there are so many projects that need our attention, with only a small amount of committee members who can volunteer their time to do it. This is why we actively encourage any members of the ASDC with a passion and enthusiasm for the industry to reach out. We are actively working towards developing subcommittees, so any help is much appreciated and is a way that you can contribute to our industry as well as develop new skills.

THE YEAR AHEAD

Moving forward, the ASDC plans to continue moving forward with our strategic goals and our priorities over the coming months will continue to be centered around:

- Policy development
- Educational accreditation and developing a standardised working party
- Continuing to develop and build on Industry partnerships and membership growth
- Increasing membership and external engagement
- Reviewing and establishing subcommittees as needed.

These goals will be reviewed as necessary at the Annual Strategic Planning Day that takes place in the coming term. There is still a lot to do, but we sure have come a long way, and look forward to everything that we have to achieve moving forward.

ACKNOWLEDGMENTS

To end on a very positive note, I'd like to thank all the volunteers on our board who have and continue to contribute their time so tirelessly to run the association. The amount of effort that goes into undertaking tasks behind the scenes to develop what we have is endless, yet much appreciated and is what makes the ASDC what it is today. So thank you to the following for your time on term.

Chair	Jennifer Byrne
Vice Chair	Vera Koslova-Fu
Treasurer	Louise Moss/ Jo-Anne D'Annibale



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

General/Membership Secretary	Mariana Vukic
Governance	Jennifer Hookham
Education	Chrys Antoniou
Events	Amelia Cartmel
Marketing	Carly Whytcross/ Mediha Zeeshan
Tech/Operations	Marnina Diprose
Student Representative	Linda Grabowski

Not to forget our subcommittee Whitney Gunn, Fiona Moss, Belinda Nicholls, Caylynn Jagga, Rachelle Hooke, Brooke Mojet, Brie Simpson, Maddison Pugsley, and Maxine Calver for all your generous contributions via blog posts, events, and social media.

I would also like to extend a huge thank you to the many sponsors, stakeholders, educational institutions, affiliates, and colleagues who continue to support and donate their time to us year after year. We look forward to all our collaborations both now and in future years to come.

Finally, thank you to all our members, who continue to sign up and show up each year, and keep our future plans alive, without your support, we wouldn't be where we are today!

I look forward to seeing you all at this years SKINCON or AGM.

Warm regards,
Mariana Vukic
ASDC General Secretary