Throughout my career, I have endeavoured to examine and critically reflect upon my performance as a community RN. I have always found the exercise of critical reflection empowering and endorse its use to my colleagues from novice to more advanced practitioners. I am committed to the continual development of my colleagues and myself in the field of community nursing and I thank the district RN, who unwittingly, almost 30 years ago, led me to this rewarding nursing specialty.

On this occasion, I accepted the surroundings and found a way to safely attend to the wound care. I negotiated with Mrs S to attend her wound care on the front veranda, which was uncluttered and screened to ensure privacy. On each visit, Mrs S would bring a basin of warm water and a clean towel from the house so that wound products to ensure they remained clean.

Over the following months, as wound healing progressed I earned the trust of Mrs S and she disclosed the reason for the hoarding. Her husband had disappeared during active service in the Second World War and his body was never found. From the time her husband left to go to war, Mrs S had bought a variety of newspapers to keep informed of events, to do this after being notified of her husband's disappearance until the present day, feeling unable to discard the papers as she felt they represented a connection to her husband. This was to be an 'a-ha' moment – enabling a better understanding behind the causes of hoarding syndrome.

As a Nursing Officer in the Navy, Army or Air Force, you’ll have opportunities that you won’t get in the private sector. For instance, you’ll have the chance to lead a team of health professionals and provide humanitarian aid, all while receiving a favourable salary and benefits. If you’re a registered nurse, contact us today for more information.

CALL 13 19 01 OR VISIT DEFENCEJOBS.GOV.AU
Collegian: The Australian Journal of Nursing Practice, making it difficult to perform the required care. There were similar issues with a new client to our team as she did not own a radio at the time. She continued to access in-person visits from the community and read a variety of newspapers to keep informed of events, which helped her maintain a sense of normalcy during her time of need.

Over the following months, as wound healing progressed, the patient began to express an interest in returning to her community. She was encouraged to engage in local activities and to continue to follow up with medical professionals as needed. It was important for nursing, as a profession, to take a holistic approach to care, which underpins community health and social well-being.


The Australian College of Nursing published a white paper in 2012, highlighting the importance of supporting nurse leaders and the need for ongoing professional development. The white paper emphasized the role of nurse leaders in creating a favourable work environment and ensuring equitable access to care for all patients.

Dr Melissa Bloomer

Professor Mary Chiarella

Ms Laurie Bickhoff

The Hive

NurseClick

eNewsletter

CareerLinks

Calendar of events

PARTNER ADVERTISING

Collegian

Terms and conditions
The Hive, ACN’s quarterly print publication, showcases the expertise of our member base. The Hive allows members to share research outcomes, educational developments, innovative nursing techniques and their own unique stories.

Distribution dates
Autumn – March/April 2016
Winter – June/July 2016
Spring – September/October 2016
Summer – December 2016/January 2017

Reach
Approximately 7,500 ACN members

Advertising specifications and rates

1/2 page advertisement
$600 (ex. GST)
185mm wide x 128mm high
CMYK, 300ppi, print quality PDF

Full page advertisement
$900 (ex. GST)
$1,200 (ex. GST) – inside back cover
$1,800 (ex. GST) – inside front cover
$2,100 (ex. GST) – outside back cover
210mm wide x 297mm high
(plus 5mm bleed)
CMYK, 300ppi, print quality PDF

Advertorial
$3,000 (ex. GST)
• 700 words
• 1/4 page advertisement
85mm wide x 120mm high
CMYK, 300ppi, print quality PDF

Only one advertorial available per issue. Please note ACN has strict editorial guidelines. Please read the advertising guidelines on page nine to ensure your content meets the requirements.

Double sided A5 flyer insert
$3,500 (ex. GST)
148mm wide x 210mm high
(plus 5mm bleed)
CMYK, 300ppi, print quality PDF

Only one insert available per issue.
NurseClick focusses on current issues related to nursing practice, policy developments and professional issues. This publication showcases the narrative and expertise of our members through their submissions.

Reach
Approximately 8,500 (consisting of ACN members and external subscribers)

Advertising specifications and rates

1/8 page advertisement
$200 (ex. GST)
61mm wide x 78mm high
CMYK, 300ppi, print quality PDF + hyperlink

1/4 page advertisement
$350 (ex. GST)
61mm wide x 158mm high
CMYK, 300ppi, print quality PDF + hyperlink

Advertorial
$2,000 (ex. GST)
• 500 words
• 1/4 page advertisement

Only one advertorial available per issue. Please note ACN has strict editorial guidelines. Please read the advertising guidelines on page nine to ensure your content meets the requirements.
The eNewsletter provides members with a brief update of ACN and focuses on member benefits, upcoming ACN courses, events, policy and representation opportunities and special member offers.

Reach
Approximately 7,000 ACN member subscribers

Advertising specifications and rates

Block advertisement
$200 (ex. GST)
166px wide x 250px high
72ppi, JPG file + hyperlink
6 advertisements available per issue.

Position listing
$200 (ex. GST)
Format:
1) Position title
2) Organisation name
3) Location
4) Closing date
5) Hyperlink to further information
6) Logo

Save 20%
Upgrade to include a CareerLinks posting for a total of only $240 (ex. GST)
CareerLinks is a page on ACN’s website which promotes external nursing positions. The page receives an average of 1,000 visitors per month and provides an ideal platform to reach nurses interested in career opportunities.

**Advertising specifications and rates**

**Banner advertisement**
4 weeks — $500 (ex. GST)
750px wide x 150px high, 72ppi JPG file + hyperlink.
Only two banners are available at any one time. Banner advertisements cannot be booked consecutively.

**CareerLinks posting**
$95 (ex. GST)
Format:
1) Brief description of position (max. 300 words)
2) Logo
3) Logo hyperlink
Job advertisements are uploaded for 30 consecutive days of your choice.
Located on the ACN website, the calendar of events is an ideal platform to promote your events and courses to a targeted nursing audience. The page receives an average of 1,000 visitors per month.

Advertising specifications and rates

**Calendar posting**
- 1 month — $50 (ex. GST)
- 3 months — $90 (ex. GST)
- 6 months — $115 (ex. GST)
- 12 months — $200 (ex. GST)

Format:
1) Event name
2) Description (max. 200 words)
3) Date
4) Time
5) Venue address
6) Hyperlink to further information
7) Logo (max. 500px wide x 500px high)

**Banner advertisement**
- 4 weeks — $500 (ex. GST)

750px wide x 150px high, 72ppi JPG file + hyperlink.

Only two banners are available at any one time. Banner advertisements cannot be booked consecutively.
Collegian is ACN’s refereed nursing journal. Papers published in Collegian meet high standards of academic and clinical expertise and contribute to current research, nursing knowledge and debate. Collegian is read by nurses in Australia and overseas and raises awareness of current developments and innovations in the fields of nursing and health care.

All papers published in Collegian are peer reviewed by a double blind process and it remains a highly respected contribution to nursing knowledge and debate.

Reach
Approximately 7,500 (consisting of ACN members and external subscribers)

Contact
Journals Advertising
Elsevier Australia
t 02 9422 8527
e journalsadvertising.au@elsevier.com

Collegian is listed in Thomson Reuters with an impact factor of 1.175
Terms and conditions

General
The terms and conditions upon which ACN ABN 69 004 271 103 (‘Australian College of Nursing’) will publish an advertiser’s publication and advertisements (“advertisement”) are set out below (“terms”).

1. These terms represent the entire agreement between the advertiser and ACN for the advertisement and may only be varied in writing by ACN.
2. For the purposes of the terms, advertiser means any person or entity (including their employee, agent or subcontractor) who requests ACN publish an advertisement in any ACN publication.
3. Subject to the terms, ACN will use reasonable endeavours to publish advertisements in the format agreed with the advertiser.

Payment
1. Advertising invoices will be raised upon confirmation of booking.
2. Payment is required within 14 days of issue of invoice.
3. ACN does not pay agency commission under any circumstances.
4. Advertising bookings are subject to rate adjustments in line with annual rate increases.

Cancellation
1. Cancellations of any advertisement by an advertiser must be provided in writing to ACN.
2. Cancellation of any advertisement after 5pm on the day of the booking deadline, as specified by ACN will incur a 50% cancellation fee.
3. Cancellation of any advertisement between booking and printing deadlines will incur a 100% cancellation fee.
4. ACN is not liable for any delay or failure to publish the advertisement caused by a factor outside ACN’s reasonable control (including but not limited to any act of God, war, breakdown of plant, industrial dispute, electricity failure, governmental or legal restraint).

Content
1. An advertiser must provide an advertisement in the form required by ACN.
2. ACN reserves the right to refuse or withdraw from publication any advertisement if conflict exists with publication content and/or advertising guidelines are not adhered to.
3. ACN may request from an advertiser any additional information ACN reasonably requires to determine whether to publish the advertiser’s advertisement.
4. ACN will place the word “advertisement” on:
   (a) all adverdisals
   (b) advertisements that resemble the journal’s editorial style; or
   (c) advertisements that could be mistaken by readers as editorial matter.
5. ACN may place on any advertisement a disclaimer, in the form ACN determines, that ACN does not:
   (a) endorse the product or services advertised; or
   (b) guarantee any of the claims made for any product or service by a manufacturer or service provider.
6. An advertiser must ensure the information in any proposed advertisement is accurate.
7. An advertiser must immediately notify ACN of any error as soon as it appears; otherwise ACN accepts no responsibility for re-publishing such advertisements.
8. ACN may re-publish the previous advertisement of an advertiser if the advertiser does not provide ACN with new advertisements before the material deadline (that is; the deadline for an advertiser to provide an advertisement), as set by ACN.
9. The advertiser warrants to ACN that the publication of their advertisement does not breach or infringe:
   (a) Code of Conduct for Nurses in Australia (2008), the Medicines Australia Code of Conduct (V17) and the Medical Technology Association Code of Practice;
   (b) the Trade Practices Act (Cth), Fair Trading Acts (state) or equivalent legislation;
   (c) any copyright, trade mark, obligation of confidentiality or other personal or proprietary right;
   (d) any law of defamation, obscenity or contempt of any court, tribunal or royal commission;
   (e) state or Commonwealth privacy legislation or anti-discrimination legislation;
   (f) any financial services law as defined in the Corporations Act 2001 (Cth); or
   (g) any other law or applicable code.
10. The advertiser acknowledges that it has not relied on any advice given or representations made by or on behalf of ACN in connection with the advertisement.

Other
11. The advertiser indemnifies and agrees to keep indemnified ACN, its officers, employees, contractors and agents against any costs, expenses, losses, damages, liability, claims or proceedings whatsoever which may arise from:
   (a) the publication of the advertiser’s material pursuant to their order;
   (b) any breach of these terms by the advertiser;
   (c) any negligent or unlawful act or omission of the advertiser in connection with their advertisement.

Liability
1. ACN is not liable for any loss or damage whatsoever to any advertisement material (including negatives, artwork, disk or other materials that are the property of the advertiser) left in ACN’s control.
2. ACN is, under no circumstances, liable to an advertiser for any indirect or consequential losses, loss of profits, loss of revenue or loss of business opportunity incurred in consequence of the publication or non-publication of the advertisement.

General principles for accepting advertisements for Australian College of Nursing publications
1. Advertisements must:
   (a) clearly identify the product or service and the advertiser;
   (b) conform to professional standards of good taste and must not be demeaning or discriminatory in any way;
   (c) be clearly distinguishable from editorial content;
   (d) not breach any law

Recommendations to increase the effectiveness of advertisements
1. Providing advertorial content that is personal, creative and relevant to the target audience
2. Submitting as much visual content as possible, preferably images of people (who have provided permissions)
3. Using advertorial content that engages with ACN members
4. Providing varied content, ACN is unable to post the same content repeatedly
Collegian: The Australian Journal of Nursing Practice, Scholarship and Research

Access the journal articles by logging in to your society's

was no provision for attending staff to wash their

moment – enabling a better understanding behind

disappearance until the present day, feeling unable

for nurses offered free to members of A

Over the following months, as wound healing

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In Focus

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ram. ACN members

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goals through the

my colleagues from novice to more advanced practitioners.

his death, she had been unable to throw anything out,

she migrated to Australia and met her husband. Since

over the years she was interned. At the end of the war

nurse

Over the following months, as wound healing

References

Cotton, A. 2001, 'Private thoughts in public spheres: issues in reflection and


Healthcare Nurse,

vol.16, no. 3, pp. 195-207.

Leading and Managing in Nursing,

vol. 27, no. 7, pp. 432-440.

White Paper titled

International Journal of Nursing Practice,

review',

World Health Organization 1978,

vol. 27, no. 7, pp. 432-440.

Collegian: The Australian Journal

Over the following months, as wound healing


Ad

Book online here

For further information please contact:

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