



SUPPORT NURSING CHAMPIONS OF CHANGE

**The World Health Organization has declared
2020 as the Year of the Nurse & Midwife.
Make it your year to reach out to nurses.**



Add value to your organisation with an Australian College of Nursing partnership

With 2020 declared the Year of the Nurse & Midwife by the World Health Organization, now is the time to capture the hearts and imaginations of nurses, while showing them your support for the incredible contribution they give in providing positive health care for all Australians.

- With exposure to the Australian College of Nursing's (ACN's) membership, including senior decision makers, subject matter experts and futures leaders of nursing and health care, your brand awareness will increase with those in a position to influence nursing.
- By supporting nurses as part of your company's corporate responsibility strategy, you are in turn supporting the positive health care outcomes for the Australian community.
- ACN is the Australian link to international nursing and health bodies, including the International Council of Nurses, the World Health Organization and Nursing Now – which provides ACN partners with an international spotlight as we share the successes of our events and leadership programs with the world.

ACN is focused on creating long term, mutually beneficial partnerships. While promotional opportunities are part of that partnership, the real value is in the tailored approach to partnerships ACN prides itself on. After discussing the objectives of each partner, ACN provides options to achieve the joint goals of the partnership, be it access to a new audience, brand awareness and perception or sound corporate responsibility.



What your partnership with the Australian College of Nursing can achieve

ACN proudly fosters and develops the leadership potential which all Australian nurses possess.

This is exemplified in the incredible journey of Luke Yokota MACN, a young registered nurse from

Brisbane, passionate about increasing the number of men in the nursing profession.

At ACN's 2018 National Nursing Forum, Luke stood tall to ask a question to the Federal Health Minister, The Honorary Greg Hunt MP.

“What will it take for men to know it is ok to care – and in turn take on the incredible career of nursing?”

The discussion Luke's question generated led to the formation of the ACN Men in Nursing Working Party, which is dedicated to improving the nursing workforce to allow for the greater retention and recruitment of men. Always taking the opportunity to support the nurse leaders of tomorrow, ACN invited Luke to be the Working Party's inaugural Chair and provided strategic support to him and his team.

In only 18 short months, Luke has already championed the ACN Men in Nursing eBook, a powerful collection of stories of men in the nursing profession targeted at school leavers and those considering a career change. He volunteers his time to lead a team of dedicated individuals who are passionate about increasing diversity within the nursing profession. On top of this, Luke is also part of our Emerging Nurse Leader Program for early career nurses in addition to his full-time work commitments as a registered nurse.

Luke's growth as a leader received broader recognition when he was nominated for Young Queenslander of the Year, putting him in the company of other high-profile Australians such as tennis champion Ashleigh Barty. He continues to advocate on a national level to ensure men have a passionate, diverse and rewarding career in nursing.

Becoming a partner with ACN across events like ACN's annual National Nursing Forum, opportunities like the Emerging Nurse Leader Program and initiatives like Men in Nursing tangibly adds value for nurses like Luke. It will align your brand to the nurse leaders of tomorrow, who will go on to improve health care for all Australians.



Reach our engaged nursing audience

Partnering with ACN allows your organisation to interact with a large and diverse group of Australian nurse leaders.

ACN has over 10,000 members who work across all areas of the workforce in occupations such as registered and enrolled nurses, academics (lecturer, researcher) and nurse educators, clinical nurse consultants and nurse practitioners, nurse managers (clinical and non-clinical) and nurse executives. Our membership encompasses nurses in all different levels and roles; from undergraduate students to some of Australia's most influential senior nursing leaders and decision makers, key specialty and subject matter experts. ACN's Institute of Leadership – which encompasses our Emerging Nurse Leader, Mid-Career Nurse Leadership and Nurse Executive Leadership Programs – ensures nurses at all stages of their career are supported to develop their leadership capability and capacity.

ACN's influences also extends beyond our membership base.

ACN's Affiliate organisations sit across different categories in health, namely public (50%) and private (6%) health, aged care (10%), education (19%) and associations and recruitment agencies (15%). All employ and engage with nurses in diverse settings. Reaching this range of organisations in a segmented and targeted way creates real engagement opportunities for our partners.

ACN's wider network incorporates nurses who have attended an ACN event, studied with us and enquired about our initiatives and services. In regular email contact, we reach 45,000+ nursing and health professionals to keep them informed and connected with the nursing and aged care industry in Australia. ACN's social media reach also continues to grow – sitting combined across Facebook, Twitter and LinkedIn at approximately 47,000+ followers. With a focus on being the hub of nurse-led innovation and health information, our social media channels are central to regular conversation from nurses at all career levels and work settings. ACN looks to our wider network for attracting and supporting a broader range of nurses, and for sharing our content including our partners' contributions, with a large and diverse audience of potential new customers.

Partnering opportunities

Trailblazers Award



Health Minister's Award for
NURSING TRAILBLAZERS

A first of its kind in Australia, this

award acknowledges the vital role nurses play in transforming our country's health and aged care system with demonstrated new thinking in solving health challenges. **AUDIENCE:** Nurse innovators and entrepreneurs, high achieving in leading nurse-led health solutions.

Nurse Informatics Summit

In collaboration with national and international leaders ACN will lead the way to standardise terminology for nurses.

AUDIENCE: International and national experts in informatics.

National Nurses Breakfast



In celebration of International Nurses Day on 12 May, this campaign encourages nurses and their supporters to host a breakfast celebrating the

positive impact nurses make to Australia's health.

AUDIENCE: Nurses nationally.

Aged Care Summit

The Aged Care Summit will bring national leaders together with international experts to develop strategies to address the issues identified in the Final Report from the Royal Commission into Aged Care Quality and Safety. **AUDIENCE:** Nurse leaders and key stakeholders in aged care.

National Nursing Forum



ACN's signature, three-day annual leadership and educational event bringing together nurses, students and other health professionals from around the country and across

the globe. **AUDIENCE:** Nurses from all career stages, nationally.

ACN Nursing & Health Expo



A morning of invaluable opportunity to connect face to face with a captive audience of 6,000+ students and health professionals seeking career information and further study opportunities. **AUDIENCE:** Secondary and tertiary students and health care professionals.

Early Career Nurses Summit

Bringing early career nurses together from across Australia, to engage in nursing leadership and the future of health care through inspiring stories, passionate workshops and practical innovation. **AUDIENCE:** Early career nurses, nursing students and nurses identifying as emerging nurse leaders.

Men in Nursing



Dedicated to improving the nursing workforce to allow for greater retention and recruitment of men, this initiative includes an eBook of stories from male nurses and several more objectives

which will raise awareness of issues associated with men in nursing. **AUDIENCE:** School leavers and those looking for a mid-career change.

Community and Primary Health Care Nursing Week

Raising awareness of the value of community and primary health care nursing, this campaign encourages nurses and their supporters to host an event celebrating their valuable contribution. **AUDIENCE:** Nurses nationally.

Nurse Executive Leadership Program



Developing those in, or those aspiring to, nurse executive roles with the capabilities

required to meet the future social, political and economic challenges in health and aged care.

AUDIENCE: Mid-career nurses looking for executive opportunities.

Let's Talk Leadership



ACN's Let's Talk Leadership series provides the leaders of our profession the opportunity to connect with other high-profile leaders from various professions and industries across Australia. **AUDIENCE:** Nurses nationally.

Policy Summit

One day annual forum, where high-calibre nurses and health policy advocates connect in Canberra to address major policy issues for nursing and health care. **AUDIENCE:** Nursing policy makers.

NurseStrong



Nurses dedicate their lives to caring for others and often neglect looking after themselves in the process. This initiative encourages nurses to improve their physical, mental and emotional strength in a safe and supportive environment. **AUDIENCE:** Nurses looking to embrace health and well being.

2020 Celebration Roadshows

The World Health Organization has declared 2020 the official year of the Nurse & Midwife so ACN is celebrating with capital city roadshows, incorporating panel discussions networking receptions. **AUDIENCES:** Nurses and midwives nationally.

Emerging Nurse Leader Program



A nine-month program that guides and engages future nurses' leaders through vibrant, timely and progressive support, building confidence and establishing a strong career foundation and direction. **AUDIENCE:** Nurses in their first to sixth year of their career.

History Conference

Historical and personal perspectives relating to nursing and its broader contexts, exploring the complexities and differences of the past that have shaped the nursing profession. **AUDIENCE:** Nurses, other health professionals and historians.

Australian College of Nursing – the pre-eminent and national leader of the Australian nursing profession

ACN was established in 2012 through the unification of two nursing organisations with a proud and long history in Australia; The Royal College of Nursing and The College of Nursing.

Our mission is advancing nurse leadership to enhance health care and strongly advocate that nursing leadership is fundamental to meeting the evolving health care needs of the Australian community. ACN supports nurses to discover and expand their leadership potential by offering targeted professional development opportunities.

ACN is committed to:

- Advocating at state and federal levels on issues of health policy analysis, development and reform
- Providing a collective voice for the nursing profession by utilising our Distinguished Life Fellows', Fellows' and Members' experience and knowledge to provide input into health and aged care debate and policy
- Nurturing nurse leaders and supporting their development at all career stages
- Offering academically challenging and professionally relevant educational courses with strong clinical focus and evidence-based practice.

Head to **acn.edu.au/partnerships**
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