



# • • CEO

## • • *Melbourne-based national healthcare peak body*

• The Australian Primary Health Care Nurses Association (APNA) is the peak body for nurses working in primary care across Australia, including general practice. Financially sound, it has strong membership growth.

• Your brief as an experienced CEO is to provide high-level strategic and operational leadership to position APNA to achieve the goals and objectives determined by the Board. Consultation with its broad stakeholder base, the profession and members are vital in building APNA's profile, reputation and sustainability.

• Qualified in business management, you understand the dynamics of primary health, as well as politics and advocacy. Your background also covers strategy, project execution, partnership building, governance, change management and business development.

• Please view the Position Description on [www.brookerconsulting.com.au](http://www.brookerconsulting.com.au) and send a brief CV (Word format, up to 5 pages) to [career@brookerconsulting.com.au](mailto:career@brookerconsulting.com.au) or ring Jeremy Wurm on 03 9602 1666, in confidence.

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## **POSITION DESCRIPTION: CHIEF EXECUTIVE OFFICER**

### **About APNA**

The **Australian Primary Health Care Nurses Association (APNA)** is the peak national body for nurses working in primary health care across Australia, including general practice.

APNA's vision is for a healthy Australia through best practice primary health care nursing.

It provides Australia's estimated 50,000 primary health care nurses with a voice, access to quality continuing professional development and networking opportunities. APNA continually strives to increase awareness of the role of the primary health care nurse, and to be a dynamic and vibrant organisation for its members.

Its aims are to:

1. Support the professional interests of primary health care nurses.
2. Promote recognition of primary health care nursing as a specialised area.
3. Provide professional development for primary health care nurses.
4. Represent and advocate for the profession.
5. Collaborate with other stakeholders to advance APNA's mission.
6. Ensure a sustainable and growing professional association, for the benefit of primary health care nurses.

APNA was established in 2001 and is one of the larger peak national bodies in the nursing sector. Key activities include:

- policy development, advocacy and representation based on member consultation;
- the provision of comprehensive professional education opportunities for nurses;
- an annual national conference;
- communication and information delivery;
- the provision of support and advice to members;
- stakeholder relations; and
- delivery of a range of projects.

For further information see [www.apna.asn.au](http://www.apna.asn.au).

APNA is a company limited by guarantee, governed by a Board of Directors comprising elected nurse members and co-opted members providing additional expertise. The national office is based in South Melbourne and is currently staffed by a team of approximately twenty..

### **Position Purpose**

To provide high-level strategic and operational leadership which enables the organisation to achieve its goals and objectives, as determined by the Board of Directors, thus ensuring long-term sustainability on behalf of its membership

### **Role Content**

As a qualified and experienced executive, the CEO will demonstrate executive proficiency in organisational leadership including governance, financing, strategy and risk. This position is responsible and accountable for achieving the organisation's goals and objectives in conjunction with the APNA Board.

This includes:

- building the reputation and profile of APNA;
- managing external and internal operations ;
- further developing APNA's sound financial base, with a view to expanding commercial development opportunities; and
- providing consistent high-level advice to the Board on strategy, policy and planning.

The Chief Executive will provide leadership and direction to the team, leading the implementation of APNA's membership and business plan, with the aim of translating strategic organisational goals into tangible outcomes. This will be achieved by planning, implementing, coordinating and evaluating all aspects of APNA's national strategy and operations through an inclusive workplace culture with strong collaborative pathways, contemporary thinking and evidence-based decision making.

Working in close liaison with the Board of Directors, the CEO will consult with the membership and the broader primary health care sector to deliver on the organisation's goals and objectives. The CEO will also develop and maintain strong external partnerships with key stakeholders, including but not limited to other health organisations, the Federal Government, relevant commercial entities, and the media.

The inculcation of a positive organisational culture of membership building and support, is a critical success factor

### **Reports To:**

APNA Board of Directors, via the Board President

### **Position Type:**

Full Time

**Position Tenure:**

An initial three-year contract, with potential for extension by mutual agreement. A six-month probationary period applies, and performance review will be undertaken prior to the end of the probation period, then annually.

**Key Selection Criteria**

## Essential Qualifications:

- A degree in a commercial or health discipline.

## Desirable Qualifications:

- Postgraduate qualifications in business and/or governance.

## Essential Experience:

- Leadership of a health-related company or business unit.
- Capacity to develop an entity and ensure ongoing viability.
- Proven ability to build relationships, internally and externally.

## Desirable Experience:

- Entrepreneurial flair, with a history of capitalising on opportunities for income generation.
- Participation in member-driven organisations, either as a Committee/Board member, or in a managerial role.