This Strategic Plan links the key values of the RSA with our purpose in order to achieve excellence in leadership and professional practice development for the members as well as enabling support for research. To facilitate achievement of these goals innovative strategies and actions are detailed in the plan to improve member engagement through the use of technology and provision of access to best practice evidence, whilst ensuring a key focus on patient engagement and outcomes.

**Objective 1: Deliver a cost effective and multi-media education program of relevant CPD eligible education**

- 1.1 Provide online educational resources that meet the educational needs of members
- 1.2 Conduct conferences, seminars and workshops that are fully subscribed and offer equal opportunities across the states
- 1.3 Promote and develop Nephrology Educators Network
- 1.4 Develop an income stream to support education costs
- 1.5 Actively market education to members and non-members in Australia and overseas
- 1.6 Promote and offer opportunity for formal training in the renal speciality

**Objective 2: To become the face of renal nursing and a ‘must join’ community**

- 2.1 Operate a communications strategy that considers the changing face of social media to engage all demographics of the renal workforce
- 2.2 Maintain a dynamic website that engages members and drives website utilisation
- 2.3 Deliver a regular communiqué that informs members, sells RSA and drives website visits
- 2.4 Deliver a cost-effective peer reviewed research journal (RSAJ) that inspires renal nurses
- 2.5 Facilitate networking opportunities for members
- 2.6 Develop a clear and marketable ‘why’ the RSA operate, to engage government and community

**Objective 3: Utilise advocacy to improve outcomes for patients with kidney disease**

- 3.1 Develop position statements on relevant issues
- 3.2 Provide representatives to educational and professional bodies
- 3.3 Increase profile of RSA and engage with other key bodies
- 3.4 Support renal-related requests
- 3.5 Promote and develop Clinical Special Interest Groups

**Objective 4: Support/facilitate practice development, research and quality improvement**

- 4.1 Facilitate individuals or groups to gain sponsorship for undertaking relevant projects
- 4.2 Provide clinical resources to support practice development, research and quality improvement
- 4.3 Seek collaborative opportunities for research such as strengthened relationships with CARI, ANZSN, KHA, ANZDATA

**Objective 5: Facilitate utilisation of clinical standard framework for renal professionals**

- 5.1 Lead the renal community in development and utilisation of clinical standards/framework
- 5.2 Consider credentialing or accreditation

**Objective 6: Govern the association with positive leadership that engages the branch committees and members to support delivery of the mission of the RSA**

- 6.1 Grow membership
- 6.2 Deliver outcomes on all objectives utilising structured process
- 6.3 Manage effective budget and financial model
- 6.4 Maintain and operate a relevant constitution
- 6.5 Utilise resources provided by contracted organisation(s) effectively