



AMA Board

The AMA has had a successful year in pursuing the strategic objectives adopted by the Board in late 2014. These continue to serve the company well with a mission of *Leading Australia's Doctors – Promoting Australia's Health*. The strategic objectives focus on four areas of activity – leading on advocacy, growing and valuing membership, ensuring financial security and flexibility, and organisational capability.

While the objective of leading on advocacy is rightly the domain of the President, Vice President and Federal Council, the Board has concentrated its efforts on the remaining three pillars. In supporting member value, the Board approved investment in the CPD tracker, which was launched at the 2015 National Conference, and ongoing contributions to the doctorportal platform, managed by the AMA subsidiary, AMPCo (Australasian Medical Publishing Company Pty Limited).

The Board views digital products as a major area of investment by the Federal AMA to complement and supplement the services provided by the State and Territory AMAs. The Board remains cognisant of the need to appropriately harness members' subscriptions for maximum benefit.

In working to ensure financial security and flexibility the Board took a major step in 2015 with the establishment of an Investment Committee. The Committee is chaired by Dr Gary Speck with Professor Geoff Dobb and myself as the other members. An external financial adviser has been appointed to work with the Committee to guide the management of the AMA's assets. These were added to during the year with the sale of AMPCo House in Sydney, following the relocation of the AMPCo business to more suitable premises.

In promoting organisational capability, the Board has focused on consolidating the foundational activities of its first year under the new constitutional structure. The Board supported the introduction of a Group shared services function across information technology, financial services, and human resources. These changes make better use of the investment in the corporate services areas, and leverage human resources across two sites.

The year has been a challenging one for AMPCo following the decision of its Board to outsource production of the *Medical Journal of Australia* to better manage the production costs of the Journal. As the year drew to a close, the Board of AMPCo was delighted to announce the appointment of Laureate Professor Nicholas Talley as the new Editor in Chief of the Journal, bringing to the role a rich research and editorial background.



A new subsidiary company was established during the year – Doctors Health Services Pty Limited (DrHS) – to provide nationally consistent health services to doctors and medical students. The initiative is funded by the Medical Board of Australia and Australian Health Practitioner Regulation Agency and is one that the Board embraced as an exemplar of the contribution that the AMA can make to the welfare of medical practitioners and medical students. The Board of DrHS is independent of the AMA and chaired by Dr Janette Randall. The other Board members are Dr Jennifer Alexander, Dr Michael Bonning, Dr Roger Sexton, and Dr Peter Sharley OAM (representing the parent company).

The Board of DrHS is informed by the input of an Expert Advisory Council and supported by staff within the AMA Secretariat. Considerable work has been undertaken to put in place appropriate governance arrangements, followed by an expression of interest process to identify suitable providers of health services in each State and Territory.

In May, the first changes were made to the Board membership, with Dr Kathryn Austin and Dr Tony Bartone stepping down, replaced by Dr Bav Manoharan and Dr Gary Speck. I would like to acknowledge the contributions of Dr Austin and Dr Bartone as two of the founding directors of the Board.

I would like to thank my fellow Directors and the AMA Secretariat for their contributions to a successful year for the company.

Dr Elizabeth Feeney
Chair