



ACAM

Australasian College of Aesthetic Medicine

**Five Year Strategic Plan  
2020-2025**

# Mission Statement

*To represent, promote and provide education for benefit of those individuals, aiming to increase patient satisfaction and safety, who wish to provide aesthetic medical services.*

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## **Introduction**

The Australasian College of Aesthetic Medicine (ACAM) grew from the Australasian Society of Aesthetic Medicine (ASAM). The college was formalised in 2005, becoming incorporated in 2016, with the NSW Department of Fair Trading.

The challenging year of 2020 saw a re-orientation of ACAM's objectives, with a new vision implemented for the college. In 2021 the executive committee reviewed the constitution of ACAM, and on professional advice, reviewed the operational aspects of the college.

In 2020, whilst in the grip of a global pandemic, a wholesale review of ACAM's education program, member benefits and attainable goals was undertaken. The college adopted newly accepted modern educational techniques, in light of quarantine, closed borders and social distancing requirements.

The Medical Board of Australia (MBA) petitioned the federal government to implement change in the cataloguing of Continuing Professional Development (CPD) requirements. Traditionally, this was the domain and strength of accredited colleges. The ACAM executive had begun implementation of a CPD platform for use by members, to meet their MBA reporting requirements.<sup>1</sup>

The executive implemented a four pillars approach to the reformation of the ACAM, anticipating member's requirements and needs in the future. The defined four pillars are:

- Membership;
- Representation;
- Education; and
- Financial Security [of the college].

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<sup>1</sup> <https://www.medicalboard.gov.au/news/new-requirements-for-continuing-professional-development-and-recency-of-practice.aspx>

## Membership

ACAM is a member representational group; the college exists for the benefits of its members. As such a review of benefits and affiliations for members was undertaken.

The college undertakes to:

- Provide members with varied and viable membership benefits;
- Provide policies and guidelines reflecting best practice ideals for those who practice aesthetic medicine<sup>2</sup>;
- Provide access to affordable education and training<sup>3</sup>;
- Provide regular communiqué and community building activities for members to part-take in;
- Provide networking and peer support opportunities for financial members;
- To grow the college membership for the benefit of all members.

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<sup>2</sup> <https://www.safetyandquality.gov.au/standards/nsqhs-standards/clinical-governance-standard/patient-safety-and-quality-systems/action-116>;

<https://www.health.nsw.gov.au/immunisation/Pages/cold-chain-management.aspx>

<sup>3</sup> See New Zealand Society of Cosmetic Medicine <https://nzscm.co.nz/> as an example of this education and regulation system.

## **Representation**

The college membership is varied, with many educational backgrounds represented. The common interest, however, is the practice of aesthetic medicine.

This common craft is not formally recognised by the Australian Medical Council, MBA, and state, federal or territory governments. This is despite the sheer number of individuals who choose to practice aesthetic medicine. The general public is poorly guided, with regards to the educational standards, safeguards and obligation of practitioners in aesthetic medicine.

### **The college undertakes to:**

- Provide representation for the profession of as aesthetic medicine, and by de-facto its members who practice aesthetic medicine;
- Create professional and timely dialogue with authorities concerning safety, responsibility and obligation to patients;

- Contribute to policies and guidelines reflecting best practice ideals in aesthetic medicine;
- Liaise with other representative bodies to further the interests of aesthetic practitioners;
- Maintain aesthetic medicine as a medical discipline in the interests of patient safety, practitioner education and training;
- Reflect aesthetic medicine as a recognised medical discipline, with appropriate guidelines and educational requirements<sup>4</sup>.

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<sup>4</sup> <https://www.safetyandquality.gov.au/publications-and-resources/resource-library/australian-guidelines-prevention-and-control-infection-healthcare>; <https://www.health.gov.au/resources/apps-and-tools/covid-19-infection-control-training>; For example, see Chapter 2.2 of the Medical Board of Australia, *Good medical practice: a code of conduct for doctors in Australia* (March 2014) < <https://www.medicalboard.gov.au/Codes-Guidelines-Policies/Code-of-conduct.aspx>

## Education

The Australasian Society of Aesthetic Medicine evolved into the college, ACAM. The society, from its inception has provided a continuing post-graduate medical education program for many medical practitioners to train in aesthetic medicine. ACAM was challenged in the 2020, due to the COVID-19 crisis (as where many educational institutions) to complete delivery of its educational programs.

The crisis forced a revision, and modernisation concerning the type and delivery methodology for aesthetic medicine education. Traditionally the college offered a self paced learning platform coupled with an interactive workshop, and hosted a conference. The social distancing restrictions, quarantine requirements and rolling border closures impacted on the interactive (live) educational activities (workshop and conference). In response, the college adapted and embraced virtual meetings, and encouraged participations in a range of nominated educational choices. This did not risk ACAM's financial stability but allowed members quality educational engagement. The executive, with ACAM's education providers, developed and accessed a range of shorter courses. Novel and modern educational delivery was achieved in anatomy, laser safety courses, and life support and infection control.

**The college undertakes to:**

- Provide members and the wider profession with high quality educational choices and members with flexible fellowship pathways reflective of adult learning choices<sup>5</sup>;
- Seek out and develop teaching and learning partnerships with suitable education providers, for the benefit of financial members and the broader educational goals of the profession;
- Contribute to the development of aesthetic educational standards in the Australasian geographical region;
- Become a pre-eminent educational provider in the profession of aesthetic medicine;
- Encourage members to undertake relevant and timely post-graduate learning and education to meet the broader MBA CPD requirements<sup>6</sup>;
- Provide an economical CPD collation service for financial members<sup>7</sup>.

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<sup>5</sup> Medical Board of Australia *Continuing professional development registration standard*. <https://www.medicalboard.gov.au/Registration-Standards.aspx>

<sup>6</sup> Medical Board of Australia *Continuing professional development registration standard*. <https://www.medicalboard.gov.au/Registration-Standards.aspx>; <https://www.medicalboard.gov.au/news/new-requirements-for-continuing-professional-development-and-recency-of-practice.aspx> ; <https://www.iier.org.au/iier17/adams.html>; <https://wabisabilearning.com/blogs/critical-thinking/10-beneficial-lifelong-learning-skills>.

<sup>7</sup> <https://www.medicalboard.gov.au/codes-guidelines-policies/faq/faq-general-registration-cpd.aspx>

## Financial Security

The committee is keen that the college exists for a prolonged future; as such it has assessed and considered the college's financial position.

### **The college undertakes to:**

- Manage the college finances in a responsible and accountable methodology;
- Set financial goals, to reduce the reliance of membership fees as the major college financial support;
- Ensure assets of ACAM are secured for future generations of members (i.e. trademarks etc.);
- Create additional education and novel income streams, from which income can be directed to representation and lobbying activities;
- Progress the college to a federally recognised Not for Profit (NFP) status<sup>8</sup>;
- To maintain an accessible fee structure for members.

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<sup>8</sup> <https://www.acnc.gov.au/for-charities/start-charity>

### References

1. Medical Board of Australia, *Good medical practice: a code of conduct for doctors in Australia* (March 2014) < <https://www.medicalboard.gov.au/Codes-Guidelines-Policies/Code-of-conduct.aspx> Chapter 2.2
2. Medical Board of Australia *Continuing professional development registration standard*. <https://www.medicalboard.gov.au/Registration-Standards.aspx>
3. Medical Board of Australia <https://www.medicalboard.gov.au/codes-guidelines-policies/faq/faq-general-registration-cpd.aspx>
4. Medical Board of Australia <https://www.medicalboard.gov.au/news/new-requirements-for-continuing-professional-development-and-recency-of-practice.aspx>
5. Not for Profit <https://www.acnc.gov.au/for-charities/start-charity>
6. NSW Government <https://www.health.nsw.gov.au/immunisation/Pages/cold-chain-management.aspx>
7. Safety and Quality <https://www.safetyandquality.gov.au/publications-and-resources/resource-library/australian-guidelines-prevention-and-control-infection-healthcare;>
8. Safety and Quality <https://www.safetyandquality.gov.au/standards/nsqhs-standards/clinical-governance-standard/patient-safety-and-quality-systems/action-116;>
9. Wabisabi Learning <https://www.iier.org.au/iier17/adams.html>; <https://wabisabilearning.com/blogs/critical-thinking/10-beneficial-lifelong-learning-skills>.