Organisation Background and Position Description

Chief Executive Officer

Australian Medical Association (Victoria) Limited

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The Organisation

The Australian Medical Association, Victoria is a successful professional body which represents the interests of doctors in Victoria, providing a key link between the profession, government policy makers and the community. It works in association with the Federal AMA, based in Canberra, but is a separate independent incorporated entity.

A membership based organisation, AMA Victoria currently has over 7,800 ordinary members. This membership includes doctors in training, general practitioners and specialists and is supplemented by a medical student membership of almost 3,000.

AMA Victoria’s role in representing the medical profession relates to all government and other policy determination and implementation which affects the nature, mode of delivery and funding health services.

The organisation also provides a range of professional advisory services to members including industrial, legal and practice management, and through a wholly owned subsidiary company offers a package of commercial benefits.

AMA Victoria is overseen by a Board currently comprising eleven members. These members are elected from a ninety member Council which represents the broad church of the profession. The Council provides advice and direction to the Board which is responsible for the governance of the organisation.

The organisation employs 33 EFT staff who operate in units which reflect the services offered by the organisation. It has a turnover of around $4m and assets of $10m.

AMA Victoria Mission

Lifelong professional support for doctors; better health for Victorians.

AMA Victoria Goals

1. To unify the Victorian medical profession.
2. To be recognized as the industry authority on medical practice.
3. To be a pre eminent influencer in health outcomes for Victorians.
4. To offer maximum value to members in return for their fees and their loyalty.
5. To be perceived by doctors as the ‘first point of contact’ for all their professional and business needs.
6. To achieve better health and professional wellbeing for Victorian doctors.
7. To increase AMA member numbers absolutely and a proportion of registered practitioners in Victoria.
8. To achieve and maintain a positive and enjoyable working environment for staff and members.
9. To strengthen the AMA by partnering with smaller states in commercial ventures and the provision of services.

Additional information about AMA Victoria can be found in Appendix 1 'General Information on AMA Victoria’ and on their website: www.amavic.com.au.
The Position

Summary

The Chief Executive Officer of AMA Victoria is directly accountable to the President and Board of AMA Victoria Ltd.

Together with the Board, the appointee will lead the organisation on the next stage of its development. An experienced executive, ideally with exposure to the association or member service sector, the CEO will display extremely well developed stakeholder management and communication skills. They will have sound commercial experience and the capacity to engage with members and manage the organisation’s commercial activities and membership services.

The appointee will have had exposure working with a board and committee structure and while not essential, some understanding of the health sector would be advantageous. Finally it will be important that the appointee recognises the unique and high profile nature of the AMA ‘brand’ and can work with the board to ensure both the maintenance of its relevance and a growth of the membership base into the future.

Responsibilities and accountabilities

The primary responsibilities of the position are to:

- Implement the strategic goals and objectives of the organisation through direction and leadership of the management team.
- Provide strategic advice and make recommendations on policy to the Board of AMA Victoria to enable the development of policy positions which reflect the interests of the medical profession in Victoria. Ensure awareness of and provision for the views and needs of all groups of medical practitioners.
- Government Relations – Establish a position of respect and trust for AMA Victoria with relevant parliamentarians, advisors and departmental officers, thereby achieving significant influence on government policy at both State and Commonwealth level.
- Community and Public Image – Ensure that the organisation’s policies and programs are consistently presented in a strong and positive image to key stakeholders. Maintain and foster relationships with other medical organizations and AMA bodies.
- Forward Planning – Provide advice to the Board on the development of future strategic priorities in accordance with the established vision and mission.
- Human Resource Management – Effectively manage the human resource needs of the organisation ensuring that appropriately skilled staff are in place to serve the needs of the organisation.
- Programs and Services for members – Oversee the development of policies, programs, products and services for members and the promotion of these services and benefits to members and potential members.
- Commercial Activities – Oversee the establishment and growth of commercial entities established by the AMA Victoria.
- Trusts – Administer the trust funds of Medical Society of Victoria Inc in accord with trust obligations, and manage any trusts or charitable instruments established by AMAV Ltd or MSV Inc.
- Company Secretary – In accordance with the Constitution, facilitate the proper and effective functioning of the Board by providing guidance to Board members to ensure
they fulfil their responsibilities and ensure proper board procedures are developed and followed.

- **Financial Stewardship** – Recommend annual operating and capital budgets for Board approval and prudently manage the organisation’s resources within those budget guidelines and in accordance with existing laws, regulations and statutory requirements. Provide advice on asset management including investment strategy formulation and implementation. Monitor and report to the Board on the performance of assets.
- **Quality** – Oversee the ongoing development of the commitment of the organisation to quality improvement in all aspects of its functions both internal and external.
- **Risk Management** – Develop and implement effective risk minimization strategies and ensure Board and staff awareness of and compliance with corporate legal responsibilities.
- **Infrastructure Management** – Ensure organizational infrastructure, including IT facilities are appropriate to facilitate optimal functioning within budgetary constraints.

**Ideal Candidate**

In order to undertake the role successfully, the candidate will possess the following attributes:

- A sophisticated appreciation of the processes associated with the development of public policy and of the distinct roles of the bureaucracy, elected officials and stakeholders.
- Experience in building and maintaining constructive relationships with key influential groups and individuals.
- Knowledge of the health system and issues affecting the medical profession or ability to gain same quickly.
- Strong management skills with emphasis on people and financial management.
- Track record in marketing/communications in the professional services context.
- Experience in providing high level advice regarding complex issues.
- An appreciation of what is required in working to a Board, and the distinct roles of Board members and management.
- An understanding of the intricacies of running a professional association, including the recruitment and retention of a broad membership base.

A preference for working in a reasonably flat team management structure would be ideal.

**Occupational, Health and Safety Responsibilities**

AMA Victoria is committed to providing, insofar as is practicable, a safe and healthy workplace for our employees, contractors, members and visitors. In the event of a work related injury we will take all necessary steps to ensure that injuries of that nature do not happen again.

**Employees**

- Have a duty to take care, as far as they are able, of their own health and safety and that of other employees, members and visitors;
- Must comply with safety procedures and directions;
- Must report potential and actual hazards to their supervisor and their OHS representative.
Our Commitments to AMA Victoria Staff

AMA Victoria is committed to equal opportunity in the workplace for all employees, irrespective of race, colour, gender, religion or marital status. Staff are selected on merit and promoted on merit.

AMA Victoria is committed to providing a safe and smoke free workplace.
Appendix 1

General Information on AMA Victoria

Background

The Australian Medical Association (Victoria) is part of the overall Australian Medical Association that operates in all states and federally. It is an independent professional organisation which represents more than 28,000 doctors in all areas of the medical profession – whether salaried or in private practice, general practitioners, specialists, researchers or doctors in training. The Federal AMA was formed as a company in 1962. AMA Victoria and the other state and territory AMAs are separate legal entities. Doctors are members or both the state and the national organizations.

The AMA works in a multiplicity of ways at both State and Federal levels to provide a value added service, in order to further the interests of the profession, and the medical needs and expectations of the community.

The AMA represents the public image of Australian medicine and is the only organisation able to act in a cohesive fashion on behalf of the entire medical profession. Representing as it does the overall views of the profession, the AMA also acts as a key link with the medical profession, federal and state governments and society.

Australian Medical Association (Victoria) Ltd

The AMA in Victoria can trace its roots back to the establishment of the Port Phillip Medical Association in 1846 through to the amalgamation in 1907 between the Medical Society of Victoria and The British Medical Association of Victoria. In 1962 the State Branches of the BMA in Australia combined to form a new national body, the AMA.

While it works closely in association with the Federal AMA, based in Canberra, AMA Victoria is a separate, independent and self-supporting incorporated entity with its own Constitution, Council and Board of Directors.

AMA Victoria members are also members of the Medical Society of Victoria Inc., which have a parallel constitution. The Board and Council simultaneously govern both bodies. Membership of the AMA is entirely discretionary. Currently AMA Victoria has a membership of over 10,000.

Subdivisions & Sections

Members are grouped into Subdivisions mostly based on location of the member or their practice, or by reference to a particular category of engagement, such as the Doctors in Training Subdivision.

A member can be registered in one Subdivision only. A number of sections or medical special interest groups are recognised by the Board of AMA Victoria. These provide members with the opportunity to participate in a range of activities relating to the relevant special interest.
Services

The focus of AMA Victoria is to provide a range of high quality services and benefits to members in a timely and effective manner, so that membership will be sought by all doctors practising in the State.

These services and benefits fall broadly into four categories:

1. Health Policy and Lobbying
   A principal role is one of political representation on behalf of the medical profession, in relation to policy determination by Federal and Victorian Governments and Government Departments and statutory bodies (e.g. Victorian Work Cover Authority) involved in the determination of the nature, mode of delivery and funding for health care services, for instance:

   • Public Health
     The AMA works on a wide range of public health and medical issues affecting the general community, such as smoking, aboriginal health, alcohol and obesity.

     The AMA represents the medical profession in endeavours to ensure that the community receives the best and most efficient preventative, promotional, diagnostic and treatment health services. The AMA’s Federal and State Presidents have a high public profile and are often featured in the media responding to current medical issues.

   • Public Hospital Service Provision
     The AMA is involved with issues such as hospital funding, privatisation of public hospital services and threatened closures of hospital facilities. It plays an important role in representing the position of the profession in various forums, including negotiations with the Victorian Minister for Health and senior executives of the Department of Human Services, Treasury and Finance and Premier and Cabinet.

   • Private Health Care Service Providers:
     The AMA is concerned to ensure the ongoing viability of the private healthcare system. With the increased promotion of funding arrangements between doctors and funds, the AMA works hard to ensure that the doctor-patient relationship remains free from health fund interference. While encouraging doctors to provide timely fee information to patients (Informed Financial Consent), the AMA remains firmly of the view that payment of the fee is a matter between doctor and patient, with health funds providing financial support to the patient through insurance arrangements.

     The AMA works with private hospitals and their representative organisation, the Private Hospitals Association and with individual health funds to support a viable independent private healthcare system.
2. **Professional Ethics**

The AMA has developed and promotes a Code of Ethics for members of the profession. This Code of Ethics represents the core of the fundamental principles which guide doctors in their professional conduct. It covers issues such as respect for patients, standards of care, clinical research and teaching, the dying patient and professional conduct.

3. **Advisory Service for Members (by professional staff of AMA Victoria)**

AMA Victoria provides a range of advisory and representation services for members including:

- **Industrial Relations**
  AMAV provides a consultancy service which offers extensive industrial advice and assistance to doctors employed in the public hospital system, doctors contracted to provide services as independent contractors and to doctors as employers of staff within practices.
  AMAV lobbies the Transport Accident Commission (TAC) and the Victorian WorkCover Authority (VWA) etc, regarding fees for professional services for compensable patients.

- **Advice on Medical Fees**
  The AMA undertakes a regular review of medical practice costs and produces the AMA list of Medical Services and Fees, which serves as a guide to each doctor’s individual determination of the fees he / she will charge.

- **Practice Management Services**
  Staff provide informed, professional advice to members in cost efficient management of their practices, including advice on billing and bad debt procedures, use of computers in the practice, medical records and waiting room and surgery layouts.

- **Legal Services**
  The AMA in Victoria includes Legal Services staff who provide members with guidance and initial advice on legal aspects of public and private professional practice and ethical consideration in today’s complex and regulatory environment. Members may also avail themselves of an initial free consultation with TressCox lawyers, on referral from AMA Victoria legal staff.

- **Corporatisation of Medical Practices**
  The AMA provides advice to members regarding corporatisation of medical practices and the industry Code of Practice.

4. **Commercial Benefits to Members**

Through its wholly owned subsidiary AMA Victoria Services Pty Ltd, AMA Victoria provides a range of commercial services and benefits which serve as an incentive for doctors to remain members of the Association.

AMA Victoria Services Pty Ltd contracts with “preferred providers” of commercial services and receives a commission type payment in return for endorsement and access to AMAV members.

Each product or service is thoroughly investigated prior to AMA Victoria endorsement and our bulk purchasing power ensures superior products at a preferential cost.
The commission received provides an additional income stream to the Association and ensures that any subscription fee increases are kept to a minimum.

Such commercial benefit providers include:

- Auscellardoor
- Australasian Vehicle Buying Service (AVBS)
- Caltex
- Hertz
- Investec Experien
- mpstaff
- mppracticesolutions
- Platinum Travel Service
- Tresscox Lawyers
- Qantas
- Whitbread Insurance Brokers
- William Buck

Organisation Structure

1. The Council

The Council of AMA (Victoria) comprises approximately 90 members nominated by Subdivisions of the AMA (groupings of members based on practice location or model of practice), Student Societies of Universities of Melbourne and Monash, plus Affiliated Organisations (Learned Medical Colleges are affiliated with the AMA in Victoria, as are many other medico-political organisations) or who are directly elected as independents to Council.

The Council provides advice to the Board in regard to its responsibilities, particularly in regard to policy determination.

The Council elects Officers, who in turn are appointed at the Annual General Meeting as Directors of the Board of AMA Victoria.

2. The Board

The Board, which has monthly meetings, is responsible for governance of the organisation, and appoints the CEO.

The President is the Chair of the Board, and principal spokesperson for AMA Victoria. The President and CEO meet on a weekly basis.

3. Management

The CEO heads a team of 36 staff (33 EFT) organised into service units focused on delivering the range of services to members and supporting the Council and the Board in their activities.

4. Member Engagement

The AMA in Victoria has a progressive approach in representing the medical profession. Representative of the interests of more than 10,000 members of the
medical profession in Victoria, AMA Victoria is accountable to its membership through its Council/Board structure.

The Board is committed to supporting and encouraging members in active engagement in debate and policy development. Members are urged to become involved at Subdivision, Section or Council level.
How to Apply

Applications for the position should include the following:

**Personal Details**
- Full name.
- Address – work and home.
- Telephone numbers – including mobile.
- Confidential email address.
- Date and place of birth (optional).
- Nationality and citizenship.

**Candidates Statement**
A brief Statement of Application (no more than two pages) outlining what the candidate feels he/she would bring to this position, and what he/she would expect to accomplish in the role.

**Curriculum Vitae covering**
- Positions held, including dates and details of present position and key achievements.
- Details of education and professional training and qualifications.
- Any other relevant information such as publications, offices held in professional bodies.

**Referees**
Full contact details of three referees.

Please note that referees will only be contact after prior consultation with the candidate.

It is the candidate’s responsibility to ensure that their referees are willing to provide reports when contacted by The Insight Group.

**Applications**
Applications should be sent by email to The Insight Group, the consultants assisting the Australian Medical Association Victoria, at applications@insightgroup.com.au

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Applications close: 27 September 2013.