



**Nurse Midwife
Health Program
Australia**

Annual Report 23-24

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Acknowledgement of country

As a national service, we recognise and respect the Aboriginal and Torres Strait Islander peoples of the lands on which we work to support the health of nurses, midwives and students of nursing and midwifery. We pay respect to Aboriginal and Torres Strait Islander Elders past and present and acknowledge their important contribution in creating a strong and vibrant Australia.

Our vision, mission, values

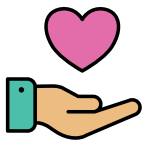
Our vision

Empower nurses, midwives and students of nursing and midwifery by enhancing health outcomes through the provision of peer support, case management, supportive counselling and referrals when required. In doing this we increase safety and satisfaction for consumers using our health services.

Our mission

A national support service delivered by nurses and midwives, for nurses and midwives and students of nursing and midwifery to foster a sustainable and healthy workforce.

Our values



Compassion

We hear what you say and value your experience, and together we will work towards a solution.



Equity and belonging

In everything we do, we are grounded in our aspiration towards equity and inclusion for all our participants, staff and stakeholders.



Courageous

We have courage to draw on our own lived experience to work with participants and to advocate for better systems and supports.



Responsiveness

We are responsive to participant and stakeholder feedback, including emerging trends and research.



Persistence

We talk from difficult places, we stand strong for our purpose and participants.



Accountable

We are accountable to each other, our participants and key stakeholders.



Who we are

In this our inaugural year, we have launched a service that addresses the big health and wellbeing challenges experienced by Australian nurses, midwives and students of nursing and midwifery.

Our program is the result of careful listening to the experiences of our nurses and midwives as well as collaboration from our supporters and stakeholders. It is the culmination of decades-long advocacy from trailblazers in our professions to create a national program dedicated to the health of nurses, midwives and students of nursing and midwifery at any stage of their career.

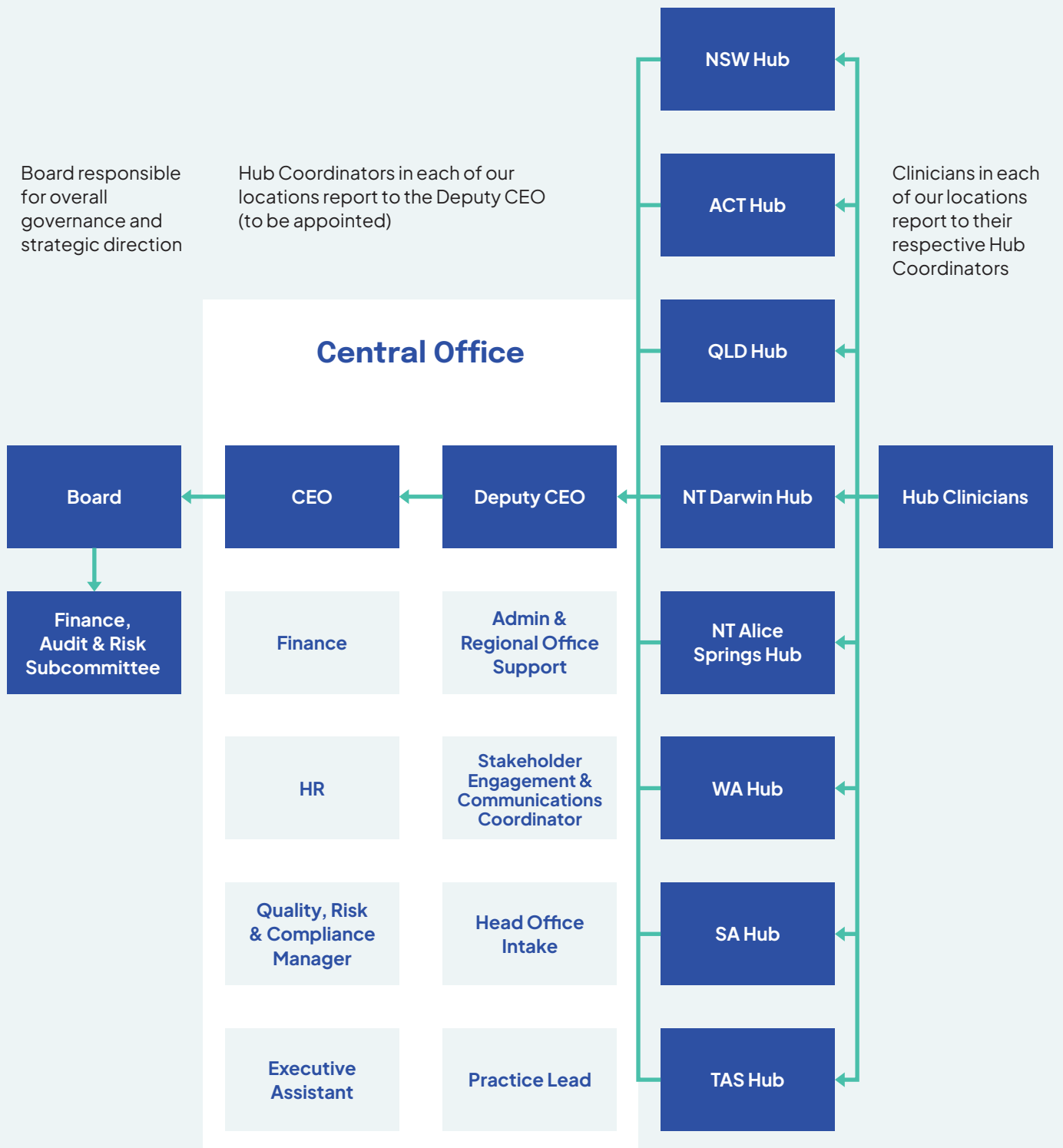
Feedback from nurse and midwives is enthusiastic. They agree unanimously that this program is needed. They approach us at conferences and events to share their stories, to sign up as program ambassadors and to request our lanyards to wear during their next shift.

Our team are mostly nurses and or midwives. Our peer support service is provided by nurses and midwives who have been specifically educated to provide services to our participants.

Our program is independent, confidential and free. We are available Monday to Friday 9am to 5pm across Australia via our website, telehealth or in-person face-to-face appointments.

In our first annual report we state our intention to create a responsive, inclusive, compassionate and supportive service that is informed by the end user – our nurses, midwives and students of nursing and midwifery.

Our organisational structure



Participant story



Elle Brown
Intake Coordinator

Story

Nell, an early career nurse, contacted us requesting counselling. Nell described moving away from family after graduating to work at a regional hospital. Nell was living in accommodation provided by the hospital, was working in emergency, an area Nell had not previously worked in and was trying to find her feet. Nell talked about the discomfort of being in an unfamiliar environment and her uncertainty about whether she was functioning at an acceptable level.

Nell was encouraged to seek opportunities for feedback to learn from the team. During our session we discussed some strategies to promote connection and a healthy sleep routine. We also discussed making Nells new home environment comfortable and inviting for when she returned home after work. Nell expressed appreciation for the service and support provided.

Reflection

Our program commenced on March 18, 2024. It was a soft launch, the phones were switched on and we learnt the intricacies of teams telephony, the participant management system and were introduced to the programs practice model.

As expected, the phone didn't ring a lot in those first few weeks. We welcomed our first participant, which started as a trickle and soon grew into a steady flow of participants.

We were on a learning curve around the different time zones across Australia and also the tension of providing a 9–5pm service for nurses, midwives and students of nursing and midwifery, who are, by majority, shift workers.

It is both a privilege and honour to be providing this service to nurses, midwives and students of the professions across Australia. Sue and I look forward to seeing the Nurse Midwife HPA grow with the hub coordinators and clinicians providing this service in all states and territories.

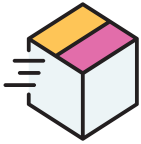
Strategic direction



Strategic direction 1

Governance

Ensure the organisation has robust governance systems in place, creating a financially sustainable, safe and progressive organisation.



Strategic direction 2

Service delivery

Leading in the development and delivery of quality, peer-based support, counselling and case management services to nurses, midwives, students and stakeholders.



Strategic direction 3

Our people

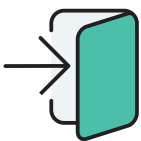
Building an appropriately qualified, engaged, innovative and safe workforce.



Strategic direction 4

Sustainability and innovation

Enabling the longevity and relevance of Nurse Midwife HPA.



Strategic direction 5

Equity

Equity of access for all nurses, midwives and students of nursing and midwifery across Australia.

Board chair report



Denise Heinjus OAM
Board Chair

As Board Chair of Nurse Midwife HPA, I offer my heartfelt thanks to everyone invested in this vision, particularly the ANMF and the Department of Health and Aged Care, to establish the national program caring for nurses and midwives and undergraduate students of nursing and midwifery across Australia. The Nurse Midwife HPA builds on the successful Victorian program and was launched in Canberra 30 April 2024.

We know nurses and midwives come from all walks of life. To be a nurse or midwife is not to be immune to the challenges or the vulnerabilities experienced by the general community. The Nurse Midwife HPA is a free, non-judgemental, safe and inclusive service operating across Australia supporting nurses, midwives and students of nursing and midwifery to be the very best version of themselves in order to be there as carers, family members and individuals.

Nurses and midwives are the glue that hold health services together and there is no doubt a world of international instability, destructive social media and post pandemic fatigue has created an urgent need to care for the mental health and wellbeing of our nurses, midwives and students of nursing and midwifery to showcase how very important and rewarding these careers are, both personally and professionally.

As nurses and midwives demonstrated enormous courage throughout the pandemic, we trust they will show personal courage by raising the flag when they too need help. The funding enables trained nurses and midwives to support other nurses, midwives and students of nursing and midwifery across every state and territory of Australia. Every effort has been made to ensure the support can be offered in person or virtually through telehealth and nurses, midwives and students of nursing and midwifery now have access to the Nurse Midwife HPA no matter where they live in Australia; it can be a major city or the most remote communities in central, northern or western Australia.

I would like to acknowledge the commitment of the implementation and support team and in particular our CEO, Heather Pickard, who was appointed to the role in July 2024. Heather and the team have worked tirelessly to secure suitable accommodation and appoint a dedicated team of clinical staff orientated to their new roles. I would also like to thank the strongly committed Board of Directors of the Nurse Midwife HPA whose shared experience of governance and strategic direction has successfully guided the program through implementation to the launch of the Strategic Plan.

Clearly, there is still much to be achieved however the Board and staff of the Nurse Midwife HPA feel we have been provided with a unique opportunity to demonstrate peers, many with a lived experience, can make a difference to nurses, midwives and students of nursing and midwifery experiencing personal challenges in their lives.

I thank you for the trust and support provided to me as Independent Chair of the Nurse Midwife HPA and look forward to a positive future as we endeavour to make a genuine difference to the lives of nurses, midwives and students of nursing and midwifery across Australia.



CEO report



Heather Pickard
CEO

It is with honour and pride that I present this inaugural report, reflecting on the tremendous progress made over the past 12 months at Nurse Midwife HPA. This marks our first annual report, and what a journey it has been.

Our dedicated and hardworking team successfully navigated the establishment phase, designing a comprehensive model of care and building the necessary operational infrastructure by September 2023. The Australian Nursing and Midwifery Federation (ANMF) Federal Office became our home, offering unwavering support as our grant holder and partner in this critical endeavour. We were fortunate to have an exceptional advisory committee and to have consulted extensively with nurses, midwives, and students of nursing and midwifery to maximise our impact. Together, we laid a solid foundation, establishing an independent company limited by guarantee, a robust constitution, and a coalition of six key stakeholders:

- Australian College of Nursing (ACN)
- Australian College of Midwives (ACM)
- Australian College of Mental Health Nursing (ACMHN)
- Australian Nursing and Midwifery Federation (ANMF)
- Congress of Aboriginal and Torres Strait Islander Nurses and Midwives (CATSINaM)
- Council of Remote Area Nurses of Australia (CRANaplus)

With this foundation, we appointed our inaugural Board of Directors, including an independent chair, who convened for the first time in December 2023.

In 2024, we reached another milestone, relocating our office to a shared space with the Nursing and Midwifery Health Program Victoria. Our team expanded, and on 19 March 2024, we officially launched service delivery. It was a moment of great excitement to see the culmination of our vision at the program's 30 April 2024 launch in Canberra, signalling that we had truly made our mark.

Throughout the year, our team has been tirelessly promoting the program across Australia, ensuring that our data systems are equipped to capture and report critical outcomes. We have also designed and delivered an accessible online platform to ensure information and support is available when and where people need it.

In July 2024, we embarked on the process of setting up our offices across the country to facilitate the sensitive nature of our work. Alongside this, we recruited talented staff to each office, growing our team to a total of 29 full-time equivalent positions. Bringing this diverse, cross-jurisdictional team together in Melbourne for four days of intensive, tailored training was a true privilege. We are deeply grateful to the ANMF Victorian Branch for their generosity in hosting our inaugural training session.

On 6 November 2024 our office locations opened their doors to offer both telehealth and in-person support to nurses, midwives and students of nursing and midwifery across the country.

This journey has been made possible by the steadfast support and funding from the Australian Government Department of Health and Aged Care, and the advocacy and passion of the ANMF, which has been instrumental in driving this program forward as a service for all nurses, midwives, and students of nursing and midwifery.

I would like to extend my deepest gratitude to our Board of Directors for their expertise and governance, to our dynamic and tireless team for their unwavering dedication, and to the nurses, midwives, and students of nursing and midwifery who have placed their trust in us and turned to us for support.

Together, we have built something truly remarkable, and I look forward to continuing this vital work.

Statistics - peer support service



Mark Aitken
Deputy Director

Nurse Midwife HPA commenced our provision of services to nurses, midwives and students of nursing and midwifery in March 2024.

We have experienced steady growth to 30 September 2024.

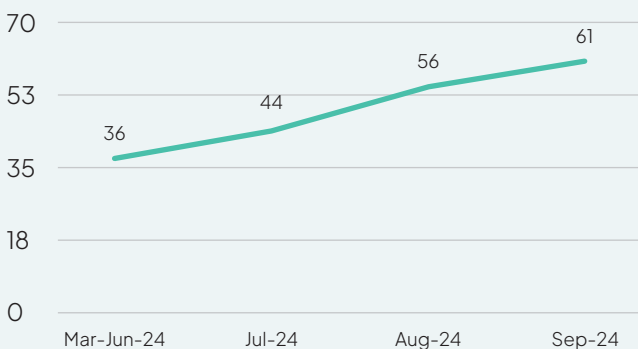
The graphs represent our growth and the states and territories that nurses, midwives and students of nursing and midwifery are contacting us from.

The main health and wellbeing concerns nurses, midwives and students are seeking support in relation to include:

- Work related stress
- Psychological distress
- Mental health
- Burnout
- Occupational violence
- Unhealthy alcohol and or drug use
- Family violence
- Notification to the regulator

We are pleased to offer our vital service to the nurses, midwives and students of our professions Australia wide.

Contacts

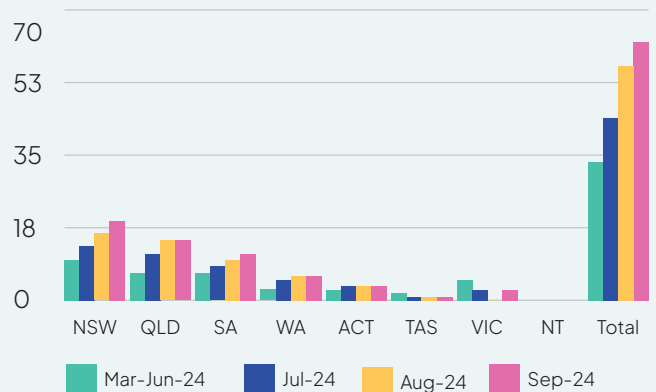


Since the commencement of Nurse Midwife HPA, we have been contacted 197 times by nurses, midwives and students of nursing and midwifery.

There has been a progressive increase in the number of contacts each month.

This includes enquires about the program, requests for information about what we offer, promotional materials, support for a health issue and appointments with a member of our team.

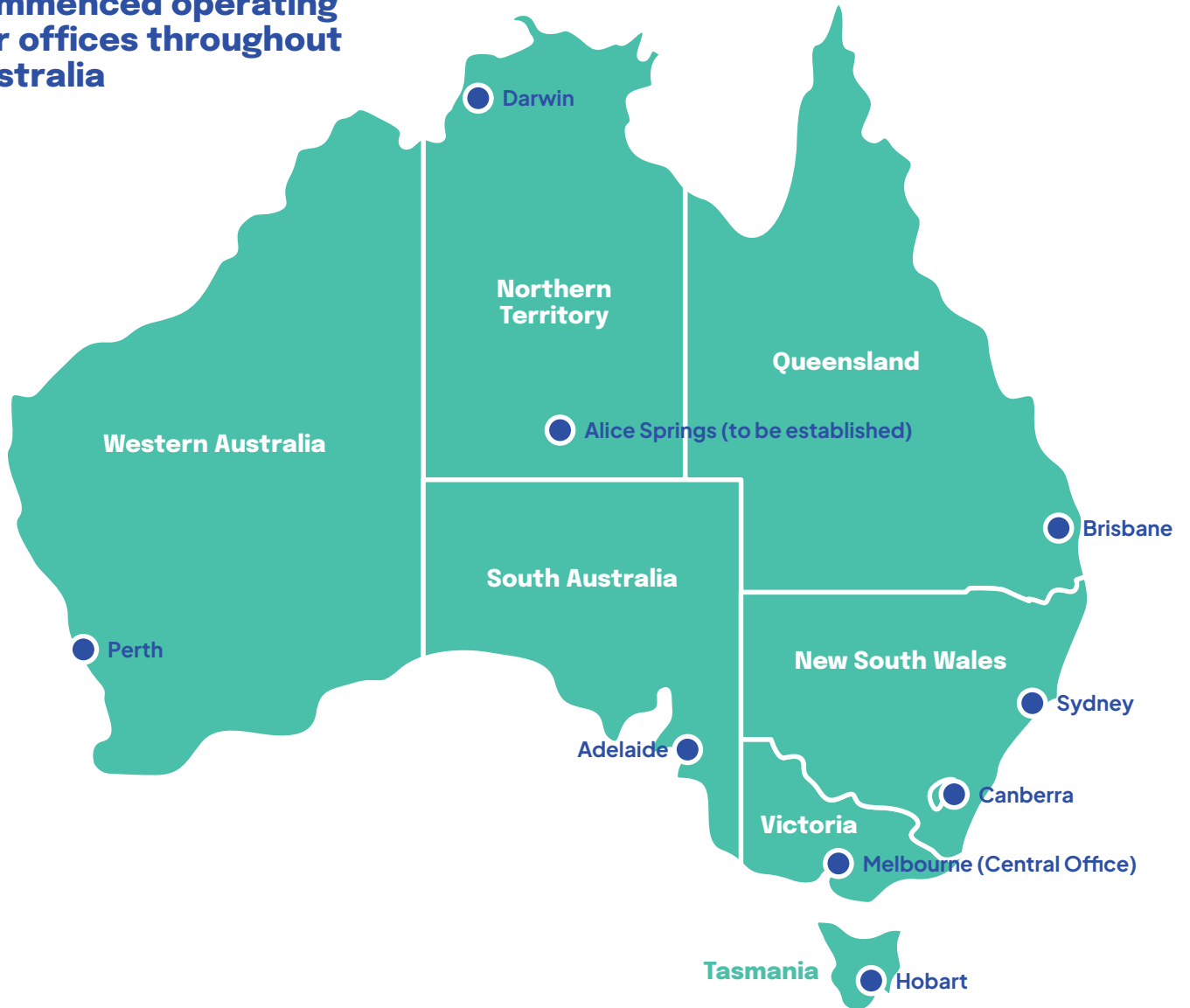
Contacts by state



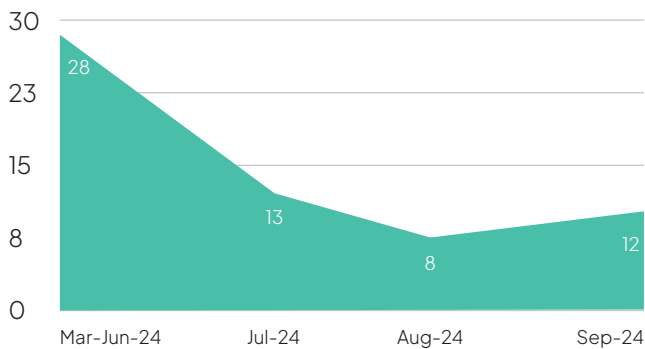
Across Australia since the commencement of our program NSW, QLD, SA, and WA have consistently reported the highest number of contacts with the program. The "Total" bar on the far right reflects a substantial overall increase in September, highlighting a positive upward trend in engagement over recent months.

Victorian nurses and midwives are underrepresented because they have access to the Nursing and Midwifery Health Program Victoria (NMHPV, if they call Nurse Midwife HPA we provide brief intervention counselling and a warm referral to NMHPV.

Nurse Midwife HPA has commenced operating our offices throughout Australia

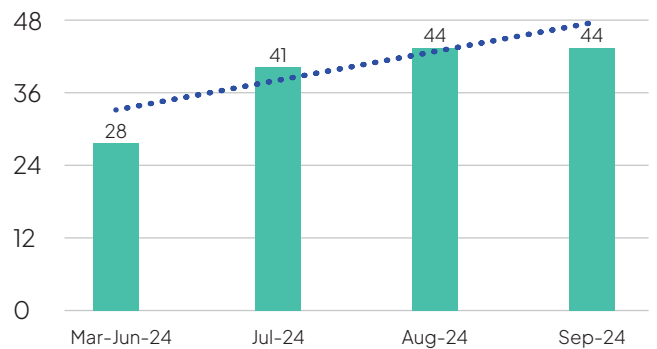


New participants



Our program has registered 61 nurses, midwives and students of nursing and midwifery as participants of our program since we opened our phone lines in March.

Ongoing participants



Although our program provides unlimited sessions, participants engage with us on average 4–6 sessions. The number of ongoing participants is steadily increasing. This signifying the need for ongoing peer support and case management, helping nurses, midwives and students of nursing and midwifery navigate sensitive health challenges.

Stakeholder engagement report



Tayla Vella
Stakeholder
Engagement &
Communications
Coordinator

Throughout 23–24, our program engaged stakeholders through strategic marketing efforts, events, and conference participation to raise program awareness.

Pre-launch and official launch activities

A pre-launch marketing campaign generated initial interest and awareness. This was followed by our official launch event in Canberra, formally opening our phone lines.

The pre-launch and launch marketing campaign resulted in significant engagement. Website sessions surged from 50 to 280 per day. In addition to digital outreach, 35 promotional packs were distributed to key stakeholders, including professional nursing bodies and healthcare organisations.

Conference engagement

Several conferences were attended, including Nursing and Midwifery Professional Development Days in the ACT and the Queensland Nurses and Midwives Union (QNMU) Delegates Conference.

In 2024 we are also planning to attend conferences hosted by:

- NSW Nurses & Midwives Association (NSWNMA)
- Australian College of Mental Health Nursing (ACMHN)
- Congress of Aboriginal and Torres Strait Islander Nurses and Midwives (CATSINaM)
- Australian College of Midwives (ACM)
- Council of Remote Area Nurses of Australia (CRANaPlus)
- Australian Nursing and Midwifery Federation (ANMF)

Digital and social media engagement

Website traffic this financial year has grown substantially, with 13,879 unique visitors recorded. The “Our program” webpage has received the most interest with 9,713 sessions. Engagement with our social media continues to grow. Our Facebook page was visited 2,900 times, reaching a community of 226 followers. On Instagram, there were 378 visits, with a community of 88 followers, while our LinkedIn page attracted 160 visits from 58 unique visitors.

These platforms have played an important role in connecting us with nurses, midwives, and students of nursing and midwifery, directing them to our resources.

Presentations and direct stakeholder engagement

We have directly engaged with several key groups of healthcare professionals through presentations and working groups. Our reach has extended from rural and remote Western Australia to major health centres in Queensland, government facilitated learning groups in the Northern Territory and e-learning platforms in New South Wales.

We found that presentation opportunities within conferences generated significant engagement from attendees increasing our reach.

What's next for 24-25

Building on the momentum from 23-24 we plan to launch the ambassador program, which is a volunteer program helping us spread the word about our program across Australia. We will also introduce a quarterly newsletter to update people on the progress of our program and link them to our resources.

Our marketing efforts will expand, including a targeted campaign in the Northern Territory, alongside the release of a media kit to allow key stakeholders to cross promote our program. As we continue to grow, the launch of office locations will solidify our physical presence, making the program more accessible.

A local engagement strategy has been developed to ensure we remain responsive to the needs of specific communities, particularly in remote and regional areas. We will maintain our strong presence in the 2025 conference season, continuing to promote the program through key industry events.

Quotes from people we have engaged with at conferences

"I didn't know about this program; there were a couple of times in my career that I needed this type of support-so glad this service is available to support nurses."

"It's free? No cost, really?"

"For us? Wow, that's nice but sadly much needed".

"This is going to help so many of my students. A lot of them come into nursing with pre-existing mental health challenges, and placements away from their routine and support networks can be very hard for them".

"Our hospital just formed a wellbeing working group, and peer support was an agenda item. I can't wait to tell the committee that there is already a service that does this."



Finance report



Nicole Butera
Finance Manager

The Australian Nursing and Midwifery Federation (ANMF) has received grant funding from the Australian Government, Department of Health and Aged Care to establish the Nurse Midwife HPA. The federal government has invested \$25.2 million over five years to deliver the Nurse Midwife HPA.

The ANMF is currently the holder of the Grant Agreement and recipient of the funds provided by the Government to rollout the program and are remunerated for the services they have provided in the rollout. We are working with the Department of Health and Aged Care and the ANMF towards novation which will mean the Nurse Midwife HPA will have full administration of funding received directly from the Department of Health and Aged Care.

The financial year ended 30 June 2024 was the start up phase of the program and costs incurred were in relation to the implementation of the program. These costs include employee and consultant expenses for the implementation team and travel costs for the team to visit the sites of the hubs and regional offices to negotiate leases and conduct recruitment of the Hub Co-ordinators and Clinicians who are based in each state hub and regional offices. There was significant spend on advertising and marketing and the launch of the program in April 2024 in Canberra to ensure that nurses and midwives across the nation were aware of the new service that they now had access to. Infrastructure spend to set up the Technology which includes a customised CRM system was also incurred during the year.

The revenue received by the ANMF for the year 2023–2024 was \$5.6m. This was flowed through to the Nurse Midwife HPA minus the costing allocated to the ANMF as the fund holder. The unbudgeted surplus at the end of 2023–2024 was \$2.3m.

We are behind in expenditure due to timing issues. These included some delay in moving from establishment to implementation phase, unexpected extended time in recruitment and securing hubs and regional offices. There was a delay in some of the planned travel costs of bringing the whole national team together.

Within the next three year's forecasted budgets, this surplus will be used as activities scheduled will still proceed as part of the program implementation and delivery.

Key risks that will be monitored closely will include the suitability of where we have placed our hubs and regional offices, the costs associated related to staffing as we move towards a full staffing profile and the sources required to ensure that we reach all nurses, midwives and students of nursing and midwifery.

At this AGM in November 2024, our preferred auditors (APL Financial) will be put forward to members for approval.

We look forward to providing you with a full set of audited accounts at the 2025 AGM.

Should any member require any further detail of the financial status please contact the CEO - hpickard@nursemidwifehpa.org.au

Grant holder report



Lori-Anne Sharp
ANMF Federal
Assistant Secretary

The Australian Nursing and Midwifery Federation (ANMF) is Australia's largest national union. In partnership with the ANMF's eight state and territory branches, we represent the professional, industrial and political interests of more than 326,000 nurses, midwives and carers across the country.

The ANMF are pleased to participate in the Nurse Midwife HPA inaugural annual report as the official grant holders in relation to funding the establishment and operation of the Nurse Midwife HPA. The ANMF have long advocated for a national service which provides free, confidential and independent support for nurses, midwives and students of nursing and midwifery facing psychological health issues. The official launch of the Nurse Midwife HPA on 30 April this year is one of ANMF's most significant milestones, and one of our proudest achievements.

We would like to thank the Nurse Midwife HPA and the Department of Health and Aged Care for their ongoing support and collaboration in the establishment and running of this vital program. We recognise the programs significant impact on improving the health and wellbeing of nurses, midwives and students of nursing and midwifery and the contribution to a stable nursing and midwifery workforce.

Reporting Period: FY 23/24

Grant Holder: Australian Nursing and Midwifery Federation (ABN 41 816 898 298)

Granting Agency: The Commonwealth of Australia represented by Department of Health and Aged Care

Contact information:

Lori-Anne Sharp
Federal Assistant Secretary ANMF

Board of directors



Denise Heinjus
OAM, AAICD, M Health
SCI, Grad Cert
Management, RN
Board Chair



Mr Adrian Armitage
PG Dip Man, FGIA, MACS Sn CP
The Australian College of
Mental Health Nurses
(ACMHN)



Ms Heather Keighley
GAICD, MIHM, FACN, FCRANA
Australian College of Nursing
(ACN)



Mrs Helen White
Australian College of
Midwives (ACM)



Katherine Neil
RN, RM, PG Dip Midwifery, MPH,
FCRANaplus, MACN, MAICD
Council of Remote Area Nurses
of Australia plus
(CRANaplus)



Paula (Pip) Carew
GAIST
Australian Nursing
and Midwifery
Federation (ANMF)



Professor Rhonda Wilson
RN, CMHN, PhD, FACMHN
Congress of Aboriginal and
Torres Strait Islander Nurses
and Midwives
(CATSINaM)

Please see website for Director experience and qualifications.
nursemidwifehp.org.au/who-we-are/our-board

Board meeting attendance record												
Date	25/1	22/2	28/3	30/4	30/5	27/6	01/8	29/8	26/9	31/10	28/11	12/12
Denise Heinjus	●	●	●	●	●	●	●	●	●			
Adrian Armitage	●	●	●	●	●	●	●	●	●			
Heather Keighley	●	●	●	●	●	●	●	●	●			
Helen White	●	●	●	●	●	●	●	●	●			
Katherine Neil	●	●	●	●	●	●	●	●	●			
Paula (Pip) Carew	●	●	●	●	●	●	●	●	●			
Rhonda Wilson	●	●	●	●	●	●	●	●	●			





Nurse Midwife
Health Program
Australia

