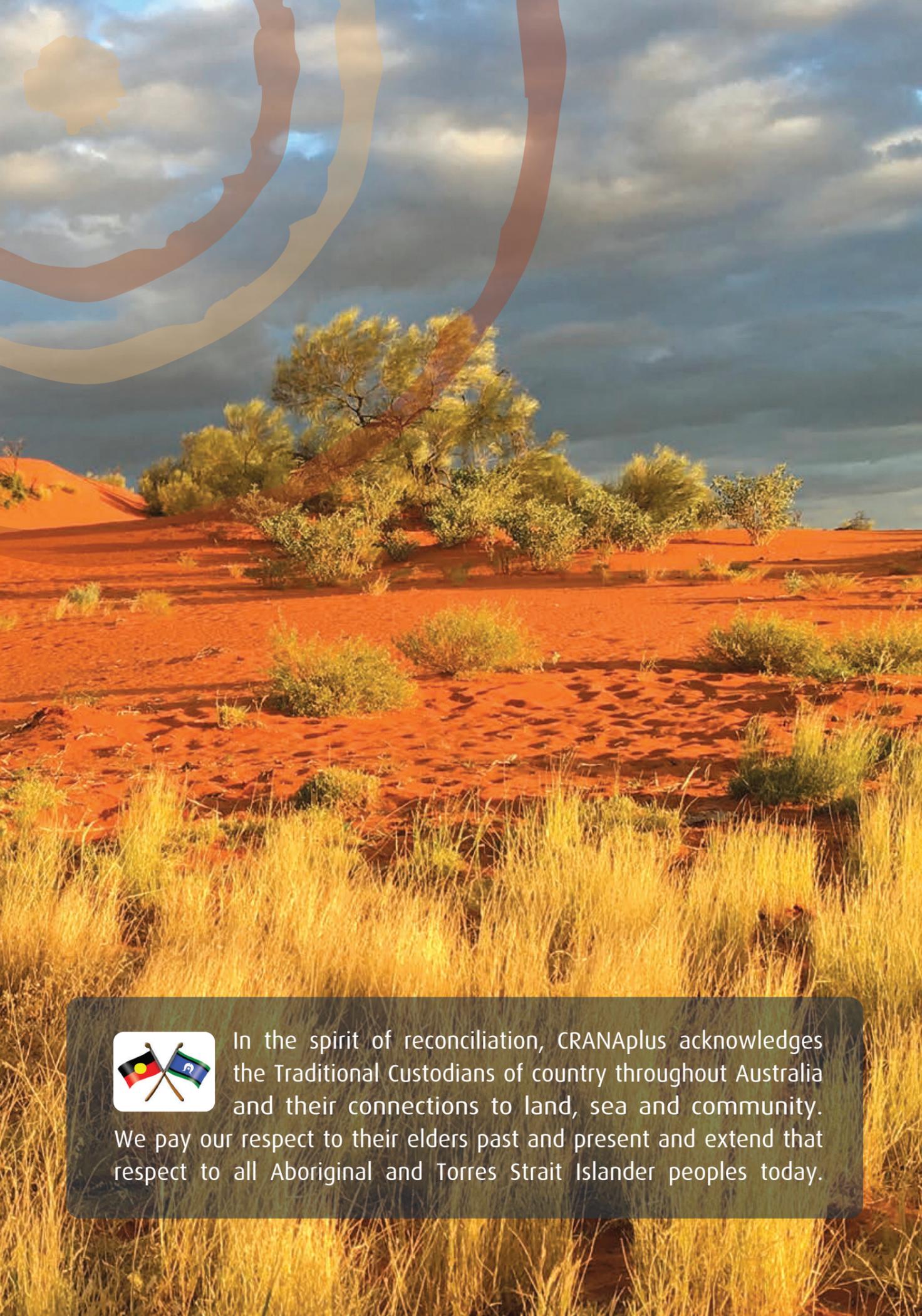




*Who we are,
What we do,
How we help*

The peak professional body for the remote
and isolated health workforce in Australia



Who We Are



CRANApplus is the peak professional body for the remote and isolated health workforce. Established in 1983, our not-for-profit, member-driven organisation provides a range of services, support and opportunities to health professionals who work in remote and isolated areas of Australia.

Our goal is to ensure that those facing the challenges of living and working in remote, regional, rural, and isolated areas receive the support they need and deserve. If properly supported, everyone who so chooses can thrive while pursuing a rewarding career path in remote health.

CRANApplus has offices in Cairns, Canberra, Adelaide and Alice Springs, and a wide team of staff and volunteers spread to all corners of the country. As a non-profit organisation, our work is made possible by our members, our partners, and funding from the Australian Government Department of Health.

In this brochure, we'll talk about the three pillars of our organisation, explain the ways in which we are working for the industry and offer a clear guide to how we might be able to help you, whether you are an individual or an organisation.

WE CAN ASSIST BY OFFERING:

-  Free psychological support
-  Upskilling courses and webinars
-  Connection with employers or employees
-  Awards, scholarships and grants
-  Networking opportunities
-  Advertising to an engaged audience
-  Advocacy for change
-  Access to clinical resources

And more!



In the spirit of reconciliation, CRANApplus acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

Our Three Pillars



EDUCATION SERVICES

We provide courses, workshops and online content tailored to remote practice and developed through experience, to upskill health professionals, certify their abilities, and ensure their safety. Our face-to-face education starts where others stop by delivering in regional, rural and remote areas across the country.

MENTAL HEALTH AND WELLBEING

We support the mental health and wellbeing of the current and emerging rural and remote health workforce through a 24/7 confidential telephone support line, mental health and wellbeing workshops and resources and the Mindful Monday newsletter. Our flexible tailored workshops are also delivered to communities affected by significant events, such as bushfire and drought.

PROFESSIONAL SERVICES

We develop and distribute resources that empower remote health professionals to follow best practice and succeed in their career. We give them a voice through our magazine and advocacy. We link employees and employers, bring fellow professionals together, acknowledge excellence through scholarships and awards, and mentor those on the path to remote practice.

Who do we work for?

All remote health professionals, nurses, midwives, Aboriginal and Torres Strait Islander health professionals and workers, paramedics, students, general practitioners, doctors, specialists — whatever your profession within remote health, we have your back.

CRANApus STRATEGIC PLAN 2020 - 2025



Our Vision

To be the leading experts supporting the remote and isolated health workforce

Increase our competitiveness and strengthen our resources

Lift our voice to advocate for remote and isolated health

Through a strengths-based approach contribute to improving the health and well-being of Aboriginal and Torres Strait Islander people who live in rural and remote Australia

Grow, develop and up-skill the workforce

Respond to health impacts from social determinants and a changing climate

Our Mission

To represent, support and educate the remote and isolated health workforce to promote the development and delivery of safe, high-quality healthcare.

Our Values

- Integrity
- Social Justice
- Excellence
- Respect
- Inclusiveness
- Accountability
- Safety

Membership



Membership Benefits

Join our CRANApplus family, where our members benefit from the expertise of the only health organisation with remote health as its sole focus.

Reasons to become a member

- CRANApplus welcome bag with helpful resources
- Generous discounts to courses, online training, conferences and events
- Access to CRANApplus scholarship and grant opportunities
- Annual online subscription to Australian Journal of Rural Health
- Subscription to the CRANApulse eNewsletter and CRANApplus Magazine
- Sector updates and employment opportunities
- Opportunity to join working groups that influence policy and decision making
- Access to professional support, advice, programs and resources.

Corporate Membership

- Free employment listings on our online employment page
- Your logo, hyperlink and description on the CRANApplus website
- Communication of initiatives, programs and more in our CRANApulse e-newsletter
- Your logo and organisational description in each issue of CRANApplus magazine
- A free full-page, colour advert/advertorial in the CRANApplus magazine
- Advertising discount within CRANApplus magazine
- Discounts on our conference prospectus products (excluding individual conference registrations)
- Customised programs for your specific workplace and/or application
- Discounted CRANApplus individual membership for your staff
- Access to resources, publications and Mental Health and Wellbeing promotional packs

We also offer in-kind partner arrangements for organisations, businesses and consultancies, with behaviours, values and missions aligned with those of CRANApplus.

Find out more at crana.org.au

CRANApplus First People's Strategy 2021 - 2025

Our Vision

To be the leading experts supporting the remote and isolated health workforce

Lift our voice to advocate for remote and isolated health

- Engage with peak bodies and key stakeholders on identified health issues.
- Develop and maintain mutually beneficial relationships with Aboriginal and Torres Strait Islander peoples, communities, and organisations to support positive outcomes.
- Contribute to the Professional Learning sessions (webinars).

Through a strengths-based approach contribute to improving the health and well-being of Aboriginal and Torres Strait Islander people who live in rural and remote Australia

- Increase engagement and advancement across cultural knowledge, cultural safety and recognition.
- Establish relationships with Aboriginal and Torres Strait Islander organisations to access resources that enable the delivery of CRANApplus services.
- Develop a talent pool of Aboriginal and Torres Strait Islander Facilitators for delivery of relevant education courses.

Respond to health impacts from social determinants and a changing climate

- Engage in research collaboratives and projects.
- Develop leadership to build cultural respect, reducing discrimination and racism.
- Increase meaningful representation of First People's presence in our workplace to stay well-informed with current issues.
- Value and support Aboriginal and Torres Strait Islander people's capacity to co design and deliver evidence-based programs and services with their communities.

Increase our competitiveness and strengthen our resources

- Be an organisation of choice for staff and volunteers and support a professional, flexible and mobile workforce.
- Review our services and applicability to First People's requirements.
- Promote CRANApplus to attract and retain more client business.

Grow, develop and up-skill the workforce

- Develop a proactive approach to identifying opportunities for First People's.
- Develop a Community of Practice forum for First People members.
- Promote and leverage CRANApplus's competitive edge in remote health training and provide advice on CRANApplus promotional and educational material relating to First People's.
- Build cultural safety capabilities and practices through learning programs to cultivate understanding and respect for Aboriginal and Torres Strait Islander cultures.

Our Mission

To represent, support and educate the remote and isolated health workforce to promote the development and delivery of safe, high-quality healthcare.

We respect the diversity and vibrancy of Aboriginal and Torres Strait Islander cultures and listen to worldviews from across the country. We recognise that First People's traditions and knowledge systems are sources of strength, wisdom and guidance. We reflect First People's cultures in our workplace and in our work practices. This plan is a strategic roadmap that defines our future vision and how we will get there. It guides us in an organised, flexible and aligned manner for the delivery of our mandate. The vision and values will hold our organisation accountable in ensuring it efficiently and effectively supports First People's on their path to self-determination. We look forward to continuing our journey together.

Our Values • Integrity • Social Justice • Excellence • Respect • Inclusiveness • Accountability • Safety



What we do

Educate

CRANApplus delivers educational courses, workshops, webinars and online learning to upskill, inform and develop the remote area workforce, so that nurses, midwives and other practitioners can provide the best possible care to remote and isolated communities. Our education is developed by remote health clinicians for remote health clinicians, so is relevant and contextualised.

Our face-to-face courses are supported by passionate, experienced clinical volunteer facilitators, in remote locations such as Broome, Nhulunbuy and Dubbo. Our comprehensive suite of online courses allow participants to complete learning in their own time and location with fewer expenses.

All of our education focuses on the essential clinical skills required to practise in remote and isolated contexts. Aboriginal and Torres Strait Islander health and culturally respectful healthcare are central to our learning opportunities. We keep our course calendar well-stocked and organise on-demand courses for workplaces.

As a registered training organisation (RTO), many of our courses are nationally recognised.

They are evidence-based and underpinned by full IT and clinical educator support.

Our education will assist you to:

- Broaden your clinical skills
- Upskill yourself for the challenges of remote work
- Qualify for new roles and increase employability
- Increase your awareness of best practices across cultures
- Provide your workforce with contemporary education
- Meet your workplace's PD or compliance requirements
- Implement modern practices in your clinical setting.

JUST A FEW OF OUR NATIONALLY RECOGNISED TRAINING COURSES

- Remote Emergency Care
- Maternity Emergency Care
- Advanced Life Support
- Culturally Safe and Inclusive Practice
- First Peoples' Remote Emergency Care
- Paediatric Emergency Care
- Mental Health Emergencies
- Midwifery Upskilling

Find our full range of courses at:
crana.org.au

MEMBERSHIP BENEFITS

Discounts
on
courses

Eligibility
for
scholarships

Grants for
conference
and course
attendance



OVER 85 COURSES DELIVERED
In the average year



100+ AWARDS, GRANTS AND SCHOLARSHIPS
Given by us annually



100+ WEBINARS DELIVERED
And counting



8000+ ENROLMENTS
A year across our 56 eLearning Modules

Mental Health & Wellbeing Support



OUR BUSH SUPPORT LINE CAN HELP YOU AND YOUR FAMILY

- Mitigate the impact of stress and trauma on wellbeing
- Handle conflict and achieve successful communication
- Build resilience to cope with adversity, stress and other challenges
- Practise self-care techniques to protect your wellbeing
- Debrief following significant events

Find out more: crana.org.au

BUSH SUPPORT LINE 1800 805 391

Available to remote and rural health workers and their families 24/7
Members and non-members can both access this service

What we do

Support

CRANaplus stands with remote and rural health professionals through the unique challenges and personal and professional stressors presented by the setting in which they live and work. By supporting health professionals, we play our part in securing the effective delivery of healthcare to isolated populations.

We provide a high-quality, confidential telephone support line to the current and emerging rural and remote health workforce and their families. The Bush Support Line is free, operates 24/7 and you can ring anytime to speak with an experienced psychologist.

The Bush Support Line is open to all health professionals and their families in rural, remote and isolated communities, including Aboriginal and Torres Strait Islander Health Workers/Professionals, the Allied Health workforce and other staff involved in health service delivery.

CRANaplus also supports the rural and remote health workforce through mental health and wellbeing workshops, resources and education.

Whether you work in a community recovering from a significant event such as drought, bushfire, storm or flood, or meeting the challenges of providing health care in rural and remote communities, CRANaplus provide resources, education and flexible workshops to support the health workforce.

Representation and Response

Our Mental Health and Wellbeing service responds to emerging issues that affect the rural, isolated, and remote health workforce. We provide advocacy on behalf of the workforce in relation to their safety, mental health and wellbeing.

We contribute to improving the health and wellbeing of Aboriginal and Torres Strait Islander people who live in rural and remote Australia by supporting the workforce that supports them through education, information and advocacy.

We also:

- Provide sponsorship for health conferences and work closely with corporate partners to deliver wellbeing packs and workshops for delegates and students commencing remote clinical placement
- Provide Mindful Monday, an email newsletter preparing readers for the week ahead.



NEARLY 1500 CALLS
To the Bush Support
Line in 2019-20



2400+
SUBSCRIBERS
To our Mindful Monday
newsletter



2.5 x FEWER MENTAL
HEALTH NURSES
Per person in very
remote Australia
(compared to major cities)



97 WORKSHOPS DELIVERED
On mental health and well-
being in the last three years



OVER 100% ANNUAL
TURNOVER
In RAN workforce in
some parts of Australia



HIGHER EMOTIONAL
EXHAUSTION AND
PSYCHOLOGICAL DISTRESS
Among RANs compared to
psych nurses, police officers
and human service workers

Professional Services



What we do

Serve

Our Professional Services division is dedicated to supporting remote area nurses, midwives and health professionals. Through our programs, resources and representation we provide professional support and recognition to the current remote health workforce, and encouragement and opportunities to the emerging workforce. Professional Services' unique reach, influence, leadership and networks within the remote, isolated and rural context position us as a valuable collaborator for key stakeholders, including governments.

Since 1983 we have been offering an annual conference that brings together the dispersed remote and isolated health workforce. The event hosts keynote speakers from across the industry and brings together health practitioners, managers, government representatives, policy makers, academics and students.

The conference provides the ideal platform for recognising the outstanding contributions of health professionals. We bestow awards and allocate the prestigious Aurora Award as part of our commitment to celebrating excellence in remote nursing practice.

We offer scholarships that provide financial support to undergraduate students during remote placements and annually award the Gayle Woodford Memorial Scholarship covering course fees for a graduate certificate in Remote Health Practice.

Our grants enable remote practitioners to access educational courses and connect with the wider remote workforce during our national conference.

Our Remote Area Nurse Standards and online Certification process ensure RANs meet essential requirements to be safe providers of healthcare in remote, isolated and rural areas. Our supported program includes professional advice and mentoring, and assists RANs along the path towards certification.

We represent the remote and isolated workforce via an ongoing program of consultations, submissions, committees, and position papers.

HOW ELSE DO WE SERVE THE REMOTE HEALTH WORKFORCE?

- We actively support and inform research and projects, especially those contributing to the RAN workforce pipeline
- We offer a Fellowship Program that recognises members who have made an outstanding contribution to remote and isolated health
- We provide career pathway insights for upcoming remote health professionals by developing resources and highlighting career incentives.



Professional Services



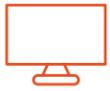
We publish a periodic magazine with a readership of over 40,000 among members, subscribers and stakeholders. The full-colour, A5 publication presents high-quality, unique stories and imagery sourced from around Australia and the world. We publish member stories and encourage interested parties to share their experiences.

Our website employment page lists vacancies and offers the most direct, focused source of relevant employment opportunities for remote health professionals. This page lists roles within Aboriginal and Torres Strait Islander communities, outback towns, on and off-shore oil rigs, railway and mining communities, pastoral properties, islands, tourist resorts, and more.

Our weekly CRANApulse email newsletter delivers these opportunities directly to the inbox of its 10,000+ subscribers, along with timely information, industry updates, news and events.

Our Mentoring resources are a popular way for students, recently qualified professionals and new workers to enhance learning and development.

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1000+ JOBS LISTED
In 2020
- 

100,000 EMPLOYMENT PAGE VIEWS
In the last year alone
- 

32,000+ MAGAZINES
Printed annually
(plus we publish online)
- 

10,000+ SUBSCRIBERS
To the weekly
CRANApulse newsletter



CRANApus SOCIAL RETURN ON INVESTMENT

How effectively does CRANApus use its resources to create value for the remote health sector?

Every \$1 spent on:	Creates the following value for our people and the sector:
CRANApus Membership	\$16.50*
Remote Emergency Care Course	\$6.80*
RAN Certification	\$6.70*
Remote Placement Scholarships	\$6.80*



On average, for every \$1 spent on CRANApus products and services there is a return of \$8.00* to the remote health sector

*Independent SROI evaluation by Freestone Associates, 2019

CRANA **plus**
improving
remote
health

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crana.org.au

Social Media



[Facebook.com/CRANAplus](https://www.facebook.com/CRANAplus)



[Twitter.com/CRANAplus](https://twitter.com/CRANAplus)



[Instagram.com/CRANAplus/](https://www.instagram.com/CRANAplus/)



[Linkedin.com/company/CRANAplus/](https://www.linkedin.com/company/CRANAplus/)