



# 2017 WA NURSING & MIDWIFERY EXCELLENCE AWARDS

## POST EVENT REPORT

PLATINUM SPONSOR



THE WESTERN AUSTRALIAN  
NURSES MEMORIAL  
CHARITABLE  
TRUST

Category presented by The Western Australian Nurses  
Memorial Charitable Trust

WA Nurse/Midwife of the Year

# OVERVIEW

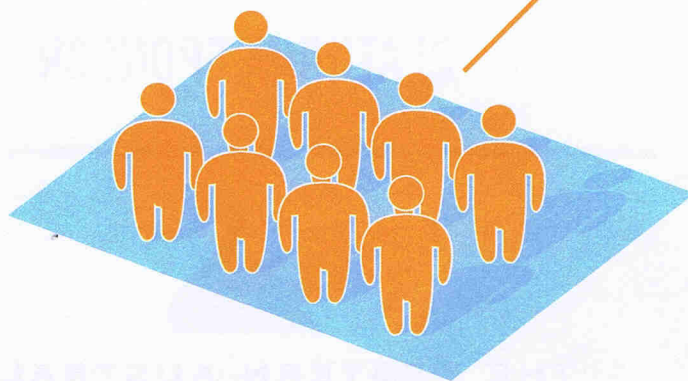
Thank you for sponsoring the 2017 Nursing and Midwifery Excellence Awards. The report to follow will highlight the return on investment for The Western Australian Nurses Memorial Charitable Trust as the platinum category sponsor of the Awards. Programs like these Awards would not be possible without the generous support of our sponsors and we strive to ensure your investment in the program is returned ten fold. 2017 was a highly successful year for the program and we are delighted to present the result of the campaign to you. We do look forward to welcoming you back in 2018.

This year, the event was attended by over 650 guests from across the WA health industry. Celebrating its 14th year, this year's awards were once again the highlight of the WA health calendar.



## POSITIVE ATMOSPHERE

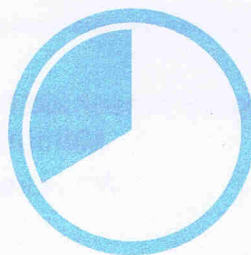
650 GUESTS



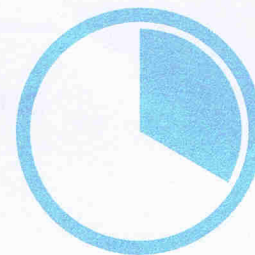
14  
YEARS



PRIVATE



PUBLIC



NONGOVT.

# OBJECTIVES

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The Nursing and Midwifery Office outlined the following key objectives for ESP in delivery the 2017 WA Nursing & Midwifery Excellence Awards:

- To publicly recognise and celebrate the achievements of nurses and midwives who have made an outstanding contribution to the nursing and midwifery professions in Western Australia.
- To create a source of inspiration for nurses and midwives, irrespective of where they work, to achieve excellence in providing care to the Western Australian community.
- To create an exciting awards evening to facilitate networking opportunities within the health industry.
- To spark media interest and communicate to the broader public of WA the role of nurses and midwives and the key issues facing the professions today. We aim to give a voice through the Awards program to those that most often go unnoticed.

## SHORT-LISTING & JUDGING PANEL PROCESS

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Between August 2016 and December 2016, nominations were submitted for the 2017 WA Nursing and Midwifery Awards. The nomination categories covered all the areas nurses and midwives find themselves working in; whether they are public, private, federally funded or non government services. Given this breadth and diversity, the categories cover the streams they work in including clinical, education, management, and research.

A panel of experienced nurses and midwives from a variety of WA health related services and organisations, as well as high-profile non-health professionals comprise the short-listing and judging panels for these awards.

Confirmations were given to the 31 lucky nominees who proved on paper they had made a significant difference to the health industry in their field. On the 2nd and 3rd of March 2017, these nominees met face-to-face with the judging panel to discuss their experiences and career. The judges deliberated on and made decisions the finest nominee within their category to be named the winner. From this, the panel then determined Amy Wallace from Graylands Hospital the 2017 WA Nurse/Midwife of the Year.

The finalist cocktail party was held on Friday 3rd March 2017 at The Old Brewery. This was an opportunity to announce the finalists, as well as an opportunity for sponsors to meet finalists and the awards organising committee and judging panels. We received great feedback on the event from all who attended.



### THE LEAD UP TO THE AWARDS NIGHT

# 2017 FINALISTS

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We are delighted to present to you the finalists in all categories for the 2017 Awards. If you would like to engage with any of these finalists we are happy to provide you with the contact details.

## **Graduate of the Year**

- Marlise Brink - Registered Nurse, Joondalup Health Campus
- Georgia Gazzone - Midwife, St John of God Murdoch Hospital
- Ashleigh Joy - Registered Nurse, Osborne Park Hospital

## **Excellence in Enrolled Nursing**

- Robyn Bell - Advanced Skill Enrolled Nurse, Peel Health Campus
- Susan Dugay - Enrolled Nurse, Joondalup Health Campus
- Lesley Walker - Advanced Skill Enrolled Nurse, Osborne Park Hospital

## **Excellence in Registered Nursing**

- Anne King - Cancer Nurse Coordinator, WA Cancer & Palliative Care Network
- Janet Lamb - Registered Nurse, Armadale Health Service
- Amy Wallace - Acting Clinical Nurse Specialist, Graylands Hospital

## **Excellence in Midwifery**

- Emma Cook - Nurse/Midwife Unit Manager, St John of God Mt Lawley Hospital
- Sylvia Miles - Nurse Unit Manager, Collie Health Service
- Julie Rakic - Midwife Manager, St John of God Midland Hospital
- Tarryn Sharp - Senior Project Officer, Southern Inland Health Initiative

## **Excellence in Residential Care**

- Rachel Barnes - Registered Nurse, Brightwater Madeley
- Steve Frost - Enrolled Nurse, Brightwater The Village
- Yvonne Low - Huntington's Clinical Coordinator, Brightwater Ellison House and Kailis House

## **Excellence in Education**

- Prue Andrus - Lecturer, Academic Lead for Simulation, Murdoch University
- Kandy Connell - Staff Development Nurse, Royal Perth Hospital
- Lucinda Foster - Undergraduate Coordinator, Sir Charles Gairdner Hospital

## **Excellence in Rural & Remote Health**

- Allison Cain - Clinical Nurse Specialist, Rural Remote and Pregnancy Service, Royal Perth Hospital
- Karen Coyle - Clinical Midwife, Broome Midwifery Group Practice
- Scott Dow - Western Desert School Nurse/Generalist, WA Country Health Service Pilbara

## **Excellence in Research**

- Dr Fenella Gill - Nurse Researcher & National Health and Medical Research Council Translating Research into Practice Fellow, Princess Margaret Hospital for Children and Curtin University
- Dr Gail Ross-Adjie - Nurse Researcher, St John of God Murdoch Hospital

## **Consumer Appreciation Award**

- Elena Adams - Clinical Nurse, Osborne Park Hospital
- Lyn Burrough - ACAT Clinician, Kimberley Aged and Community Services
- Amy Fowler - Registered Nurse, Bunbury Hospital

# 2017 FINALISTS CONTINUED

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## **Excellence in Leadership**

- Di Barr - Director of Clinical Services, Peel Health Campus
- Anne Macdonald Clinical Nurse Manager, Osborne Park Hospital
- Caroline Welch - Nurse Manager, Royal Perth Hospital

## **Excellence in Aboriginal Health**

- Charlotte Coulson - Palliative and Supportive Care Nurse, Kimberley Renal Service/Kimberley Aboriginal Medical Service
- Ted Dowling - Clinical Nurse, Royal Perth Hospital, and Derbarl Yerrigan Health Service
- Kim Tracey - Clinical Nurse Consultant, Goldfields Renal Service

# KEY STRATEGIES

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Event Services & Productions implemented the following strategies to ensure a successful event:

## **Venue**

Bellevue Ballroom at Perth Convention and Exhibition Centre was selected as the location for the event due to its central location, past record with WA Nursing and Midwifery Excellence Awards, and from the recommendation based on past experience of the appointed event management company, Event Services and Productions.

## **Entertainment**

Returning again in 2017 Master of Ceremonies, Tim Gossage created a highly charged atmosphere with his quick wit and personable approach to the evening. This made everyone feel welcome and very comfortable.

The Welcome to Country was performed by Sandra Harben. This was followed by the Australian national anthem performed by Mia Simonette. These both created a formal and ceremonial beginning to the event.

Party band Proof had guests up and dancing the evening away once all formal proceedings had concluded.

## **Branding**

The branding for the event was decided with the idea of the evening being sophisticated, elegant and a somewhat night of nights for the nursing and midwife industry. The branding was used throughout all event collateral, marketing and multimedia. The branding for the Awards has been consistent over the years to create recognition. This works with the Gala Ball branding however this is bespoke every year to create elegance and excitement.

At the front of the room we had 2x 15m screens butted up to make a 30m wide screen, with a 4M circle screen laid in the middle of these screens which was able to play different content. We went for this option to step the event into the next level with a customised presentation which had a massive impact in the room.

With the extra screen size we were able to maximise the use of sponsor logos and finalist images. Many guests commented positively on this impressive screen option.

# PLATINUM SPONSORSHIP BENEFITS

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As our valued platinum sponsor of the event, we endeavour to promote your organisation, and ensure brand exposure was at its optimum level. This was executed in the following ways:

## **Banners**

As a platinum sponsor you were given the opportunity to provide 4 pull-up banners at both the Finalist Cocktail Party and the Gala Dinner. The banners for the Finalist Cocktail Party were close to the stage where the proceedings were carried out. For the Gala Dinner the banners were in the foyer for pre-dinner drinks, to allow maximum exposure.

## **Program**

The program included your company logo under the Sponsor Profile section. A two hundred word company statement was also listed in the Sponsor Profile section. People consider these programs as a keepsake item and will refer to these long after the event. One program per guest distributed on the evening.

## **Multimedia Presentation**

Your company logo was on the screens throughout the breaks during the evening. It was also on the screens during the presentation of your allocated category.

## **Presenter**

A nominated representative from your organisation was on stage to present the Nurse/Widwife of the Year category on the night, and also had the opportunity for a 3 minute promotional speech. Photos are available.

## **Finalist Announcement Cocktail Party & VIP Pre-Dinner Drinks Function**

Your company had the opportunity to invite ten of your guests to the Finalist Announcement Cocktail Party, as well as the VIP Pre-Dinner Drinks Function before the Gala Ball commenced. This VIP function allowed your guests to mingle with other sponsors, the Nursing and Midwifery Office and VIPs including Premier of Western Australia Hon. Mark McGowan, Director General Dr David Russell-Weiz and Shadow Minister for Health and Mental Health Hon. Bill Marmion.

Sponsor requirements were all met with the awareness of the brand being highly transmitted. We endeavoured to support and communicate with each sponsor group as much as possible throughout the process. We anticipate the return on this sponsorship package surrounding the highly regarded awards was of value to your organisation.

# IN CONCLUSION

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Not only did the event work well aesthetically, but the program and presentations ran smoothly. The atmosphere throughout the whole night was incredible and exciting for the finalists, winners and all guests in attendance.

The event received a high level of media coverage, and many guests commented that they could not wait for the 2018 WA Nursing and Midwifery Awards program to commence, with many hospitals already planning on nominating their staff.

The WA Nursing and Midwifery Excellence Awards are always such a humbling and heartwarming event with the support from the crowd being so genuine.

# MEDIA COVERAGE

PUBLICATION	ITEM	DATE
WA Health Intranet	Congratulations to our 2017 Nursing and Midwifery Excellence Awards Finalists	9th March 2017
Joondalup Health Campus	Graduate of the Year finalist born to be a nurse	13th March 2017
Murdoch University	Honour for nursing lecturer	14th March 2017
Mandurah Mail	Nursing award finalists adapt to healthcare change in Peel	15th March 2017
Palliative Care	Palliative Care nurse recognised for excellence in Aboriginal health	16th March 2017
Mandurah Mail	Leading lecturer nabs Nursing nomination	17th March 2017
Community Newspaper Group	Joondalup Health Campus nurses nominated for WA Nursing and Midwifery Excellence Awards	19th March 2017
Melville Times	WA Nursing and Midwifery Excellence Awards: St John of God Murdoch and Murdoch Uni lecturer in line for awards	21st March 2017
Peel Health Campus- News	Peel Health Campus is delighted to have two finalists in the 2017 WA Nursing and Midwifery Excellence Awards	28th March 2017
Community News	Nurse's mercy honoured	28th March 2017
Avon Valley Advocate	Chattering nurse fulfilling her dream	6th April 2017
The Advocate	Midland midwifery manager a finalist at WA Nursing and Midwifery Excellence Awards	13th April 2017
Bunbury Mail	Bunbury nurse nominated for Nursing and Midwifery Excellence Awards	3rd May 2017
Broome Advertiser	Midwife in line for gong	3rd May 2017
The West Australian – South Western Times	Nurse Recognised for 'above and beyond' care of patient	4th May 2017
The West Australian – South Western Times	Collie midwife recognised for excellence, passion	4th May 2017
Collie Mail	Accolade for midwife	4th May 2017

# MEDIA COVERAGE

PUBLICATION	ITEM	DATE
Government of Western Australia – Media Statements	Graylands nurse wins 2017 WA Nurse of the Year award	7th May 2017
Bunbury Herald	Nurse recognised for excellent service	9th May 2017
Stirling Times – Scene Out	Joy for nurses	10th May 2017
North West Telegraph	Nurse up for award	10th May 2017
Murdoch University	Top award for nursing at Murdoch	10th May 2017
Mandurah Mail	WA's top nursing educator hails from Mandurah	10th May 2017
Community Newspaper Group	Graylands mental health champion named WA Nurse of the Year	11th May 2017
The Great Southern Weekend	Proud winner recognised for excellence	11th May 2017
The West Australian – Out and About	WA Nursing and Midwifery Excellence Awards	13th May 2017
The West Australian- Access All Areas	Dress Circle	13th May 2017
Subiaco Post	Gym Program a big winner	13th May 2017
Western Suburbs Weekly	Honours for Nurses	16th May 2017
Collie Mail	WA Nursing Awards	12th August 2016
Canning Times	Nominate a Top Nurse	16th August 2016
Donnybrook Bridgetown Manjimup Mail	Nurses and Midwives	23rd August 2016
Melville Times	Nursing excellence nominations open	30th August 2016
Healthview Magazine	2017 WA Nursing and Midwifery Excellence Awards Finalists	Autumn 2017
Department of Health	Finalists announced for 2017 WA Nursing and Midwifery Excellence Awards	
St John of God	Emma announced as finalist in WA Nursing and Midwifery Excellence Awards	

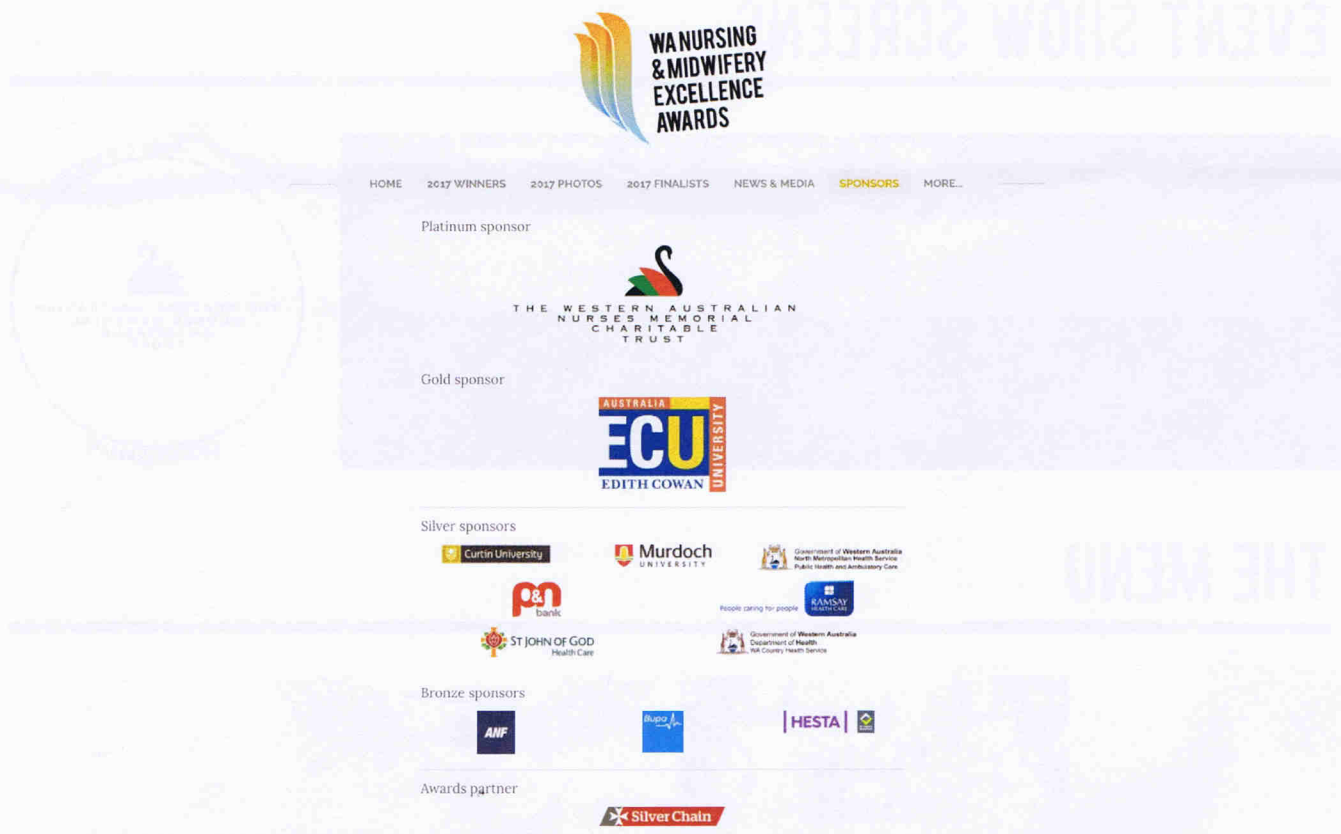


# WEBSITE

The website for the 2017 WA Nursing and Midwifery Excellence Awards was central point for making a nomination, finalists, winner announcements, sponsor listing and general information. The website contains information about the Gala Ball and links to buy tickets via the online ticketing system.

All sponsors were represented on the main sponsors page and on the home page . Please see below your logo on the website.

All sponsorships logos were clickable and users could navigate to the desired sponsor's websites.



# SOCIAL MEDIA

The WA Nursing and Midwifery Excellence Awards prides itself on having superior sponsorship coverage in all forms of media. One of these vehicles is social media. Coupled with the website and implementing purposeful tags (these are words tagged or hash tagged to posts, videos, comments and photos) it has given the website, the brand and most importantly you as a sponsor, a bigger footprint for people searching on Google, and more platforms for people to connect with.

## Facebook:

Presently it has 990 fans, reaching an average of 50,149 people weekly. It has been an effective tool directing interested people to the website, which in turn drove ticket sales. It also was an effective tool for broadcasting statements from the website and announcing important news for those interested. Facebook updates were made in real time, announcing each of the category winners, helping to keep those unable to attend informed and involved. It also provides an opportunity for people to congratulate the nurses & midwives.

The posts on WANMEA Facebook page is shared by Department of Health's Nursing and Midwifery office Facebook page, where there are over 4,000 fans engaging with the content posted.

# SOCIAL MEDIA

## Twitter:

Our audience may not be overly experienced in this form of social media, however it's a superb means for judging people's up to the minute feedback from the judging process right through to the gala ball.

## Instagram:

The awards program had an Instagram account which was used to share photos from the events, however this was underutilised by the guests on the night.

# EVENT SHOW SCREENS



# THE MENU

**Gala Ball**

**ENTRÉE**  
Cured ocean trout, scorched belly scallop and lime ceviche goats curd, sunflower shoots and black burdock

**MAIN (ALTERNATING)**  
Roast Mahogany Creek chicken breast, sweet potato gratin, creamed celeriac and chicory  
*OR*  
Margaret River wagyu porterhouse steak, charred artichokes, chestnut mushrooms with burnt lime butter

**SHARED MINI DESSERTS**  
Toasted almond and cherry tart with double cream  
Double chocolate crème pat, passionfruit gel and raspberry chocolate soil  
Honey cake pot with marinated oranges

**BEVERAGES**  
Chalk Hill Blue Sparkling, SA  
Ferngrove Stirling Rocks Sauvignon Blanc Semillon Frankland River, WA  
Ferngrove Stirling Rocks Shiraz Frankland River, WA  
Beck's Beer  
Pacific Radler with lemon lager  
Pure Blonde  
Crisp Apple Cider  
Orange juice, still water, and soft drinks

**2017 WA NURSING & MIDWIFERY EXCELLENCE AWARDS**

Welcome to Country  
National Anthem  
Introduction – Tim Gossage  
Master of Ceremonies  
Welcome – The Hon. Mark McGowan  
Premier of Western Australia  
Lifetime Achievement Honour

**ENTRÉE**  
Presentation of the 2017 WA Nursing & Midwifery Excellence Awards – Part 1

**MAIN COURSE**  
Presentation of the 2017 WA Nursing & Midwifery Excellence Awards – Part 2  
2017 WA Nurse/Midwife of the Year  
Award Presentation

**DESSERT, TEA AND COFFEE**  
Entertainment – Proof The Band

# PROGRAM BLURB

931209 A JAG

## PLATINUM



### The Western Australian Nurses Memorial Charitable Trust

The Western Australian Nurses Memorial Charitable Trust is a non-profit organisation managed by nurses to promote excellence in nursing.

Through formal application, the Trust, provides awards and grants based on merit for Western Australian nurses to advance health care through education, research practice and management in all health arenas.

The trust was established to benefit the nursing profession for the foreseeable future and is administered by the trustees, in accordance with a Deed of Trust to ensure that the assets remain managed by nurses.

# PROGRAM LOGO PLACEMENT

## MESSAGE FROM THE 2016 NURSE/MIDWIFE OF THE YEAR



**DR SUSAN SLATYER**  
*Research Fellow, Sir Charles Gairdner Hospital and Curtin University*

In May 2016, I was named WA Nurse/Midwife of the Year at the WA Nursing and Midwifery Excellence Awards Gala Ball for my work as a Research Fellow at Sir Charles Gairdner Hospital and Curtin University. For me, this was a humbling experience and an extraordinary privilege.

These awards recognise Western Australian nurses and midwives, whose skill and compassion are making a difference all across this state. From remote health centres to state-of-the-art critical care units, regional maternity services to the complexities of aged care, chronic disease management to tailored mental health care, and as clinical specialist, educator or researcher, nurses and midwives are using expertise and creativity to promote the health of individuals and communities alike.

Over the past year, I have valued the opportunity to represent WA nurses and midwives and articulate our contribution to a quality health care system. Meeting practitioners from across specialties and settings, speaking to nursing groups, and representing nursing at multidisciplinary forums has been an enriching experience for which I will always be grateful. As a nurse, it has been a privilege to learn from, and share with colleagues who are leading innovation, education and research throughout the state. As a researcher, I appreciate that this award has emphasised the importance of research in advancing the nursing discipline and its unique body of knowledge. I'm so proud to have been part of the continued development of nursing and all it brings to Western Australia.

I congratulate the Nursing and Midwifery Office for advocating so strongly for the value and achievements of WA nurses and midwives. I also thank the sponsors who help to make this wonderful celebration of nursing and midwifery possible.

Proudly sponsored by



## 2017 SPONSORS

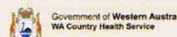
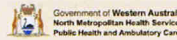
### PLATINUM



### GOLD



### SILVER

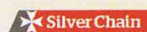


### BRONZE



### AWARD PARTNER

Program & Flowers



# GALA POSTER



YOU'RE INVITED TO THE  
**2017 WA**  
**NURSING & MIDWIFERY**  
**EXCELLENCE AWARDS**

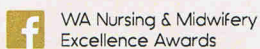
**SATURDAY 6<sup>TH</sup> MAY 2017**

BELLEVue BALLROOM, PERTH CONVENTION & EXHIBITION CENTRE

TICKETS: \$150 EACH + BF

Tickets available at [www.wanmea.com.au](http://www.wanmea.com.au) or on 9328 9771  
Ticket sales end Friday 21st April 2017

Proudly Sponsored



[WWW.WANMEA.COM.AU](http://WWW.WANMEA.COM.AU)

# GALA BALL PICTURES

