

Developing an International Strategy in ACD 2020 – 2040

Following the 2017-19 World Congress Bid effort, Australian dermatology had its profile raised by exposure to colleagues and key world leaders. There was a belief that this had “put Australia back on the map again”. Such exists to be capitalised upon, but beyond pursuing a future World Congress Bid, the wider purpose is to advance Australian dermatology by being an international citizen in dermatology, and learning from the opportunities.

Background

In the years after College formation, John Belisario extensively networked overseas to create a profession linked into longer standing dermatology societies. He formed a “Corresponding Members” category to enable the connection.

Following the Sydney 1997 World Congress, Australia had a strong international profile. Alan Cooper and Robin Marks had travelled to world in the early 90’s to win the bid in 1992. Robin automatically became an 8 year ILDS Director. College was represented and ‘present’ until at least 2005 but from then to 2017 College either turned inward or the focus went off international connectivity or it was not profiled.

What is the purpose of engaging internationally?

A planned effort is required otherwise the myriad of internal professional challenges will dominate. Somehow College must do both - work on internal issues whilst remaining outwards looking, alert for the learnings and opportunities to be leveraged.

College today has a relatively unplanned and haphazard influence where its assistance could really make a difference. There is a lack of clarity on where we want to be. College gains much capital from the humanitarian work of its Fellows – but this giving back effort is by a very select few, Fellow-driven, and outside of any agreed strategic approach. Despite the impressive public relations, paltry support is provided.

Our first world status and our excellence in training could be better leveraged. On our doorstep are poorly resourced countries with insufficient dermatologists trained to varying degrees. To our north west lie Asian countries of varying dermatology strength. To our north and east from New Guinea is the Pacific through to New Zealand. These are the logical regions for College to be contributing to, collaborating with.

College needs an international engagement strategy because:

- A mindset should be fostered that we hold, with our first world status, a social responsibility to use our expertise and skill to benefit those in our region who are developing;
- There is much to be learned from engaging over common interests and challenges;
- Australian dermatology must remain connected to remain relevant;
- It may bring expertise on shore or unlock revenue opportunities or benefits quid pro quo;
- Relationships will be needed if College bids again to host another World Congress;
- This adds to fostering a positive view of the profession;
- Some dermatology problems at home have global relevance (solving scabies).

College ‘going underground’ for the next 8 years will fail to build on our international profile recently created, and will provide a sure recipe for future WCD bid failure. A plan is required that establishes a more sustainable an ongoing management and governance based on an agreed, clear strategy. Collective effort, Board leadership plus time and effort to gather a Strategy together, are needed in 2020.

Over the next 8 years create:

- An improved ILDS Board intelligence/relationship – and to have unlocked possibilities for funding
- A College perceived as a solid international citizen
- Germinate interest in younger Fellows to step in to lessen the dependence on current key players
- Intangible mutual benefits from gained friends and programs of agreed exchange
- Agreements between ACD to various global or regional Societies exist and are valued/active.

9 Priorities /Topics for the International Strategy in 2020

1. Develop and support IDOC - improve focus and basic admin and governance.
 - Form the IDOC Exec
 - Clarify objectives, programs and opportunities
 - Define our Social Responsibility agenda for resource poor nations and peoples
 - ask IDOC to input to College International Strategy and execution
2. Develop the Strategy
 - Commence dialogue with Fellows and trainees – audit who does what and has what links
 - Grow young Fellow interest in a strategic and structured approach
 - Establish a strategy meeting day for late 2020
 - Develop a strategy for 2021
3. Governance
 - Form an interim leaders group to oversight strategy development
 - From the strategy day identify the ongoing leadership group to finalise and implement strategy
 - Consider the role of the President and President elect in such global affairs going fwd.
 - Consider role of the CEO given links held
 - Form an international network of interested Fellows and Trainees
 - Create Special Interest Groups and seek their international links. Hold on-shore scientific meetings
4. Public Relations and member Management
 - Maintain ongoing Board level awareness
 - Planned PR and comms, internally and external focussed
 - Create web presence, tools to post learnings, hold intel gained
 - create CRM of contacts known and those to meet/ invite
 - Identify through Fellows' links and attendances best speakers on our list to invite
5. Maintain and Grow International Organisational links
 - ILDS/IFD relationship through College ILDS international Board member (Stephen Shumack)
 - Continue to support Moshi and donate to ILDS
 - Attend and learn about GloDerm, their plans and activities – AAD2020 and EADV
6. Support Fiji - through M Whitfield
 - Explore what is needed most in 2020
 - Raise with IFD/ ILDS needs of Fiji
 - use ICD 2021 as lever with many international leaders arriving on shore
7. Grow ASEAN and Asian links
 - scope ASEAN nation's needs and agendas
 - Cambodia - explore this relationship, as an example of how to grow understanding and possible actions
 - Aust/ Japan (formalise what we have) – encourage Fellow attendance Nov 2020 Tokyo
 - Attend the RCD in 2022 – plan a larger contingent
 - Grow Fellow interest to attend ASEAN country's meetings
 - Consider Aust/China group?
8. Explore the role of the ASM – Sci Meetings Steering Cttee
 - invite ASEAN countries' leaders
 - Identify ASEAN best speakers and researchers
 - SMSC explores 4 streams
 - Use ICD 2021 (4 streams) to build our ASM and increasingly internationalise it – make it attractive, market to Asia.
9. Funding and Management
 - Consider meeting DFAT to explore their interest in our interest to develop a strategy
 - Explore DGR/Donations/Fund raising
 - Revive Aust Britain Canada (ABC group). Meet America College.
 - Visit NZ and keep progressing ACD to NZDSI links
 - Identify key personnel in overseas Societies for liaison and unlocking resource sharing