# Progress of ACPSEM Foundation Ltd since inception(2017)

## Phase I Status (2017 – 2022)

## Achievements and needs

**1. Governance, fundraising, marketing and website**

**What we achieved and what we need established:**

• Established administrative governance support to satisfy ACNC charitable registration;

**✓ – complete**

• A regular solid income stream from a range of sources (i.e. make strategic plan income versus expenditure and create an asset fund for reserves and interest bearing);

**✕ – must be clearly established and based on Phase II support obtained.**

• Funds for knowledge exchange activities (meetings, workshops and website);

**? – continuously ongoing**

• A stronger member support (the goal: 80% of ACPSEM membership and any other non-member health professionals)

**✕ – much needed**

## Recommendation 1

**To progress to a reasonably sustainable Phase II over the next 3 years, the Foundation is seeking (i) substantial financial support from members and other income streams and (ii) the injection of new blood into the Board and various committees.**

**Ongoing solid support in the form of donations, committee participation, fund raising teams and website editing, management and administrative tasks will be vital for the road to Foundation sustainability.**

## 2. Asia Pacific: Training and Education Assignments

With the support of ACPSEM and many passionate volunteer medical physicists, the Asia Pacific Special Interest Group has successfully supported hospital staff in many Asia Pacific countries for over 13 years.

**The Foundation gratefully acknowledges our assignment partnerships with Asia Pacific Elekta, Brainlab and Varian.**

Despite limitations set by COVID-19, APSIG has continued remote and website contact for ongoing work in Cambodia, Mongolia and Papua-New Guinea.

## 3. The Better Healthcare Technology Website

The *betterhealthcaretechnology.org* website is a key asset. It provides public access to view:

- Governance (privacy policy, GDPR requirements, viewer and author conditions, copyright);
- Main menu sections for Community, Health Professionals and Asia Pacific;
- ACPSEM Award winners and invited expert health professions have made substantial contributions (54 suitable level 1 and 2 for community use and 29 level 1 and 2 for health professionals – (*Basic:* level 1, *Mid complexity:* Level 2 and *Advanced*: Level3)

Note: Donor personal details and funds donated are automatically recorded, managed but retained strictly confidential in the system.

### What the website has achieved

During the last 3 years the Foundation has built a successful website (its value **in-kind = $350,000**). The website is designed to:

- conform to the Foundation's special purpose, mission and vision: and
- facilitate all the knowledge exchange, research and development activities of our projects.

The annual website statistics show an average of 6,000 visits who view 14,000 pages on the site and come from over 100 different countries.

For user countries, the most common are Australia and New Zealand (60 – 75%), USA (22%), UK (4.7%), India (3%) and other countries (14%).

The statistic for % growth in use for other countries during 2019 – 2022 have increased significantly: USA (+72%)

UK (+427%)

India (+300%) and

All other countries (149%)

**Our website indicates that there's a huge future potential. As well as for Australia and New Zealand, we have the ability to reach out and provide patients, families, students and health professionals in lower income countries information crucial for them to obtain.**

**That's a world-wide benefit to everyone!**


## Recommendation 2

The Foundation needs extra website support for:

- appoint co-editors to
    - recruit authors of expert reading material (ranging across many different medical technology topics);
    - edit and proof- read the articles before acceptance;
    - proof-read the website pages prior to publishing.
- recruit a range of stakeholders to the website team to:
    - ensure the website adequately covers the interests of all stakeholders;
    - introduce new ideas and marketing initiatives;
    - monitor the overall standard of website function and presentation style.
- appoint a back-up website team for:
    - WordPress management and problem solving issues;
    - Search engine optimisation;
    - preparation

**Health professional support (minimal cost):** The recruiting of editors and the website teams could mostly be ACPSEM member volunteers willing to give and learn from the work it entails.

**Personnel for Web software administration:** Requires a suitable strategic plan to control costs incurred ($20,000 – $30,000 per annum?)

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