Public Health Association of Australia
Expression of Interest in supporting the National Secretariat of the Alliance for Forgotten Australians

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PHAA Expression of Interest: Secretariat for Alliance for Forgotten Australians

Introduction to PHAA

The Public Health Association of Australia Incorporated (PHAA) is recognised as the principal non-government organisation for public health in Australia and works to promote the health and well-being of all Australians. The Association seeks better population health outcomes based on prevention, the social determinants of health and equity principles. The PHAA has a vision for a healthy region, a healthy nation and healthy people living in a healthy society and a sustaining environment while improving and promoting health for all.

Public Health

Public health includes, but goes beyond the treatment of individuals to encompass health promotion, prevention of disease and disability, recovery and rehabilitation, and disability support. This framework, together with attention to the social, economic and environmental determinants of health, provides particular relevance to, and expertly informs the Association’s role.

The Public Health Association of Australia

PHAA is a national organisation comprising around 1900 individual members and representing over 40 professional groups concerned with the promotion of health at a population level. Key roles of the organisation include the development of policy, capacity building and advocacy. Core to our work is an evidence base drawn from a wide range of members working in public health practice, research, administration and related fields who volunteer their time to inform policy, support advocacy and assist in capacity building within the sector. PHAA supports a preventive approach for better population health outcomes by championing appropriate policies and providing strong support for Australian governments and bodies such as the National Health and Medical Research Council in their efforts to develop and strengthen research and actions in public health.

PHAA has Branches in every State and Territory and a wide range of Special Interest Groups. The Branches work with the National Office in providing policy advice, in organising seminars and public events and in mentoring public health professionals. This work is based on the agreed policies of the PHAA. Our Special Interest Groups provide specific expertise, peer review and professionalism in assisting the National Organisation to respond to issues and challenges as well as a providing a close involvement in the development of policies. In addition to these groups the PHAA’s Australian and New Zealand Journal of Public Health (ANZJPH) draws on individuals from within PHAA who provide editorial advice, and review and edit the Journal.

Networking and capacity building

In recent years PHAA has further developed its role in networking to achieve the best possible health outcomes for the community, through working with all levels of government and agencies, with other non-government organisations and community groups in order to promote key policies through such networks, the media, public events and by other means.
1. Background to the proposal

PHAA has recently participated in a number of discussions with representatives of the Alliance for Forgotten Australians (AFA) and Families Australia in relation to future arrangements for the structure and Secretariat of AFA. We understand that AFA is seeking to become incorporated and has developed a draft Constitution as part of this process. We also understand that the organisation will be seeking to employ a part-time Executive Officer to be located in Canberra with a view to facilitating ongoing advocacy activities at the national level.

However, we also understand that this process is currently somewhat complicated by uncertainty surrounding the implementation of the Department of Social Services (DSS) new grant arrangements. Given this context, PHAA is keen to provide options for AFA that may accommodate productive ways forward to achieving organisational goals in both the short and longer terms.

PHAA believes that there is more than one way to achieve the desired goals of AFA in terms of establishing a national structure and an independent Secretariat based in Canberra. The following proposal therefore outlines two structurally different options for establishing an independent National Secretariat, which we believe would both facilitate the achievement of organisational goals.

PHAA currently houses secretariats for four distinct national bodies with differing structures. Our proposal has been developed using this experience as a basis for providing the two options that we believe could both meet AFA’s needs at the current time and into the future. PHAA would be happy to proceed with AFA’s preferred option.

In order to illustrate the rationale behind the two options, it is useful to briefly outline the arrangements in place with PHAA for the other four national bodies.

Council of Academic Public Health Institutions Australia (CAPHIA)

CAPHIA is the peak organisation that represents Heads of Schools and Discipline leaders of public health in universities that offer undergraduate and postgraduate programs and research and community service activity in public health throughout Australia. Its purpose is to maintain high quality academic standards in the education and development of public health practitioners and researchers, to lead and represent public health education in the tertiary sector and to be a respected voice and advocate for the development of public health professionals and researchers within Australia. Further information on CAPHIA is available on its website at: www.caphia.com.au.

CAPHIA is an incorporated body with its own Constitution.

CAPHIA’s National Secretariat and Project Manager (Executive Officer) are located in PHAA National Office at 20 Napier Close in Deakin. CAPHIA is governed by an Executive Committee with a President/Chair, Deputy President/Chair, Secretary, Treasurer and three Executive Members. PHAA’s CEO Michael Moore and CAPHIA’s Project Manager Joe Hlubucek are ex-officio (non-voting) members of the Executive Committee.

PHAA provides all financial management, IT and administrative services to CAPHIA, as well as housing its National Secretariat. CAPHIA’s Project Manager reports directly to CAPHIA’s President/Chair and Executive Committee and manages all advocacy activities and membership services accordingly. However, PHAA’s CEO provides day-to-day supervision, advice and support for the CAPHIA Project Manager, acknowledging that CAPHIA’s Executive Committee are volunteers.
who all have busy day jobs and PHAA’s CEO can provide practical advice and support to the CAPHIA Project Manager on day-to-day matters as a way of supporting the CAPHIA Executive Committee.

CAPHIA is funded primarily by its member organisations and financial management, oversight, payments and payroll matters are all handled by PHAA’s Finance Manager. CAPHIA’s compliance with legislated reporting for incorporated entities is also supported by PHAA’s CEO and Finance Manager.

Social Determinants of Health Alliance (SDOHA)

SDOHA is a collaboration of like-minded organisations from the areas of health, social services and public policy established to work with governments to reduce health inequities in Australia. The Alliance currently has over 60 organisational members. SDOHA was formed in 2012 with the goal of working with governments to improve health outcomes for all Australians, and especially among those who are subject to social or economic disadvantage. The Alliance membership includes Australia’s leading health equity researchers -- some of whom were involved in the WHO Commission on Social Determinants of Health -- as well as leading health promotion and social service organisations. Further information on SDOHA is available on its website at: www.socialdeterminants.org.au .

SDOHA is not an incorporated body, but is governed by Terms of Reference that have been adopted by the membership and operate in the same way as a Constitution.

SDOHA’s National Secretariat is based in PHAA National Office, with SDOHA purchasing time from both PHAA’s Finance Manager and Deputy CEO to undertake its activities. SDOHA is also governed by a Management Committee. PHAA’s CEO Michael Moore is a member of the Management Committee and Secretariat staff attend meetings in a supporting capacity.

SDOHA’s Secretariat staff (PHAA Deputy CEO and Finance Manager) report directly to the Chair and Executive Committee of SDOHA and manage all activities and membership services accordingly. However, PHAA’s CEO provides supervision, advice and support where necessary, acknowledging that SDOHA’s Management Committee are volunteers who all have busy day jobs and PHAA’s CEO can provide practical advice and support on day-to-day matters in line with his role as a member of the Management Committee.

SDOHA is funded by its member organisations and financial management, oversight, payments and payroll matters are all handled by PHAA’s Finance Manager.

National Complex Needs Alliance (NCNA)

The new National Complex Needs Alliance (NCNA) is focused on promoting partnerships and collaborations in policy, practice and service delivery to achieve better long term outcomes for people with complex needs. Member organisations include a range of national, state/territory and local groups focused on improving services and outcomes for some of the most marginalised and disadvantaged Australians. This includes both government and non-government organisations involved in research, policy and program development and implementation, and service delivery agencies across a number of different sectors. NCNA currently has over 60 organisational members working at the national, state/territory and local levels.
PHAA Expression of Interest: Secretariat for Alliance for Forgotten Australians

AFA is already a member of NCNA and PHAA sees significant synergies in the objectives and work of the two Alliances. We are interested in AFA being co-located with PHAA with a view to building on collaborative advocacy efforts in the area of complex needs.

PHAA currently receives no funding for the activities of NCNA. However, we are self-funding the project from our other revenue streams until such time as we can secure specific project funding, given its strategic importance to health, community services and related sectors. All of NCNA’s activities are currently undertaken by PHAA’s existing staff.

At its meeting on 27 June, NCNA adopted Terms of Reference similar to those of SDOHA, which will see the establishment of a Management Committee to direct and oversee Secretariat activities provided by PHAA. The Terms of Reference adopted for NCNA also closely resemble the constitutional arrangements that govern incorporated bodies.

Climate and Health Alliance (CAHA)

CAHA is a national charity that is an alliance of organisations and people in the health sector working together to raise awareness about the health risks of climate change and the health benefits of emissions reductions. CAHA is an incorporated association. It has a Committee of Management to guide its work, and an Expert Advisory Committee with senior health and climate researchers to ensure the positions of the Alliance reflect an evidence-based approach. Further information on CAHA is available on its website at: www.caha.org.au.

CAHA is funded primarily by its member organisations and has a paid part-time Convenor/Secretary who works from home and reports directly to the Committee of Management. As a founding member, PHAA is represented on the Committee of Management and Expert Advisory Committee. As part of its contribution to CAHA, PHAA provides financial management support to CAHA.

Concluding Comments to Background

PHAA feels that there are significant synergies between the advocacy agenda of PHAA – and at least two of the Alliances run from PHAA National Office – and the work of AFA.

For this reason, we are keen to explore options for providing both practical and strategic support to AFA in establishing its independent structure and National Secretariat arrangements.

In providing support to other national bodies, it has become apparent to PHAA that independent governance and secretariat arrangements can be supported and achieved through both auspicing and co-location of incorporated bodies. We therefore see value in providing two options for a way forward in supporting AFA to achieve its goals through the establishment of a new national structure and Secretariat arrangements.
2. Options One and Two

Option One: Provision of accommodation and administrative/financial/management services by PHAA under an auspicing arrangement

This option would basically be a hybrid of the arrangements currently in place for CAPHIA and SDOHA – as highlighted in the previous section. A part time Executive Officer (pay rate equivalent to an Australian Public Service Executive Level 1 in Department of Health) would be recruited and work 2.5 days a week in PHAA National Office.

All project funding would be administered by PHAA on behalf of AFA. The draft AFA Constitution would form the basis of Terms of Reference, governing the role and functions of the organisation.

For all intents and purposes, AFA would proceed in exactly the same way as if it was incorporated, without the additional legislative requirements.

PHAA would provide management, administration and finance support in the same way as it does to both CAPHIA and SDOHA currently.

We perceive that there may be a tactical advantage for AFA to proceed with Option One in the current funding environment. PHAA is a national organisation with a strong track record of delivering on the requirements of Funding Agreements with the Australian Government. While incorporation for AFA would remain the ultimate goal and organisational restructuring could proceed in accordance with the provisions of newly adopted Terms of Reference, the hurdles and uncertainty of immediate incorporation could be avoided, perhaps strengthening the case for continued Government funding.

Option Two: Provision of accommodation and administrative/financial/management services by PHAA to AFA as an incorporated body

There are only two differences in practical terms between Option One and Option Two:
1. Initial and ongoing compliance activities associated with incorporation are included in costings for Option Two; and
2. Staffing costs for the Executive Officer position are not incorporated in the costings for Option Two – only services to be provided/administered by PHAA.

These differences are reflected in the costings per annum for Options One and Two provided overleaf, with Option One costings in the first column entitled ‘Auspicing’ and Option Two costings in the second column entitled ‘Housing (Inc Assoc)’. 
## ALLIANCE FOR FORGOTTEN AUSTRALIANS

<table>
<thead>
<tr>
<th>Administrative On-Costs</th>
<th>Auspicing</th>
<th>Housing (Inc Assoc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computer set up</td>
<td>1,500.00</td>
<td>1,500.00</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>4,000.00</td>
<td>4,000.00</td>
</tr>
<tr>
<td>Newsletter costs</td>
<td>1,000.00</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Phone line set up and infrastructure</td>
<td>1,500.00</td>
<td>1,500.00</td>
</tr>
<tr>
<td>Printing &amp; Stationery</td>
<td>1,000.00</td>
<td>1,000.00</td>
</tr>
<tr>
<td>Rent - 12m2 @ $365/m2</td>
<td>4,380.00</td>
<td>4,380.00</td>
</tr>
<tr>
<td>Web-hosting</td>
<td>1,500.00</td>
<td>1,500.00</td>
</tr>
<tr>
<td><strong>Total Administration On-Costs</strong></td>
<td><strong>14,880.00</strong></td>
<td><strong>14,880.00</strong></td>
</tr>
</tbody>
</table>

| Salary & Wages on-costs                       |           |                     |
| Part-Time staffer (EO) - 2.5 days/wk (to be employed) | 43,613.22 |                     |
| Superannuation & Workers Compensation         |           | 4,470.36            |
| **Total wages & on-costs**                    | **48,083.58** | **0.00**           |

| Meeting expenses                              |           |                     |
| 3 Board meetings a year                       | 12,000.00 | 12,000.00           |
| EO travel costs based on 12 trips Melb-Canb per year |           |                     |
| Flights - return @ $400/flight x 12           | 4,800.00  | 4,800.00            |
| Accommodation - 12 x 2 nights @ $180          | 4,320.00  | 4,320.00            |
| **Total Meeting expenses**                    | **21,120.00** | **21,120.00**       |

| Incorporation Expenses                        |           |                     |
| Application to incorporate                    |           | 166.00              |
| Application to reserve name                   |           | 38.00               |
| Lodgement of Annual Return pa                 |           | 38.00               |
| Approx additional lodgement fees              |           | 114.00              |
| Management/Admin/Finance support              |           | 4,300.00            |
| **Total Incorporation Expenses**              |           | **4,656.00**        |

| PHAA Management/Admin/Finance support         |           |                     |
| PHAA Management/Admin/Finance support         | 65,916.42  | 55,110.72            |
| **Total Management/Admin/Finance support**   | **65,916.42** | **55,110.72**       |

**TOTAL ANTICIPATED EXPENDITURE**  

<table>
<thead>
<tr>
<th>Auspicing</th>
<th>Housing (Inc Assoc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>150,000.00</td>
<td>95,766.72</td>
</tr>
</tbody>
</table>
NOTES TO PROPOSAL
"Auspicing” includes a salary component for newly appointed AFA Executive Officer
"Housing" does not include a salary component for newly appointed AFA Executive Officer as in an incorporated body AFA would hold funds for this purpose. Accordingly incorporation costs have been included in the “Housing” option but not in auspicing.

Conclusion/Summary

PHAA has recently participated in a number of discussions with representatives of the Alliance for Forgotten Australians (AFA) and Families Australia in relation to future arrangements for the structure and Secretariat of AFA.

We appreciate that this process is currently somewhat complicated by uncertainty surrounding the implementation of the Department of Social Services (DSS) new grant arrangements. Given this context, PHAA is keen to provide options for AFA that may accommodate productive ways forward to achieving organisational goals in both the short and longer terms.

PHAA feels that there are significant synergies between the advocacy agenda of PHAA – and at least two of the Alliances run from PHAA National Office – and the work of AFA. We are keen to explore options for providing both practical and strategic support to AFA in establishing its independent structure and National Secretariat arrangements.

We believe that independent governance and secretariat arrangements can be supported and achieved through the distinct mechanisms of both auspicing and co-location of incorporated bodies. We have therefore provided two options for a way forward in supporting AFA to achieve its goals through the establishment of a new national structure and Secretariat arrangements.

PHAA would be happy to proceed with AFA’s preferred option.

We thank you for the opportunity to provide this expression of interest. Please do not hesitate to contact myself, or Deputy CEO Melanie Walker, should you have any queries, wish to discuss the proposal or require additional information from us.

We look forward to continuing to work closely with AFA – particularly in relation to the work of the National Complex Needs Alliance - regardless of the outcome of this particular discussion.

Michael Moore
Chief Executive Officer
Public Health Association of Australia

14 July 2014