

The background of the entire page is an aerial photograph of a remote community in a vast, arid, red-land landscape. In the foreground, there is a cluster of small, single-story buildings with light-colored walls and dark roofs, some enclosed by a white fence. The landscape extends to the horizon under a clear blue sky.

# ANNUAL REPORT 2023/2024

**THE PEAK PROFESSIONAL  
BODY FOR THE REMOTE AND  
ISOLATED HEALTH WORKFORCE**

[crana.org.au](http://crana.org.au)



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CRANApplus acknowledges the Traditional Owners and Custodians of the land, waters and sky, and respects their enduring spiritual connection to Country. We acknowledge the sorrow of the past and our hope and belief that we can move to a place of equity, partnership and justice together. We acknowledge Elders past, present and emerging, and pay our respects to the cultural authority of First Peoples.

Cover: Alexandre ROSA – stock.adobe.com  
Above: Wattlebird – stock.adobe.com

# CEO’S REPORT



I can see that the role of CRANAplus remains vital to ensure the voice of the remote health workforce is not lost and that there is recognition of the complexity of the work being performed day in and day out.

It certainly has been a busy first nine months as CEO of CRANAplus. I have been so impressed with the work that remote nurses, midwives, and health professionals do in often resource-poor environments. I can see that the role of CRANAplus remains vital to ensure the voice of the remote health workforce is not lost and that there is recognition of the complexity of the work being performed day in and day out. I struggle to think of a role with the breadth and depth of skills required in nursing as that of a Remote Area Nurse. We completed a needs assessment and various surveys over the year, shaping the direction we are embarking on over the coming years. It is clear that there needs to be a remote-focused formal pathway to support those on their journey to become a RAN. Safety remains paramount, as does mental health and wellbeing. I look forward to providing an update next year on the progress of the advocacy work that is well underway.

The Bush Support Line and our Mental Health and Wellbeing workshops provide a unique service. The Mindful Monday newsletter continues to grow and has solid engagement with subscribers, as evidenced by the number of subscribers that open it each week. We are fortunate to have such an experienced group of psychologists who provide this service under the leadership and management of Pam Edwards and Stephanie Cooper.

Our Education team continues to provide a range of courses around the country and consistently receives positive feedback from participants. We couldn’t do half of what we do without our fabulous facilitators, who give their time and expertise to help us deliver the courses. I want to thank the fantastic Education team, which includes educators and facilitators and those working diligently behind the scenes with the administration and the management team of Naomi Malouf, Shannan Lewis, Michelle Mason, and Emma Woodhouse.

Advocacy is an integral part of our work. This year, some significant reviews have commenced, not least the Scope of Practice, which should be completed by October 2024. I thank Melanie Avion for her work in responding to the various submissions and ensuring our Members’ voices are reflected. I also thank Dallas McKeown for ensuring Aboriginal and Torres Strait Islander voices were always at the table.

Financially, it has been a challenging year. Although we kept to the expected operational loss for this year, we undertook a significant IT transformation project due to be completed in 2025. As a result, we have written down the remaining CRM assets. However, the ongoing impact of this change is financially positive as we have moved to a SAAS environment, which will provide easier reporting and better business intelligence to support our future direction. I would also like to thank outgoing CFO Steven Dangaard, who left us in January and welcome Vicky Johnston (CA), a very experienced CFO, who joined us in April.

I want to thank all the staff who make a difference in our work. I want to thank the Board and Chairs, Fiona Wake and John Wright (until October 2024), for their support and guidance, and the rest of the Board, who freely give up their time to advance remote health care. Thank you to the Department of Health and Aged Care for your ongoing financial support and commitment to the bush.

It will be a busy next 12 months or so, and I look forward to providing the next update.

**Linda Kensington**  
Chief Executive Officer  
CRANAplus

# CHAIR’S REPORT



The Scope of Practice review has been a significant work commissioned by the Federal Government. We expect this will improve the role of registered nurses and others working in the primary care sector. Those who work remotely often work at our full scope with minimal resources and external challenges. The high staff turnover, reliance on agency nurses, and people simply not equipped for remote work are part of the current landscape. CRANAplus has embarked on a major project to address these issues as part of our workforce strategy. Strengthening the support for the remote health workforce will also positively impact the health outcomes of the remote communities of Australia. I look forward to seeing the outcomes of this project over the next couple of years.

This past year has been one of change for CRANAplus. Firstly, in September, we welcomed Linda Kensington as our new CEO. In May, we successfully held a General Meeting to approve the transition of CRANAplus to a Company Limited by Guarantee. This is going through the regulatory process and should be finalised in 2024/2025. We have also embarked on a review of our infrastructure with a view to the future. This has led to a significant project to overhaul our IT system and website, which should be ready for launch at the end of 2024. As a result of this project, we have written down IT-related assets; however, the financial benefits will be realised in future years.

A core function of CRANAplus is the delivery of education and well-being support. We could not do this without the amazing and committed team of educators, facilitators, psychologists, and all those who support them in providing services. I would like to take the opportunity to thank our facilitators who volunteer to support the delivery of our courses. We recognise and value the commitment that you each provide in giving back to the profession. I also thank the volunteers who participate in the Nursing and Midwifery Roundtable, other times when we are seeking feedback, and who are active in our mentoring program.

Over the year, we:

- Provided face-to-face clinical up-skilling to 1,917 course attendees
- Delivered 57 wellbeing workshops
- Received 1,012,180 website page views.

We thank the Government of Australia, Department of Health and Aged Care, for its continued financial support, which allows us to provide these high-quality services.

CRANAplus is a vital voice for remote nursing, midwifery, and other health workers. Our advocacy team provides regular feedback on behalf of the sector.

At the Board level, we said farewell at the last AGM to Belinda Gibb, whose term came to its conclusion. We welcomed Joe Cristaldi in an advisory capacity, providing financial expertise. This will be my last year on the Board after 19 years. I joined the Board in 2005 when CRANAplus was based in Alice Springs, in a little office upstairs in Reg Harris Lane. The office was staffed by three or four individuals, and we had around 120 CRANA Members. I was on the Board of the College of Emergency Nursing Australasia, where I was the founding Administrative Director. When that term ended, I accepted a nomination to join the CRANAplus Board. Over the years, I have seen the organisation grow and develop into the voice of remote and isolated health practitioners Australia-wide, with around 2000 members and 34 staff. The Council of Remote Area Nurses (CRANA) became CRANAplus in 2005 as we sought to become more representative and inclusive of the many professions and support staff in remote and isolated health, and as the organisation expanded, we added offices in Cairns and Adelaide.

Now as CRANAplus continues to evolve and develop to meet the education, support and advocacy needs of remote and isolated health, it is time for me to retire and hand over to the future leaders of your organisation. I can do this secure in the knowledge that my fellow directors on the Board are capable, passionate and committed to the future of CRANAplus, and new directors joining the Board will continue this rich heritage.

**John Wright**  
Chair  
CRANAplus Board of Directors



BOARD OF DIRECTORS



John Wright  
Chair



Emma Barritt  
Deputy Chair



Dr Nicholas Williams  
Treasurer



Naomi Zaro  
Secretary



Dr Ann Aitken PhD  
Board Member



Danielle Causer  
Board Member



Fiona Wake  
Board Member



Joe Cristaldi  
Advisor of the Board

CRANApus STRATEGIC PLAN 2020 - 2025



Our Mission

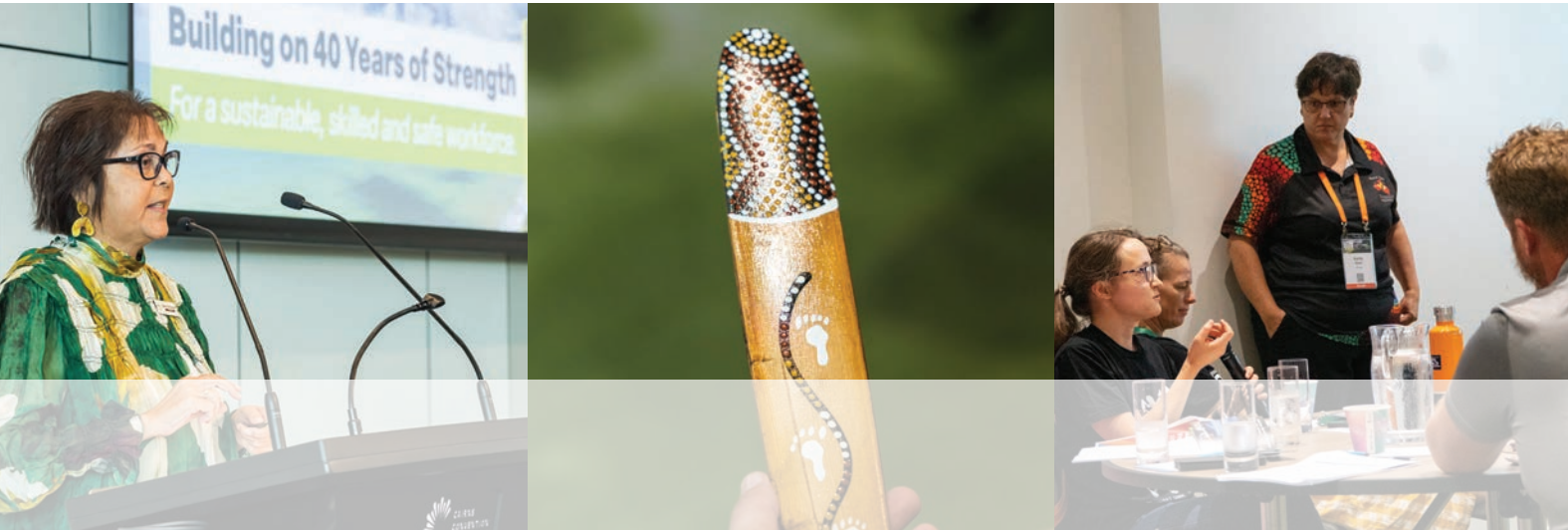
To represent, support and educate the remote and isolated health workforce to promote the development and delivery of safe, high-quality healthcare.

Our Values

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



## FIRST PEOPLES' STRATEGY



**Dallas McKeown**  
Executive Director,  
First Peoples'  
Strategy

The CRANaplus First Peoples' Strategy continues to be embedded in all areas of the broader CRANaplus Strategic Plan. It has been rewarding to have internal staff and external stakeholders embrace the input of First Peoples' ways of working in documents, case scenarios, policies, frameworks, and related communication.

The 40th conference held in Gimuy/Cairns had a Message Stick Gathering whereby conference delegates could attend and discuss The National Rural and Remote Nursing Generalist Framework 2023–2027 with an emphasis on Domain 1 relating to Culturally Safe Practice. Delegates discussed how they are, or potentially can, apply the domain in their practice. The Message Stick from delegates was then presented to the CEO Linda Kensington for consideration when developing Culturally Safe policies, practices and guidelines for First Peoples.

Attendance and representation at events and committees saw CRANaplus involved with a variety of organisations, including Central Australia Academics Health Science Network (CAAHSN), the Australian Indigenous HealthInfoNet as a reviewer of articles, and the National Allergy Council as a committee member of the Shared Care for Allergy project. There has been an increase in organisations seeking to link with CRANaplus and an emphasis on seeking advice relating to the inclusion of First Peoples in their broader organisational documentation.

The year ahead looks to be as engaging and purposeful as the last twelve months!

Above, left to right: Dallas McKeown, Executive Director, First Peoples Strategy speaking at the 2023 CRANaplus Conference in Cairns; The Message Stick presented to CRANaplus CEO Linda Kensington during the 2023 CRANaplus Conference; The 2023 Message Stick Gathering at the 2023 CRANaplus Conference.

# CRANaplus First Peoples' 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 CRANaplus 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 collaborations and projects.
- Develop leadership to build cultural respect, reducing discrimination and racism.
- Increase meaningful representation of First Peoples' 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 Peoples' requirements.
- Promote CRANaplus to attract and retain more client business.

Grow, develop and  
up-skill the workforce

- Develop a proactive approach to identifying opportunities for First Peoples.
- Develop a Community of Practice forum for First Peoples members.
- Promote and leverage CRANaplus's competitive edge in remote health training and provide advice on CRANaplus promotional and educational material relating to First Peoples.
- 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 Peoples' traditions and knowledge systems are sources of strength, wisdom and guidance. We reflect First Peoples' 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 Peoples on their path to self-determination. We look forward to continuing our journey together.

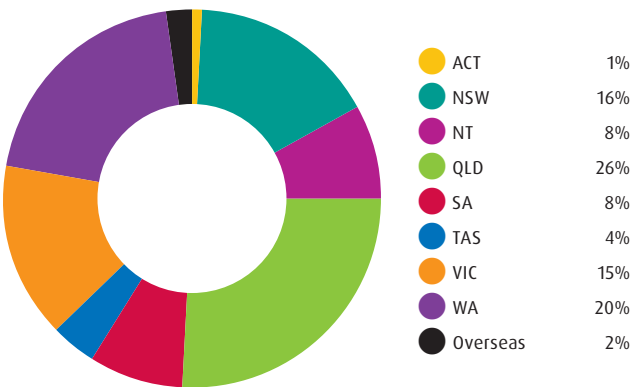
**Our Values** • Integrity • Social Justice • Excellence  
• Respect • Inclusiveness • Accountability • Safety



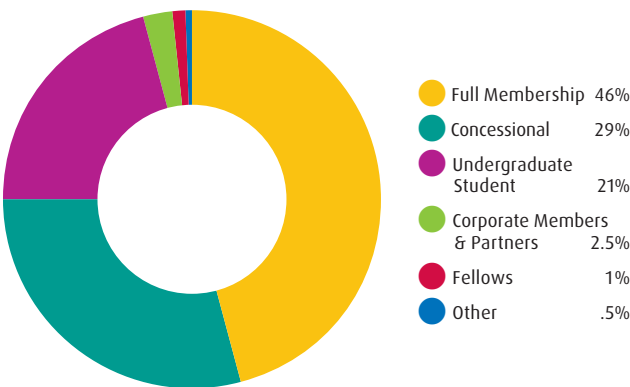
## Corporate Members and Partners

We thank all our amazing members and those who give up their time to participate in the CRANaplus Nursing and Midwifery Roundtable, a passionate group of people who provide us with advice and feedback that informs various submissions we receive from government agencies.

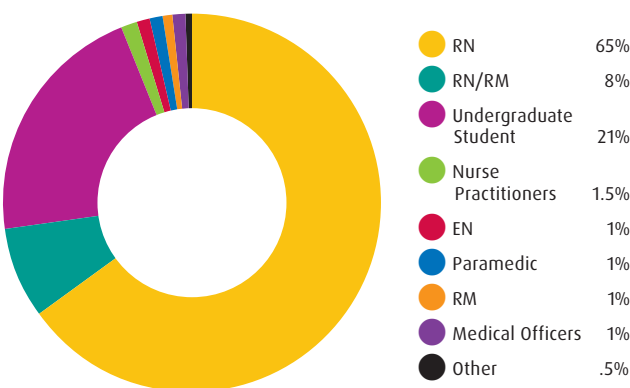
## Membership by Location



## Membership by Type



### Membership by Profession





## MEDIA & PUBLICATIONS

CRANApplus utilises various digital and print media, both in-house and external, to promote awareness of our services and address the concerns of remote area nurses and midwives. Our goal is to support, inform, and connect the remote health workforce. During the 2023/2024 financial year, our media and communication efforts encompassed a range of activities, including but not limited to:

- **Our website.** The CRANApplus website recorded over one million page views during the financial year.
- **The CRANApulse eNewsletter.** We delivered our weekly Pulse newsletter 50 times to an expanding group of subscribers, reaching a peak of 10,176 and showing a consistent engagement rate with the content.
- **CRANApplus Magazine.** In the 2023/2024 period, CRANApplus released three editions of CRANApplus Magazine. The magazine has a print run of more than 7,500 copies and is distributed to members and stakeholders nationwide. This year saw us continue our efforts to adapt magazine content to other contexts, sharing stories and updates about the remote health workforce through channels like social media and our online 'your stories' page. This section of our website received more than 17,500 page views over the year.
- **Social media.** CRANApplus has built a strong presence on Facebook, Instagram, LinkedIn, and X, finishing the year with a total of over 8,100 followers – gaining nearly 1,000 new followers throughout the year. We also established a Member Only Facebook Group that has 346 active members.
- **Mainstream media.** CRANApplus released multiple press releases throughout the year and provided commentary in response to media requests.



Photo: Jason Beau – stock.adobe.com



# EDUCATION SERVICES



**Shannan Lewis**  
Clinical Education  
Manager

This year, the education team including our clinical educators, operations and administration staff and learning designers, collaborated to deliver a total of 120 courses. These took place across Australia or online in all states and territories to meet an ever-increasing demand. Over 2,000 participants engaged with CRANApplus including Nurses, Midwives, Aboriginal and Torres Strait Islander Health Practitioners and Workers, GPs and Enrolled Nurses.

The team, assisted by the many dedicated volunteer facilitators and casual educators continued to provide learners with high quality online and face-to-face education. Our flagship and most frequently delivered were:

- Remote Emergency Care (REC) – 27 courses
- Maternity Emergency Care (MEC) – 24 courses
- Triage Emergency Care – Intensive (TEC) 8 courses.

TEC Intensive has become increasingly popular in 2024 with an increased waiting list. To meet this increased need the course is now being offered monthly and many educators have been upskilled to deliver an online program. The content has been updated to the revised Emergency Triage Education Kit. Course material has now also been aligned to the National Rural and Remote Nursing Generalist Framework (where appropriate) with continued prioritisation of cultural safety and context of practice.

A significant focus this year has been reviewing our Learning Management System (LMS) and working with new providers to find a future focused solution to meet the needs of our learners in remote and isolated settings.

All of our education products are currently under review and redevelopment to ensure that we are delivering contemporary and engaging learning to prepare our learners for their clinical assessments and ultimately to deliver quality safe health care to their communities.

CRANApplus Education takes this opportunity to recognise and thank the 100+ volunteer clinical facilitators who gave so much through the year. Your dedication and generous sharing of clinical knowledge and experience is appreciated by us and the broader rural and remote health workforce.

Above: Remote Emergency Care course in Geraldton, May 2024.  
Opposite page: Advanced Remote Emergency Care course in Cairns, May 2024.



# MENTAL HEALTH & WELLBEING SERVICES



**Pam Edwards**  
Executive Director,  
Mental Health &  
Wellbeing &  
ICT Strategy

With the pandemic conditions affecting us all now in the past, we have settled into the new normal. The health sector, however, continues to struggle with the legacy of the pandemic and workforce conditions that predated the effects of COVID-19. The recruitment and retention of staff, staff shortages and work demands continue to be felt across the rural and remote health sector. Mental Health & Wellbeing Services delivered 24/7, 365 telephone psychological support and a range of high-quality resources and education throughout 2023/2024.

Delivering these resources and support to more than 6,200 individuals this year and the Mental Health & Wellbeing website resources as popular as ever, we were supporting and responding to the mental health and wellbeing needs of the rural and remote health workforce.

During the year we listened to these needs and responded. As a rural and remote health worker, it is even more likely you will be exposed to a potentially traumatic event. People living in rural and remote areas are three times more likely to die because of a vehicle-related injury than in the city. These accidents can be challenging, as the caring connection that health workers establish with patients is amplified by health workers possibly having long-standing or close connections with members of their community, as friends, family members or colleagues. That connection is often one of the more rewarding aspects of working remotely, but the health workforce is at the front line during traumatic events.

In response, the *Supporting yourself and others after traumatic events* resources was developed as a booklet, an online self-paced education course and adapted workshop content to deliver specific support focused on those in the front line of traumatic events.

Mental Health & Wellbeing Services are adapting education workshops to respond to the needs of the workforce. The popular *Wellbeing Reset* is delivered in 60 minutes to busy health professionals where they are working. This workshop is delivered as a reminder that looking after your wellbeing in these roles is critical, helping to prevent burnout, is an essential element of building resilience and staying within these very satisfying roles.

Predominantly delivered during business hours, the *Wellbeing Reset* was identified as a suitable workplace training activity. However, this year we noticed that the ability for health professionals to switch focus during a busy workday to consider their own wellbeing is increasingly challenging. In addition to the *Wellbeing Reset*, we identified the need to support those new to remote with workshops exploring strategies to better prepared themselves for managing their wellbeing as they transition to remote health work.

The Mental Health & Wellbeing Team are looking forward as be a focus of 2024/2025 to delivering more flexible options and enhanced learning opportunities through different mediums to support these changing needs.

## Bush Support Line

The Bush Support Line (BSL) provides a free, confidential counselling and support service, accessible 24 hours a day, 365 days a year, specifically tailored to meet the needs of rural and remote health workers, students, and their families. Our service is staffed by highly experienced psychologists who possess a deep understanding of the distinct challenges faced by those living and working in these regions, including cross-cultural sensitivities. This expertise enables us to deliver critical mental health support that is both sensitive and relevant to the unique circumstances of the individuals and communities we serve.

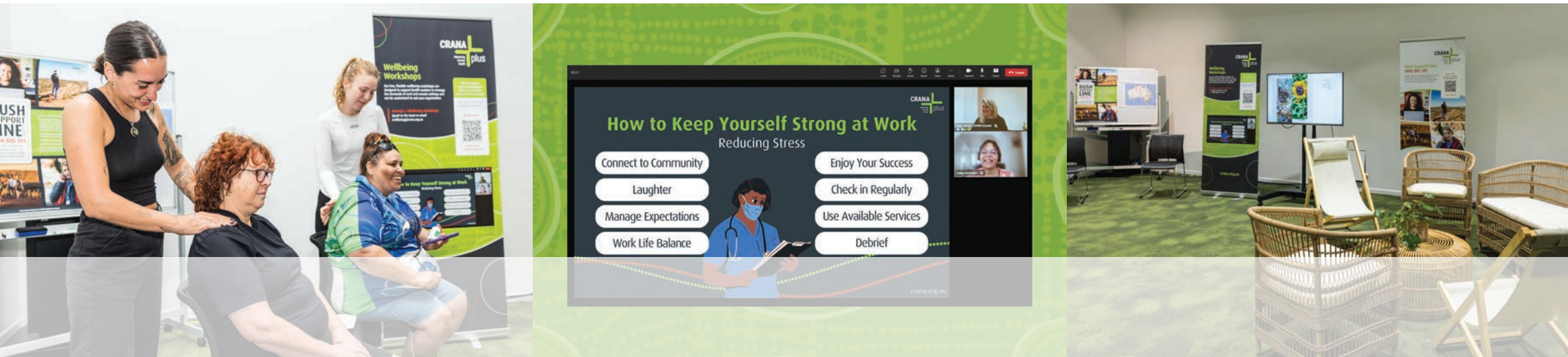
Health professionals using this service often report that our service providers ‘just get it’, referring to the service provider’s deep understanding of the rural and remote context of their living and professional environment. This relieves the caller from explaining the frequently challenging aspects of their role so they can focus on seeking the support they need.

The BSL team provides a range of support in a safe and confidential space, including, but not limited to, problem-solving, de-briefing, post-incident support, solution-focused counselling, psychoeducation, and highly specialised mental health interventions relating to trauma, depression, anxiety, grief and substance use when appropriate.

Above, left to right: Wellbeing Exercise posters; CRANaplus Mental Health and Wellbeing Resources at the 2023 CRANaplus Conference; The CRANaplus Mental Health & Wellbeing team in the CRANaplus Wellbeing Lounge, 2023 CRANaplus Conference; Gratitude wall in the Wellbeing Lounge, 2023 CRANaplus Conference.



## MENTAL HEALTH & WELLBEING SERVICES



Our psychologists at BSL are equipped to address a wide range of concerns, whether they are personal or professional. This adaptability ensures that we can meet the diverse needs of our service users.

The value of the service is underscored by the feedback we receive from those who benefit from our support. One client shared:

*“The BSL team has always been professional, compassionate, non-judgmental, and accommodating. They helped me through some of the toughest times out bush when I felt completely isolated, facing moral challenges, safety concerns, and the vicarious trauma of being a Remote Area Nurse (RAN).”*

In early 2024, we introduced a new phone system to streamline the consumer experience. This enhancement ensures improved privacy and informed consent processes, allowing callers to connect more efficiently with a psychologist and focus on receiving the support they need.

CRIS (CRANApplus Record Information System) is a secure and confidential bespoke record keeping system developed by CRANApplus and used for the Bush Support Line.

This system is regularly enhanced not only to monitor usage of our services but to ensure we are meeting the needs of our consumers through continuous improvement. This year CRIS has been enhanced by expanding our knowledge of First Peoples', culturally and linguistically diverse health professionals, and allied health disciplines using our services.

### Mindful Monday

Over the past year, we have delivered 52 editions of *Mindful Monday* to a steadily growing community of 3,907 subscribers, an 14.8% growth on the previous 12 months. Each week, this psychologically grounded, insightful, and thought-provoking content has continued to strike a chord with our readers, resonating on both personal and professional levels. Guided by thoughtful feedback from our audience, we continue to refine and adapt the topics to ensure relevance and impact.

The feedback we receive is a testament to the newsletter's value, with many readers sharing how *Mindful Monday* has sparked meaningful reflection, offered fresh perspectives, and provided practical guidance for managing challenges.

What's more, they often share these insights with family members and colleagues, further expanding the newsletter's reach and influence.

*“So many of the topics in Mindful Monday resonate with me. I always read it, and often come back to re-read or reflect on the message.”*

*“Mindful Monday is so phenomenally helpful. Each week is so relevant in content & seems to appear at the perfect time with invaluable support. Thank you. Please keep up the good work!”*

*“How do you do this??? Every time I read your articles I think ‘this is exactly what I needed to hear’. Thank you for your articles.”*

*“I find these emails both timely and an important part of my weekly routine. I feel supported and encouraged with the positive content especially about being mindful. I regularly share these emails with a couple of close friends as a point of encouragement. Thank you team.”*

### Wellbeing Workshops

2023/2024 saw continued demand for workshops and resources to support the wellbeing of the remote health workforce. The team delivered 57 workshops during this period to 950 participants. Workshops continued to be individually tailored, always adapting content to suit the audience, using a multidisciplinary team approach.

Examples of this responsiveness included a revamped *Wellbeing Reset* incorporating a suite of more engaging slides, case studies and interactive activities; developing a new video titled *Incredibly Rewarding, Uniquely Challenging*; and developing new workshop content around *Transitioning to Remote* and *Supporting Wellbeing for Leaders*.

Our passion for responding to audience needs is reflected in the workshop feedback, where participants rate the workshop usefulness as 4.4 out of 5 (where 0 = not useful and 5 = extremely useful) and can also be demonstrated through the feedback. See below:

*“I think it was very insightful and helpful as I am new to remote nursing. Thank you!”*

*“It was brilliant and covered some very valuable content that I’ve learned a lot from and I now have a more in-depth understanding of what BLS offers.”*

### Resources

Mental Health & Wellbeing currently have 41 resources on the CRANApplus website, including written resources, podcasts and eLearning. Our most popular written resource is the *Wellbeing for the Bush* booklet, which contains professional advice on a range of topics, including managing prolonged stress, living and working remotely, workplace conflict, civility, self-care, trauma and First Peoples wellbeing. New resources developed during this year included the *Supporting Yourself & Others After a Traumatic Event* online course; *Mindfulness* tip sheet; *Mindfulness Principles* poster and a *Guided Breathing* video. These resources can be accessed through individual topic information sheets or by requesting a booklet.

### Wellbeing Lounge at the 2023 CRANApplus Conference

The Mental Health & Wellbeing team again hosted the Wellbeing Lounge at the 40th CRANApplus Conference in Cairns in October 2023 to great success. Delegates welcomed the opportunity to relax, network with peers and the Mental Health & Wellbeing team and recharge. The head and neck massages were very popular with all that attended as well as connecting with resources and support offered by CRANApplus such as the online education courses and wellbeing workshops.

Above, left to right: CRANApplus 2023 Conference attendees enjoying a massage in the Wellbeing Lounge; Wellbeing Workshop; Wellbeing Lounge at the 2023 CRANApplus Conference.



# PROFESSIONAL SERVICES



Melanie Avion  
Professional Officer

CRANAplus contributed a record number of submissions to reviews inquiries ranging from national and state policies and clinical standards to legislation and regulatory changes. Many of these engaged members in providing feedback on the lived experience of communities and their own as health professionals in remote and rural areas. To support members with opportunities to develop advocacy skills CRANAplus has begun an Advocacy special interest group and more members are directly providing input into policy and innovation.

CRANAplus thanked the founding members of the CRANAplus Members Nursing and Midwifery Roundtable (Roundtable) whose term ended. This team of generous RANs and midwives contributed to the direction of CRANAplus around professional development opportunities and support for students and early to practice rural and remote nurses. Two members of the Roundtable were among inducted as CRANAplus Fellows at the 2023 CRANAplus Conference in Cairns.

The 2023 recipient of the prestigious CRANAplus Aurora Award, initiated by CRANAplus to recognise individuals who have made an outstanding contribution to remote health was Katie Pennington who received the Aurora Award for the Remote and Isolated Health Professional of the Year.

The Excellence in Remote Health Practice, sponsored by James Cook University/Murtupini Centre for Rural and Remote Health, was awarded to Laura Black. The Early to Remote Practice Award, sponsored by Flinders University – Rural and Remote Health (CRH), was awarded to Micah Haslam.

## CRANAplus Business Transformation

Last year, CRANAplus embarked on a Cyber Security, Information, Communications and Technology Project to identify objectives and activities to ensure CRANAplus is positioned to adequately protect and utilise its information and communication technology services into the future. This Project was finalised at the end of 2023 resulting in a new Privacy Policy for CRANAplus, multiple discovery activities and changes in how CRANAplus collects personal information.

These discovery outcomes, leading to a full review of CRANAplus business systems coupled with the emerging needs of delivering our Strategic Plan and looking to the future, CRANAplus has embarked on a complete overall of our business infrastructure. With the needs of our stakeholders including members, education participants, corporate members, award and scholarship holders in prime focus, we will be delivering an existing new website, online learning environment and member portal in 2024.

Designed with a focus on the rural and remote health force we support, this exciting project is due to be launched in the second half of 2024.

**Pam Edwards**  
Executive Director, Mental Health & Wellbeing & ICT Strategy

Above, left to right: 2023 CRANAplus Conference in Cairns; 2023 Aurora Award recipient Katie Pennington (left) alongside Board Chair Fiona Wake (right).



# FINANCIAL REPORT 2023/2024



Vicky Johnston  
Chief Finance Officer

In the past year, CRANApplus achieved a 1.2% increase in revenue over the previous financial period, driven by higher participation in educational courses. This growth is expected to continue in the coming year. However, like many organisations, CRANApplus faced higher operating costs, leading to a trading deficit of \$179,768.

To address these financial pressures, CRANApplus has undertaken a significant business transformation aimed at reducing operational expenses. A primary focus of this transformation is a shift to a Software as a Service (SaaS) model, which is expected to lower IT costs and improve operational efficiency. This transition resulted in a one-time, non-cash write-down of intangible assets totalling \$1,366,743, bringing the overall deficit to \$1,546,511 for the financial period.

CRANApplus is confident that these transformative efforts will strengthen its position to continue delivering essential services and advocacy for remote and isolated clinicians, while also opening up new growth opportunities once fully implemented.

Above: Hans – stock.adobe.com

## Statement of Profit or Loss and Other Comprehensive Income

For the year ended 30 June 2024

	2024 \$	2023 \$
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Revenue and Other Income		
Revenue	7,142,470	7,083,727
Donations	52,767	30,847
Interest	20,009	14,908
Total revenue	7,215,246	7,129,482

Expenditure		
Amortisation of intangible assets	(167,156)	(159,558)
Bad and doubtful debt expense	(55,950)	-
Conference costs	(45,909)	(50,482)
Consultants and subcontractors’ fees	(245,063)	(384,689)
Course costs, catering and facilitators	(283,073)	(274,230)
Depreciation	(181,915)	(228,368)
Donations and scholarships	(52,713)	(32,743)
Employee costs	(3,800,949)	(3,705,173)
Gain/(loss) on disposal of assets	12,069	(1,410)
Finance costs	(7,174)	(66,052)
IT costs	(824,937)	(578,544)
Other expenses	(683,657)	(643,401)
Postage, printing and stationery	(324,838)	(290,451)
Rent and utilities	(42,479)	(54,707)
Travel and accommodation	(691,270)	(639,677)
Total operating expenses	(7,395,014)	(7,109,485)
Operating (deficit)/surplus	(179,768)	19,997

Other Expenses		
Intangible assets written off	(1,366,743)	-
(Deficit)/surplus before income tax expense	(1,546,511)	19,997
Income tax expense	-	-
(Deficit)/surplus after income tax expense for the year	(1,546,511)	19,997

Other Comprehensive Income		
Items that will not be reclassified subsequently to profit or loss		
Increase in asset revaluation Reserve	494,500	344,750
Total comprehensive income for the year	(1,052,011)	364,747



# CRANAPLUS DIRECTORY

## Head Office

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