



NATIONAL BLOOD AUTHORITY  
AUSTRALIA

# WEB EDUCATION AND INFORMATION ADVISORY GROUP

*“Education about blood, blood products and patient blood management is well coordinated, of high quality, and addresses the information needs of patients and carers and the education and training needs of the Australian health care workforce”*

---

**Committee Terms of Reference**

---

September 2013

## **Contents**

<b>Introduction .....</b>	<b>1</b>
<b>Rationale for WEIAG .....</b>	<b>1</b>
<b>Scope and Governance Structure.....</b>	<b>2</b>
<b>Desired Outcomes and Objectives .....</b>	<b>3</b>
<b>Membership .....</b>	<b>3</b>
Chair.....	3
Members .....	3
Observers.....	3
Expert advisors .....	4
Quorum of the WEIAG.....	4
Remuneration and Allowances.....	4
Undertaking/Conflict of Interest .....	4
<b>Working Arrangements .....</b>	<b>5</b>
Role of Chair .....	5
Role of Members .....	5
Role of NBA.....	5
Role of Observers .....	6
Role of Experts Advisors .....	6
Meetings .....	6
Out of session activities.....	6
Conduct.....	7
Review .....	7
<b>Attachment 1 List of Attendees .....</b>	<b>8</b>

# Introduction

The Web Education and Information Advisory Group's (WEIAG) aim is to support the National Education and Training (NEAT) Committee to improve patient outcomes through establishing an integrated national approach to web based education and information funded under the National Blood Arrangements by all Australian governments.

This document details the governance arrangements and Terms of Reference (TOR) for the WEIAG.

These governance arrangements and TOR are approved by the National Blood Authority (NBA) General Manager. The WEIAG will report to the NEAT Committee. The NEAT committee reports, via the NBA's General Manager, to the Jurisdictional Blood Committee (JBC). The JBC has representatives from all Australian governments who fund blood related web based education and information.

## Rationale for WEIAG

An external review of BloodSafe eLearning Australia identified the need to reduce unnecessary duplication and to streamline and standardise the quality of web based blood related education and information offerings – particularly those funded by all Australian governments under the National Blood Arrangements. These Terms of Reference have been developed to improve communication, planning and coordination of web based education and information, to support the effective, efficient and ethical expenditure of public monies provided under the National Blood Arrangements for web based education and information.

A nationally coordinated approach is needed for education and training in the blood sector for patients and carers, clinical workforce, non-clinical workforce and health service managers where transfusion or infusion of a blood product occurs.

The four key priorities articulated in the National Blood Sector Education and Training Strategy 2013-2016 are:

1. Identifying and addressing gaps and reducing unnecessary duplication
2. Improving the coordination of online learning and web based information funded by all Australian governments under the National Blood Arrangements
3. Creation of networking opportunities
4. Engaging patient groups and supporting their educational requirements.

# Scope and Governance Structure

The WEIAG's key functions are to:

- Develop and implement a plan to identify and reduce unnecessary duplication in web based education and information activities to underpin effective and efficient expenditure funded under the National Blood Arrangements.
- Support the NEAT and NBA in commissioning and reviewing the results of consultancies examining web based education and information.
- Provide advice to NEAT on priority areas for web based content development.
- Assess and provide recommendations to NEAT on new proposals for web based education and information from organisations funded under the National Blood Arrangements.
- Respond to requests for advice on strategic matters from governments or organisations represented on WEIAG (e.g. evaluation plans, strategic directions for web based content development, identification of subject matter experts).

## **Operating guidelines and boundaries**

- WEIAG provides advice to NEAT, NBA and JBC on the overall strategic direction for web based education and information funded under the National Blood Arrangements.
- The JBC allocates funding provided by all Australian governments for blood related education activities
- The NBA manages the Deed of Agreement with the Blood Service, the Funding Agreement with SA Health for BloodSafe eLearning Australia and ad hoc contracts for the provision of education and information services in accordance with the funding approved by the JBC
- The NBA provides secretariat services to NEAT and WEIAG and reports to JBC on education matters.
- The Blood Service is responsible for operational management of education and information services in accordance with the Deed of Agreement managed by the NBA on behalf of all Australian governments.
- The SA Department for Health and Ageing is responsible for overseeing the operational management of the BloodSafe eLearning Australia in accordance with the Funding Agreement managed by the NBA on behalf of all Australian governments.

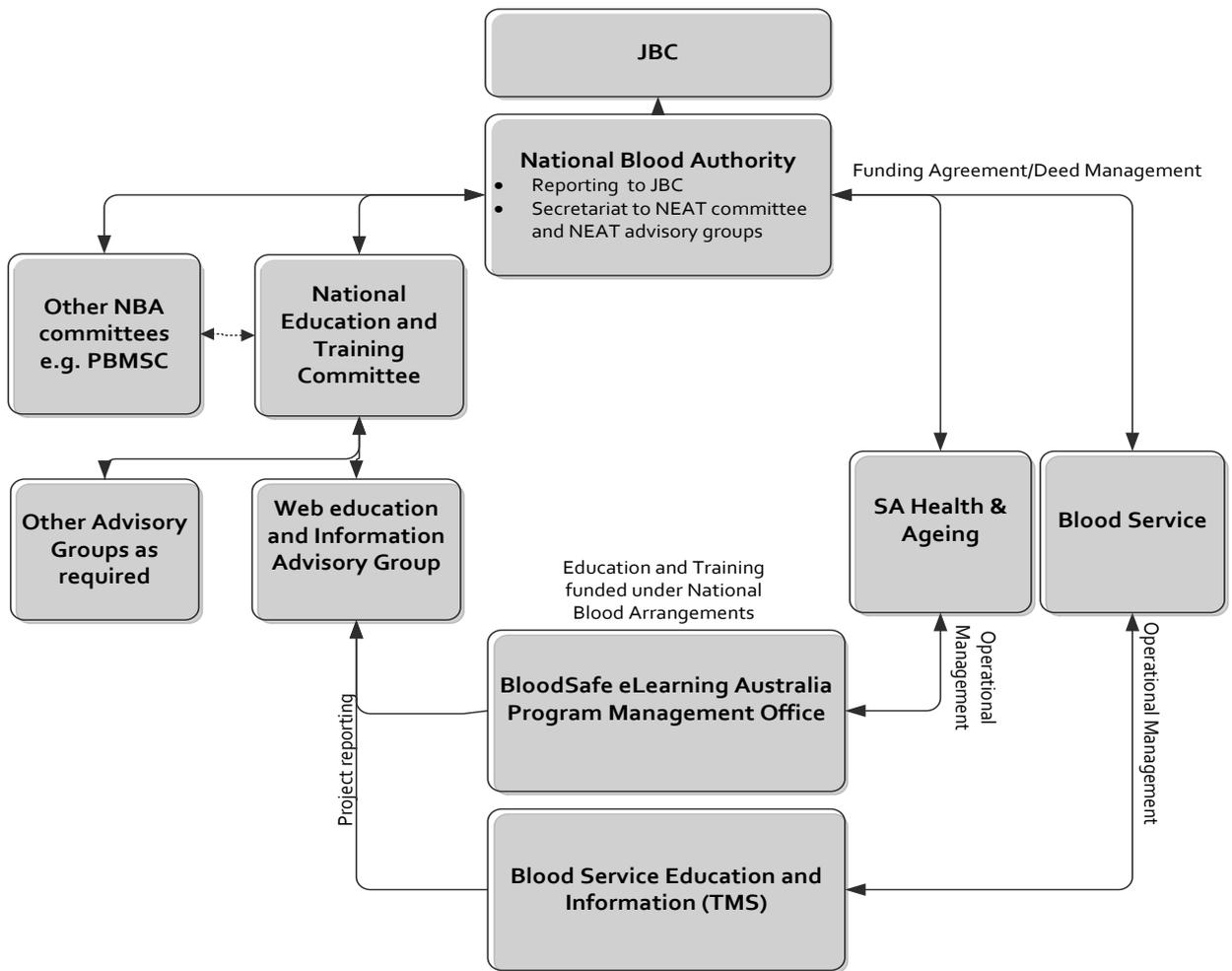
Day to day work required to develop and maintain the programs, including relationship management with stakeholders will be undertaken by the operational units within the respective organisations.

## **Scope**

The scope of this committee will cover any web based education in which people gain knowledge and understanding and includes those learning activities that can lead to a sustained change in behaviour. This also includes web based health information and promotional materials provided to patients and carers. Examples of this may include the following web based:

- material with a formal statement of learning outcomes
- forums providing expert practice advice
- supporting material such as webinars, podcasts and YouTube clips.

The governance structure below has been devised to support these functions.



# Desired Outcomes and Objectives

The WEIAG has been established to improve communication, planning and coordination of web based education and information, to support the effective and efficient expenditure provided under the National Blood Arrangements for web based education and information.

The objective of the strategy is to support delivery of competent health care by well trained staff to well-informed patients through relevant high quality web based education and information.

## Membership

### Chair

The Chair will be appointed by the NBA General Manager from the WEIAG membership. The General Manager may nominate an alternative person to be a temporary Chair where the Chair is unable to attend a meeting or is otherwise temporarily unable to perform the role of Chair. The Chair will be appointed for a period of two years.

### Members

Members are appointed by the NBA General Manager. WEIAG members are representatives of organisations who have a web education or information presence that services the blood sector. One person may represent a number of organisations:

- Policy development/funding representative:
- Education providers funded under the National Blood Arrangements or states/territories:
  - Blood Service – Staff involved in education and information
  - BloodSafe eLearning Australia
  - BloodMatters Postgraduate Certificate in Transfusion Practice
  - Jurisdictional blood program representatives (x2)
- Representatives from relevant Colleges and Societies
  - ANZSBT
  - Others as requested eg RCPA, Surgeons, anaesthetists, physicians

A list of current members and observers is at **Attachment 1**.

Members are responsible for obtaining all approvals necessary from their current employer or organisation as appropriate to accept appointment as a member and undertake the role of member.

### Observers

Additional observers may be invited to attend from time to time. Observers are invited to participate in discussions but do not have voting rights on decisions.

## Expert advisors

The WEIAG will be kept to minimum size to ensure that it is focused and manageable. Therefore, additional expert advice will be sought on an ad hoc basis from experts on specific issues as required.

These expert advisors will report directly to the WEIAG.

## Quorum of the WEIAG

At least 50% of the membership must be present before the WEIAG can conduct valid business.

## Remuneration and Allowances

Remuneration and allowances for members of the WEIAG will be in accordance with the NBA's 'Domestic Travel Policy – 3<sup>rd</sup> Parties' and 'Remuneration of Non-NBA Staff Management Instruction or as approved by the General Manager.

## Undertaking/Conflict of Interest

WEIAG members and observers will be required to complete undertakings and comply with the terms of those undertakings, in relation to conflicts of interest, confidentiality, document control and intellectual property. Members and observers will be required to declare any actual or potential, real or perceived Conflicts of Interest.

Relevant documents will be provided to members as part of their letter of offer.

# Working Arrangements

The NBA provides the necessary support to allow the WEIAG to perform its functions. This includes secretariat support and other appropriate resources as requested by the Chair.

## Role of Chair

The Chair's main role is to provide leadership to the WEIAG. The Chair will advocate consistency in key messages and ensure the WEIAG carries out its functions effectively and efficiently. Together with relevant NBA staff, the Chair will participate in the development of WEIAG agendas and ensure that WEIAG meetings are properly run. The Chair will also provide advice and guidance direct to the General Manager or their delegate on issues as they arise outside of the WEIAG processes.

In undertaking the Chairperson's roles and responsibilities, the Chair should:

- ensure the WEIAG provides high level advice and assistance to the NBA
- foster coherence in advice provided to the NBA
- ensure the WEIAG has the necessary information to undertake its duties effectively
- undertake public relations activities in relation to WEIAG responsibilities if requested by the NBA General Manager
- work with the NBA to:
  - ensure the proper and efficient running of WEIAG meetings,
  - ensure all necessary actions before and after meetings are completed, and
  - coordinate and manage out of session activities of the WEIAG.

## Role of Members

Members of the WEIAG have been invited to participate because their organisation has a web based education or information presence.

WEIAG members should:

- express the views of the organisation they represent
- influence the activities of the organisation they represent to optimise the efficient and effective use of government funding for web based education and information
- provide advice on strategies and initiatives that would influence the quality and uptake of blood related web based education and training
- actively contribute to setting of the agenda for WEIAG meetings and give input or responses as agreed in meetings and as required out of session
- ensure that they have access to timely and accurate information, and are well prepared to consider the issues addressed at WEIAG meetings

## Role of NBA

The NBA will provide funding, project management, secretariat services and administrative support for the WEIAG pending JBC approval. The NBA shall be responsible for:

- seeking relevant approvals and reporting
- establishing the governance framework and operating procedures

- managing funding or deed agreements relating to web based educational and informational services
- managing contracts for any outsourced activities
- monitoring and managing project finances and resources to ensure they are sufficient
- booking venues and arranging travel, accommodation and meeting arrangements as required and where appropriate
- ensuring that an agenda is circulated, at least one week prior to the meeting, together with any supporting papers after approval from the Chair
- ensuring minutes of meetings are compiled and promptly provided to the Chair for approval
- circulating the minutes within two weeks of the meeting to WEIAG members and observers, as appropriate, and
- following up on agreed action items from meetings.

## Role of Observers

WEIAG observers are invited to participate in discussions and provide their advice on the development and implementation of policy and drivers appropriate for national activities that support and encourage education and training. The WEIAG will consider the strategic advice from the observers when considering the most appropriate design and implementation strategies for national education and training activities.

## Role of Experts and Advisors

Other influential clinical or educational stakeholders will be invited to contribute from time to time to the WEIAG in relation to policy changes, and design and implementation of education and training activities. Where clarification is required by the WEIAG, expert advisors will be asked to provide the WEIAG with advice to support their decisions around the priority activities.

## Meetings

The timing, agenda and mode of meetings will be determined by the NBA and the Chair, after any necessary consultation with members. Meetings will ordinarily be held at the NBA's premises in Canberra. It is intended that the WEIAG will meet in person at least 2 times per year at the same time as NEAT meetings. Meetings by teleconference of no more than two hours will be used when appropriate and expedient.

## Out of session activities

The WEIAG may, in accordance with a process determined by the Chair, undertake activities to give advice or assistance to the NBA out of session. Members may be called upon for ad-hoc advice via email between meetings. They will also be required to actively participate in the development of materials and provide input via the secure web-portal 'Govdex' (an online management framework of collaborative initiatives across government and non-government stakeholders).

Contributions will be required on various documents including, but not limited to, statements of requirement for engaging consultants, education and training materials, meeting minutes and out-of-session papers.

Members may also be required to engage in forum style discussions. Members should not undertake out of session activities in their capacity as WEIAG members without the prior approval from the Chair and the NBA.

# Conduct

Members of the WEIAG are expected to carry out their role in accordance with the highest ethical standards. A WEIAG member when undertaking WEIAG related functions should:

- act honestly, in good faith and in the best interests of the NBA
- use due care and diligence
- have regard to the interests of all stakeholders of the NBA
- contribute to NBA activities in a co-operative, impartial and productive way
- be independent in judgement and actions and take all reasonable steps to be satisfied as to the soundness of advice provided by the WEIAG
- agree with the NBA and Chair on an appropriate response and approach to external stakeholder interest or enquiries relating to the WEIAG work plan
- not make improper use of information acquired as a WEIAG member, both during and after the term of appointment, and
- not engage in conduct likely to bring discredit upon the NBA.

# Review

This document will be reviewed annually or as required by the NBA General Manager or the Jurisdictional Blood Committee.

# Attachment 1 List of Attendees

Expertise/Representation	Member
TBA	