Vision:
GENCA is the peak professional body that sets the gold standard for gastroenterological nursing.

Mission:
The mission of GENCA is to develop and promote excellence in gastroenterology nursing practice.

Pillars:
In order to achieve our mission, GENCA will:

• Facilitate professional development for gastroenterology nurses and the gastroenterology community
• Develop and influence national and international standards of practice and guidelines
• Disseminate and communicate gastroenterology knowledge
• Foster research in gastroenterology practice
• Facilitate specialties within the membership
• Increase profile and recognition of the gastroenterological nursing profession
• Provide services to members
• Ensure GENCA is a well governed and managed association

Activities:
In order to achieve our mission, we will:

1. Facilitate professional development for gastroenterology nurses and the gastroenterology community
   1.1. National Conference
   1.2. State Study Days
   1.3. Fundamentals workshops
   1.4. Webinars
   1.5. Move towards e-learning program
   1.6. Clinical response committee
   1.7. Tertiary courses
   1.8. Support accreditation e.g. Credentialing Organisation for Gastroenterology Nurses (COGEN)

2. Develop and influence national and international standards of practice and guidelines
   2.1. Participation at state, national and international committees and working parties
       2.1.1. Advocate for better patient outcomes
       2.1.2. ICE Guideline (under review; consider selling to non-members)
2.1.3. AS4187
2.1.4. E.g. Colonoscopy clinical care standards
2.1.5. Facilities standards
2.2. Competency standards
2.3. Develop and sell practical skills assessment sessions

3. Disseminate and communicate gastroenterology knowledge
   3.1. Develop and increase profile of J.GENCA
       3.1.1. Ensure balance between research/clinical and magazine/news items
       3.1.2. Develop peer review process
       3.1.3. Collaborate with industry partners
   3.2. Website discussion forum
   3.3. Relevant, up-to-date, easy to use website
   3.4. Seek reciprocal website links with other bodies

4. Foster research in gastroenterology practice
   4.1. Offer research grant
   4.2. Explore research possibilities

5. Facilitate specialties within the membership
   5.1. Inflammatory Bowel Disease
       5.1.1. Education
       5.1.2. Collaboration
       5.1.3. Guidelines
   5.2. Nurse endoscopy
   5.3. Consider expansion of Special Interest Groups
       5.3.1. Nutrition & dietetics
       5.3.2. Paediatrics
       5.3.3. Infection control
       5.3.4. CSSD
       5.3.5. Others

6. Increase profile and recognition of the gastroenterological nursing profession
   6.1. Increase awareness of GENCA to potential members, health care professionals and patients e.g. brochures
   6.2. Promote GENCA via university courses
   6.3. Investigate and illustrate career pathways
   6.4. Seek identification of gastroenterology in AHPRA documentation
   6.5. Trade displays e.g. at day surgery conference
   6.6. Consider generic orientation package for people new to endoscopy

7. Provide services to members
   7.1. Professional indemnity insurance
   7.2. Discount for reference books, subscriptions and search engines
   7.3. Discounts on club memberships e.g. Qantas and Virgin
8. Ensure GENCA is a well governed and managed association
8.1. Consider membership fees
8.2. Maintain and expand sponsorship
8.3. Maintain GENCA’s position as the ‘must join’ college for GE nurses
8.4. Increase membership and consider new member pack
8.5. Measure and increase member satisfaction annually
8.6. Consider international membership & all affiliate association collaboration
8.7. Map the GE nursing workforce
8.8. Encourage active committee participation and succession planning
8.9. Analyse regional committee role, processes, workload and benefits
8.10. Consider renaming Regional Manager as “Regional Chair”
8.11. Review governance documentation
8.12. Expand committees and working groups
8.13. Review Board honorariums
8.14. Benchmarking with other associations