Australian Cardiovascular Health and Rehabilitation Association

Presidents report

ACRA AGM 4th August 2026

The Sydney Masonic centre

Joanna Williams

Australian Cardiovascular Health and Rehabilitation Association

2025-2026 financial year

- Strategic plan
- Vividus Marketing review
- ACRA Solve CHD Program Excellence
- Executive management committee (EMC)
- Sub committee reports
- ACRA Collaborative Activities

ACRA STRATEGIC PLAN (CURRENTLY BEING UPDATED)

Vision: To achieve optimal and equitable outcomes for all affected by cardiovascular disease.

Advocacy
Shihoko Pearson
Alison Beauchamp

Education & Training
Susie Cartledge

Communications
Katrien Janssen

Research & Quality
Jo Wu
Andrew Maiorana

https://www.acra.et.au/about-acra/missionvision/

Australian Cardiovascular Health and Rehabilitation Association

VIVIDUS Marketing Review

STRATEGIC GOAL of the review:

- Strengthen the ACRA brand, messaging, and value proposition.
- Improve industry awareness, national presence, and perceived relevance.
- Increase member retention and long-term value.
- Grow new memberships to over 500+.
- Enhance financial sustainability and diversify revenue.
- Improve digital systems, governance, and operational efficiency.

Thank you to ACRA Vic/Tas for financially supporting the review

VIVIDUS Marketing Review

Outcomes:

- **Membership Data & Revenue Accuracy**: Aim for all CR clinician in Australia to be a member
- **TAS Contract Performance**: Currently being renewed, to cut costs
- **Currinda Software Review**: Aware this system is very clunky and so we are transitioning to Membes
- **Website Review**: In progress, the EMC working hard and will be showing you an update very soon.
- **Digital Communications & Marketing**: We are changing to Microsoft 365, this will enable one stream of communication, and all states working from the same platform. This will in turn help us with marketing.
- **Operational Governance**: As previously mentioned Strategic plan requires updating, more details to follow.

ACRA Funded ICCPR / CRFC

- Over 230 applicants- funded by ACRA over the past two year –
- Life time support to access further Cardiac Rehabilitation education through ICCPR / CRFC

2025 – 2026 support structure:

- ACRA will be supporting the Program Excellence initiative.
- ACRA will continue to support members to complete the program however we will be asking for applicants to pay for their own course and once completed apply for a capped refund from ACRA.
- Applicants must be a member when they apply for the course and have current ongoing membership to qualify for a refund.

•**More information:** Available on the ACRA website under **Education and Training / ICCPR**

ACRA Executive Management Committee 2025-2026

Joanna Williams	President	
Dion CandeA0462616laria	President elect NSW/ACT State President	
Carmel Bourne	Treasurer	Immediate Past President
Michelle Iadanza	SA/NT State President	
Justine Williams	NT Territory State Representative	Secretary
Susie Cartledge	Vic/Tas Vice President	Co-Chair Education and Training
Snezana Stolic	QLD State President	
Jo Wu	QLD State Representative	Co-chair Research & Quality
Alison Beauchamp	Vic State Representative	Co-Chair Advocacy Committee
Robert Zecchin	NSW State Representative	Co- Convenor of the ACRA ASM 2026
Heather Chadwick	ACT State Representative	Assistant Secretary
Shihoko Pearson	Vic State President	Co-chair Advocacy Committee and Co-Chair Scientific Committee ASM 2026
Matthew Hollings	NSW/ACT President	Co-Chair Scientific Committee ASM 2026
Andrew Maiorana	WA State President	Co-Chair Research & Quality
Anne-Marie Dunnet	WA State Representative	
Vanessa Poulsen	Heart Foundation Representative	
Alun Jackson	Australian Centre for Heart Health	

Research and Quality Subcommittee: 2025 - 2026

Research & Quality Working Group:

- Goals to be achieved by end of 2026
  - Statement: ACRA is not responsible for the ethics and governance approvals (to be placed on the new website)
  - To celebrate members achievements or presentations, so members feel acknowledged in the work they are doing
  - Drafting terms of reference, working in collaboration with the Education committee
  - To draft a process/flow chart for endorsement application for a cleaner process.

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Advocacy Subcommittee: 2025 - 2026

What we're currently doing:

- Working with Heart Foundation to update existing advocacy resources for CR practitioners (e.g. Advocacy toolkit)

What we'd like to do next:

Develop posters for ward staff promoting the value of CR
These need to align with ACRA messaging

Page on the website with:
Updated advocacy resources
Resources for patients – e.g. direct links to Heart Foundation and/or a suite of downloadable resources.

Communication & Membership Subcommittee: 2025 - 2026

- Delivered monthly newsletters via online Mailchimp since February 2023
  - Average opening rate of 60%.
- Since last ASM, we have overhauled the subscriber list so that only active ACRA paid members receive Mailchimps. Decreased issue with bounce rates
- Aim to be the main form of communication nationally for ACRA - Email blasts/flyers via Mailchimp leading up to ACRA 2026 ASM for additional education events.
- New features – C/Rehab program spotlight; information on ICCPR & CRFC initiatives
- Review of social media, especially Facebook & X – concentrate on Linked In.
- Membership drive - February to June annually (current membership 430 members)

Education and Training Subcommittee: 2025-2026

Webinars 2025

- ACRA hosted 7 webinars
- Rural health West 3 webinars

Webinars Jan – July 2026

- ACRA hosted one webinar (including one from SA chapter) and Rural Health West :
  - Feb – QCOR Data
  - September- Upcoming from Cobram Estate

2026 Update: ACRA Core Components of Cardiovascular Disease and Secondary Prevention and Cardiac Rehabilitation.

ACRA Collaborative Activities

CSANZ and ACRA Position Statement on Quality Use of Telehealth in Cardiovascular Care

The 2026 updated Australian Cardiovascular Health and Rehabilitation Association (ACRA) core components of cardiovascular rehabilitation.

- Submission entitled "2026 Update of the Core Components of Cardiovascular Rehabilitation: A Position Statement from the Australian Cardiovascular Health and Rehabilitation Association (ACRA)" has been received by journal Heart, Lung and Circulation.

- The aim of this position statement was to update the core components of cardiovascular rehabilitation in Australia to reflect societal, technological, and health system changes since its first iteration in 2014

- Recognising variation in local contexts and resources, this document is not intended to be prescriptive and does not function as a clinical guideline. Rather, it informs the delivery of evidence-based, context-sensitive cardiovascular rehabilitation and defines the core components needed to promote lifelong preventative care following a cardiovascular diagnosis.

ACRA Collaborative Activities

Heart Foundation:

- Heart Health Checks – Stakeholders Campaign group
- Website: Updated Heart Foundation Cardiac Services Directory (250 phone calls)
  397 programs listed
  46 programs have nominated they have ICCPR provider certification
- Where is getting complicated is the interpretation of the fields and the variation in programs. For example:

17 programs state Education only

13 programs state Exercise only

- : ACRA - now visible on the Cardiac Rehabilitation landing page – with an active link to the ACRA website
- Supporting the wider work led by Julie Redfern looking to grow data collection, certification and the program excellence awards.
- New CR animation to be published soon.

SOLVE CHD:

Heart Foundation Catalyst Partnership Grant: Heart Strong: Better cardiac care for every heart

Global Forum – Cardiac Prevention and Rehabilitation

- ICCPR and Solve CHD