



2023-099 KD:gm

Tuesday 18 July 2023

Mr Gerard Hayes
General Secretary
Health Services Union
Level 2, 109 Pitt Street
SYDNEY NSW 2000

Email: secretary@hsu.asn.au and info@hsu.asn.au

Copy: Michael.Kearns@hsu.asn.au

Dear Mr Hayes

Re: Review of Marketing and Recruitment Function – BreastScreen NNSW LHD

I write to formally advise the Health Services Union (HSU) of the introduction of a new Engagement Strategy Manager as part of the BreastScreen program for Northern NSW Local Health District (NNSWLHD) and the Mid North Coast Local Health District (MNCLHD).

Background

The impetus of this change is the need to expand the existing Marketing and Recruitment function to address gaps in service delivery and create a senior position that has the knowledge, ability and broad awareness of the service as a whole. The creation of this new Health Manager (HM) position also brings parity between the (three) high-level positions that report directly to the Director, BreastScreen North Coast.

The change is also considered beneficial in that further development of the position will be undertaken through formal education and skill development, with a view to backfilling the Director position when the current Director is on leave. (Currently only one senior position backfills the Director position.)

Change Management

The Director has sought advice from the Human Resources Department in regard to the new Position Description to be graded and the overall management of this change, which is considered a 'mini restructure'. An indicative grading of via the Mercer Job Evaluation methodology. The removal of the existing Marketing and Recruitment Officer, which is classified under the Health Education Officer Award, is considered to have no adverse impacts. The implementation of this change also has in principal support from the Executive level of the NNSWLHD. Formal Chief Executive endorsement will be sought following the consultation process.

The Director has held a preliminary discussion with the incumbent in the Marketing and Recruitment Officer role and explained that a (closed) merit-based selection process will be required as per NSW Health policy. The attached consultation document provides the HSU with additional background

information on the need for this change. The Director will now circulate this paper to staff, inviting any feedback and an opportunity to meet if required. Should there be any concerns expressed by staff, our Human Resources Manager will make contact with the HSU's Ms Alana Fernandez to discuss.


Embedding the Change

It is then considered a relatively straightforward process of aligning the Engagement Strategy services and functions, clarifying adjusted roles and accountabilities around this more senior role and aligning these to the proposed new structure. There will also be stakeholder engagement, which is anticipated to be very positive in terms of how this focus on supporting the expansion of services to women in the region as well as the overall change will be received.

If you have any concerns or questions, please do not hesitate to contact me via email:

Katharine.Duffy@health.nsw.gov.au

Yours sincerely

A handwritten signature in black ink, appearing to read 'Kathy Duffy', with a stylized flourish at the end.

Katharine Duffy

**Director Nursing and Midwifery
Northern NSW LHD**