In June 2016, we told you about Kiwi Health Jobs (KHJ) and Immigration New Zealand (INZ) trialling a new initiative aimed at recruiting sonographers internationally. While we are committed to growing our own Sonographer workforce, there is still a need to look offshore to meet current demand.

The sonographer recruitment campaign went live in the UK in July 2016, and involved running marketing and social media campaigns to encourage UK trained sonographers to consider working in NZ. People have been directed to a page on www.kiwihealthjobs.com containing video profiles, current DHB vacancies and links to relevant information, such as the MRTB website for the registration process.

The campaign has been a great forum for DHBs to promote sonography opportunities in NZ. While the UK has been the main focus, it is likely that the initiative will also target other markets such as Canada and Australia.

Additionally, the campaign has the potential to reach a far wider audience, as the information will remain on the KHJ website and be accessible to anyone who views the site.

The campaign has received some media attention. On 30 June 2016, Australia & New Zealand Magazine published an article authored by John Weir about the campaign. This article was picked up and subsequently linked to a second article authored by Michael Walter, which ran on the Radiology Business site. Links to these articles are included on Page 4.

**International Recruitment Campaign Underway**

The effectiveness of the sonographer recruitment campaign is being monitored using Google Analytics from KHJ. Please see Page 4 for more information.

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**Sonographer Workforce**

- **Headcount**: 210
- **Mean Age**: 41.2 years
- **Mean % sick leave hours per FTE**: 2.9%
- **Mean % FTE**: 0.72
- **Mean % over 55 years**: 12.4%
- **Mean Annual Turnover**: 17%
- **Mean Length of Service**: 8.8 years
- **Females**: 85.7%
- **5% increase since June 2015**
- **3.7% increase since June 2015**
- **1.2% change since June 2015**
- **7.7% increase since June 2015**
- **4.5% increase since June 2015**
- **10.9% increase since June 2015**
- **8.8% increase since June 2015**
- **1.1% change since June 2015**
Please spread the word to your colleagues and networks (local and international) about opportunities for new and experienced Sonographers. They can start their search now at www.kiwihealthjobs.com

Auckland Training

The Northern Regional Alliance (NRA) partnered with the University of Auckland to establish and pilot an accelerated 12-week intensive sonography training course.

The pilot has been evaluated as an innovative and effective way of preparing sonography trainees with the necessary skills and attributes that enable them to be in a “work-ready” state, i.e. demonstrating competence and being productive.

The course forms part of the University’s Postgraduate Diploma in Health Sciences Ultrasound programme, which is accredited by the Medical Radiation Technologist Board of New Zealand (MRTB). Completion of the course is not a substitute for completing the whole Diploma or for meeting regulatory requirements for registration as a sonographer.

With the conclusion of Health Workforce New Zealand (HWNZ) funding for the pilot, the programme is being supported by DHBs and private providers and will continue on a ‘user-pays’ basis.

SUPERVISION TRAINING

There is a need to increase the number of sonographers that can provide supervision, as capacity to provide supervision for trainees is currently a significant constraint in growing the sonographer workforce.

The number of trained supervisors and quality of supervision is a key enabler to support trainees and can positively impact on staff retention.

Work undertaken earlier this year has signalled interest from sonographers in participating in supervision training. A scoping exercise has gathered information about the content of a range of health related supervision training options. The exercise concluded that it is unlikely any one training option available will meet all the needs of this workforce.

As a small workforce, sonographers often have to adapt training to suit their needs. The SWDP group is aiming to develop and deliver a supervision training course that covers the core generic elements of supervision while incorporating components specific to the sonographer workforce.

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Key findings

» There are currently 35 trainee sonographers being trained by DHBs.
» Some DHBs are training more FTE than budgeted for.
» 81% of respondents reported that all their sonographers participate in training/supervising trainees, and 56% have explored arranging training/supervision on a regional basis.
» There is significant support for increasing supervision capability and capacity within DHBs, to enable them to train/supervise more sonographers per year.

Otago Training

The University of Otago is developing a post-graduate qualification in Medical Imaging.

The internal approval processes have now been completed and final approval to develop this qualification was granted in July 2016.

The objectives are to:
• Establish a post-graduate education pathway for Medical Imaging Technologists; and
• Have a sub-set of the pathway provide an academic component of ultrasound training.

Development is underway with an anticipated start date of 2018.

DHB Biannual Survey

DHB Radiology Managers were asked to provide a snapshot of their Sonographer workforce as at 30 June 2016. The aim of the survey was to obtain information on DHB employed sonographers and trainees, current vacancies, as well as service capacity and configuration.

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BMUS CONFERENCE

A manager and Sonographer representing the Central Region DHBs will attend the BMUS conference from 7-9 December in York, UK.

The three day conference provides a forum for engagement as well as opportunities for overseas recruitment of sonographers.

The Central Region DHB representatives will take the same approach used in previous years, with the intention of recruiting to several vacancies across the region.

Pre-advertising via FaceBook as well as advertising in the conference brochure, will be used to inform attendees that the DHB representatives will be available to meet with people at the conference to discuss recruitment opportunities in New Zealand.

This initiative is jointly funded and supported by the DHBs in the Central Region, as it is considered that any additional recruitment to the region is beneficial for all.

Contact: Di.Orange@midcentraldhb.govt.nz

APC Information

The SWDP requested and received information regarding sonographer Annual Practising Certificates (APC) information from the MRTB in July 2016.

Highlights include:

- 74% of sonographers holding a 2016/17 APC are New Zealand qualified.
- 88% (420) are female and 35% (167) are over 50 years old
- There are six sonographers practising who were granted registration through the Registration Examination Assessment (REA) pathway.
- There are currently 40 practitioners practising in sonography with a condition on their APC.

Registered Trainee Sonographers in 2016/17

<table>
<thead>
<tr>
<th>Training Institute</th>
<th>Qualification</th>
<th>Female</th>
<th>Male</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASUM</td>
<td>Diploma in Medical Ultrasonography</td>
<td>38</td>
<td>5</td>
<td>43</td>
<td>55.8</td>
</tr>
<tr>
<td>Monash University</td>
<td>Master of Medical Ultrasound</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1.3</td>
</tr>
<tr>
<td>QLD University of Technology</td>
<td>Postgraduate Diploma in Cardiac Ultrasound</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1.3</td>
</tr>
<tr>
<td>University of Auckland</td>
<td>Postgraduate Diploma in Health Science (Ultrasound)</td>
<td>25</td>
<td>6</td>
<td>31</td>
<td>40.2</td>
</tr>
<tr>
<td>University of South Australia</td>
<td>Postgraduate Diploma in Medical Sonography</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>1.3</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>66</td>
<td>11</td>
<td>77</td>
<td>100</td>
</tr>
</tbody>
</table>

The Medical Radiation Technologists Board formulated its first set of competency documents in 1999 with seven subsequent revisions (through to 2013) for each of the five scopes of practice defined for the profession of medical imaging and radiation therapy.

Since 2004 those revisions have been conducted under the Health Practitioners Competence Assurance Act 2003.

In 2016 the Board undertook a broader review of the competencies framework for medical imaging/radiation therapy practitioners to include a revision of both the design and content of the competencies framework.

The MRTB has invited individuals to complete an online survey regarding the proposed competency framework. The survey closes on Friday, 11 November 2016.

You can view the proposed competency framework and complete the consultation survey at:

Monitoring the International Recruitment Campaign

The effectiveness of the overseas sonographer recruitment campaign is being monitored using Google Analytics from the Kiwi Health Jobs website and microsites.

**Google Page Views**

**Google Page Views by Country of Origin**

**Notes:**
Page Views: The total number of pages viewed. Repeated views of a single page are counted.
Page: Pages visited listed by URL.
Country: From which the session originated.
Unique Page Views: Is the number of sessions during which the specified page was viewed at least once. A unique page view is counted for each page URL + page Title combination.

**Articles covering the UK sonographer recruitment campaign are available at:**
- New Zealand recruiting British sonographers:
  [http://www.australiamagazine.co.uk/?p=2212](http://www.australiamagazine.co.uk/?p=2212)
- New Zealand actively recruiting sonographers from the UK:

**MECA Bargaining Update**

**MECA BARGAINING IS STILL IN PROGRESS**

Workforce issues have been a big discussion point during the process. It has been helpful to be able to update the sonographer representatives on the work of the Sonographer Workforce Development Group.

Of particular interest, is the up to date data showing the recent growth in the DHB employed workforce, and the high level of trainees both in the private and public sectors.

The parties understand that the timeframe for trainees to gain registration does mean workforce supply won’t improve rapidly in the short term.

Contact: [Laurie.Biesiek@dhbsharedservices.health.nz](mailto:Laurie.Biesiek@dhbsharedservices.health.nz)

This quarterly newsletter provides updates on the work of the national DHB Sonographer Workforce Development Programme (SWDP) group.

For more information, please contact:
- Kamini Pather
  Workforce Specialist
  Strategic Workforce Services
  DHB Shared Services
  [Kamini.pather@dhbss.health.nz](mailto:Kamini.pather@dhbss.health.nz)