

Destination Unity Review 2017

The Destination Unity project which began at National Conference 2010, aimed to bring independent Diabetes Societies into a single unified national structure. In March 2012 a Special General Meeting of Diabetes New Zealand was held and following this, many societies joined with the process and ultimately became branches of Diabetes NZ Inc. Some societies went into recess and some opted to remain independent.

The main objective of unification was to create a strong, cohesive, professionally run organisation, with a national voice that would better service the needs of those with diabetes and represent their interests at a local and national level. The following benefits were sought from Unification:

- To make a “step change” with a fragmented organisation, and develop DNZ into a more efficient and more effective organisation to deliver on its objectives
- An organisation that is more “fit for purpose” in an increasingly accountable current and future environment.
- Less confusion for members and potential members by standardising pricing and services as well as the method of becoming involved with the organisation. Diabetes NZ would become easier to deal with and more attractive to members.
- To create a platform that enables Diabetes NZ to be a much more compelling charity and brand, thereby attracting (and retaining) staff and volunteers, and also financial support
- Greater lobbying ability with Government.
- Higher and consistent standards of care/service provided at the local level by branches, and other providers with greater benefits to all people with diabetes.
- Build positive relationships with friends and supporters.
- Meaningful engagement with the Diabetes NZ family and network, through the entire Destination Unity process.
- Improved operating model to deal with stakeholders (e.g. Government departments, Pharmac, DHBs, Sponsors).

At a local branch level, unification aimed to:

- Help branches eliminate distractions (legal and administrative) of maintaining a society, and allow more time and energy to helping PWD (People with Diabetes);
- Eliminate and reduce costly and time consuming duplication of projects and effort
- Provide support with administrative activities
- Improve and standardise the information and education provided
- A more unified structure, with a strengthened National office, should generate more sharing, with greater coordination of scarce and valuable resources

Seven years on from the commencement of this journey, it is time to review the progress to date. We need your help to understand the impact of unification at the branch level. Have the objectives been achieved? Is the structure working as predicted? Have there been unintended or unforeseen side effects of the changes, both positive and negative? What more can we do to strengthen our organisation and provide even better support, information and education to our members and the wider public?

Of course, the organisation as a whole, and its constituent branches, will also have been affected by societal changes that impact on the charities sector as a whole. These external changes evolve and occur naturally, and while not brought about by the Destination Unity re-structure per se, we should be mindful of how such changes may affect our operations now, and in the future.

The Review Process

The review will consist of the following stages

1. Data Collection
 - 1.1 Survey for Branches
 - 1.2 Survey for Individuals
 - 1.3 Survey for Individual Societies
 - 1.4 Survey for National Office
 - 1.5 Regional workshops
 - 1.6 Input from Advisory Council and Board members
 - 1.7 Written submissions from Region Representatives
 - 1.8 Written submissions from individuals
 - 1.9 Consultation with other major Stakeholders
2. Data analysis
 - 2.1 Quantitative analysis from surveys
 - 2.2 Qualitative analysis; identification of emerging themes
- 3 Report produced for consultation at Conference Workshops
- 4 Final report submitted to AC and Board, along with recommendations for consideration.

Any queries should be directed to Karen Reed karen@diabetesnzrotorua.org.nz in the first instance.