

# Media release

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## SHPA continues winning run with international award

The Society of Hospital Pharmacists of Australia (SHPA) has been recognised on the world stage for recent years of rejuvenated advocacy, building member impact and record membership retention through a 2019 Gold Quill Award for strategic communication.

The entry 'A new prescription: Elevating Australia's leading pharmacists' was awarded to SHPA Head of Strategy and Communication Nick Sharp-Paul at the annual congress of the International Association of Business Communicators in Vancouver, Canada last night.

SHPA Chief Executive Kristin Michaels says the award book-ends two years of member-driven modernisation and growth for the 5,200-strong organisation.

'Over the last few years strategic and integrated consultation and communications has allowed us to reshape our Constitution and magnify the voices of hospital pharmacists through a booming traditional and social media footprint, which is a wonderful sign of the vibrancy of the SHPA family, as well as a credit to the work of Nick and his team.

'This growing member engagement and record membership growth has ensured the success of our stronger advocacy framework, which has directly effected real change in Federal legislation to improve the safe use of medicines in Australia.'

Mr Sharp-Paul was awarded in the Change Communication category alongside two American entries: Blue Shield of California, Los Angeles and Burns & McDonnell, Kansas City.

Ms Michaels says the award comes as key indicators of SHPA's success can be seen in the strong uptake of leading conferences, CPD and Branch events and peer networking, education and advisory groups.

'Last year we welcomed more than 1,300 leading pharmacists and technicians through the doors of Medicines Management, the SHPA National Conference, 37% more people attended national SHPA CPD seminars and more than 40% of members had joined our Specialty Practice streams.

'This is truly and acknowledgment of the growing connectivity and engagement of the broader SHPA community – we are so powerful and passionate when we come together and the future looks bright.'

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### About SHPA

The Society of Hospital Pharmacists of Australia (SHPA) is the national, professional, for-purpose organisation for leading pharmacists and pharmacy technicians working across Australia's health system, advocating for their pivotal role improving the safety and quality of medicines use. Embedded in

multidisciplinary medical teams and equipped with exceptional medicines management expertise, SHPA members are progressive advocates for clinical excellence, committed to evidence-based practice and passionate about patient care.

[shpa.org.au](http://shpa.org.au) |   