



Western Australian Pharmacy Students' Association Curtin

Building 306, Curtin University, Hayman Rd, Bentley, WA, 6102

Email: wapsa@wapsa.org.au ABN: 64624731955

WAPSA 2028

31st of January 2025

Summary

The Western Australian Pharmacy Students' Association was established in 1953, during a period of significant change and growth in both the pharmacy profession and the world. To put this time into perspective, it was the year of Queen Elizabeth II's coronation, the discovery of the DNA double helix, and the end of the Korean War.

At that time, the pharmacy profession was still developing into what it would be decades to come. While pharmacists were primarily known as dispensers of medication, their role was paving the way for the more patient-centered and clinically involved role they occupy today.

With the advancement of technology, we have seen a dramatic shift in the way education and networking occurs within the pharmacy student community. This shift has come with the challenge of maintaining meaningful face-to-face interactions, which are essential for building relationships and creating a strong sense of community amongst students.

As we embrace these advancements, we also recognise the importance of preserving the personal connections and support systems that have always been the driving force behind WAPSA.

WAPSA 2028 is an initiative aimed at revitalising our commitments to the Curtin University Pharmacy Student Body. The strategy is designed to enhance the student experience through a focused and dynamic approach which is tailored to each phase of their academic journey.

This document outlines key initiatives that will ensure WAPSA remains an integral part of the Curtin University pharmacy student experience by 2028. The strategy is driven by four core pillars: People, Engagement, Connection, and Sustainability, all of which will guide our efforts over the next few years.

Kaitlyn Campbell

2025 President

Western Australian Pharmacy Students' Association Curtin



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Purpose and Goals

Purpose: To ensure that every pharmacy student at Curtin University is provided with tailored opportunities that best support their needs at each stage of their degree. This includes supporting professional development, and fostering a sense of community.

End Goal: By 2028, one degrees' lifetime, WAPSA will be an integral part of the Curtin University pharmacy student experience.

Strategic Pillars

1. People

Objective: To engage with the wider community and grow the Curtin University Pharmacy Student Body.

Key actions:

- Increase the number of pharmacy students at Curtin University
- Showcase what makes Curtin Pharmacy stand out
- Provide more comprehensive support for first-year students through mentoring programs, workshops, and opportunities to connect with their peers and senior students early on.

2. Engagement

Objective: To encourage and support students' passion for the pharmacy profession.

Key actions:

- Organise and host high-impact events such as the *Meet the Lecturers* panel, the *White Coat Ceremony*, and *Quiz Nights* to promote both academic and social engagement.
- Increase engagement on platforms such as Instagram, TikTok, and Facebook, as well as producing a regular newsletter.



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3. Connection

Objective: To connect students to individuals and organisations within the pharmacy profession

Key actions:

- Establish partnerships and maintain strong connections with industry leaders, organisations, and professional bodies.
- Facilitate networking events that connect students, early-career pharmacists (ECPs) and industry seniors to encourage ongoing professional relationships.
- Create opportunities for students to interact with current professionals through events such as workshops, seminars, and industry panels.

4. Sustainability

Objective: To ensure there is a maintenance of students progressing to early career pharmacists, and to maintain WAPSA's core values and initiatives across the yearly committee handovers.

Key actions:

- Ensure that the core values of WAPSA remain aligned with the evolving needs of pharmacy students and the professional landscape.
- Build a clear pathway for developing new leaders within WAPSA to ensure smooth transitions and the continued effectiveness of the association as current members graduate and pass on responsibilities.
- Advocate for better retention strategies to encourage students to pursue careers in pharmacy and stay engaged with the profession after graduation.



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New Roles and Responsibilities

To ensure the success of this strategic plan, WAPSA will introduce several new roles and responsibilities into the committee.

1. Communications Chair

Responsibilities:

- Work directly with the Secretary to streamline communication efforts and reduce workload.
- Manage WAPSA Curtin social media accounts, including the creation of promotional materials.
- Develop and manage regular newsletters, keeping students informed about upcoming events, news, and achievements within the pharmacy community.
- Attend executive team meetings to provide updates on communication strategies and feedback from students.

2. Year Representatives

Responsibilities:

- Be present with their cohort i.e. regularly study in the WAPSA Common Room so they are accessible to our members.
- Support your fellow peers and be the voice of your cohort.
- Ensure that the WAPSA Common Room is in a presentable state and notify the executive committee when stock ups are required.

Implementation

Clear Communication Channels: Establish clear communication channels to update all members of the association, including emails, newsletters, social media platforms, and the WAPSA website. This keeps students informed about the progress of the strategy and any upcoming opportunities for involvement.



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Marketing and Awareness Campaigns: To ensure that students are engaged and aware of the initiatives, WAPSA can launch targeted marketing campaigns. These campaigns will highlight key aspects of the strategy, upcoming events, and how students can get involved. Using both digital and in-person channels (like posters, events, and presentations) will help ensure high visibility.

Student Feedback: Regularly seek feedback from students through surveys. This will help identify any challenges or gaps that need attention, and ensure that the strategy remains relevant to the evolving needs of the student body.

Volunteer Opportunities: Encourage students to get involved by creating volunteer opportunities tied to specific WAPSA initiatives.

Institutional Support: Engage with the school's faculty members for continued support for the strategy. Their endorsement can provide both legitimacy and long-term resources for the association's initiatives.

Celebrating Success: Celebrate successes throughout the process. Publicly recognising achievements will help maintain momentum and inspire further engagement from students. These achievements can be WAPSA's or individual achievements of our members.

Goals

The following goals outline the key priorities for WAPSA over the coming years. They are designed to strengthen our membership base, ensure financial sustainability, enhance engagement, and foster long-term connections within our community.

1. Maintain a minimum membership rate of 75% of all Curtin University Pharmacy Students
2. Maintain a bank reserve of at least \$40,000
3. Achieve an average engagement rate of 10% (likes, shares, comments) on social media posts.
4. Create a WAPSA Alumni Network with annual reunions or mentoring opportunities.
5. Create sustainable project and event planning checklists (including finances, environmental impact and committee handovers).



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Acknowledgements

The WAPSA Curtin Executive Committee gratefully acknowledges the contributions of all those who supported the development of this Strategic Plan.

This initiative was led by Kaitlyn Campbell, President, in collaboration with Jamie Alivio, Vice President. Their vision and dedication provided the foundation for the project.

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- A/Prof Leanne Chalmers, Director of Pharmacy
- Dr Tin Fei Sim, Discipline Lead – Clinical Pharmacy and Pharmacy Practice

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