Summary of meeting with [redacted] from Hills' Pet Nutrition

Meeting attended by Prof Rick Read (Murdoch University) and [redacted] (Hills' Far East)

Meeting held in Sky City Hotel, 1pm Wednesday March 6, 2013.

The purpose of the meeting was to discuss options for further collaboration between Hills' Far East and Murdoch University's Veterinary School to provide continuing education for the veterinary profession in Asia.

Dr Read outlined the recent activities and the issues arising from the recent workshops:

- The subject matter, structure and overall attractiveness of the Advanced Veterinary Skills Workshop is very well respected and received in countries where the Workshop has been run (Taiwan, Thailand, China, Malaysia).
- Over 200 veterinarians have completed the workshop but the number progressing on to take up the online Postgraduate Certificate (International) and Masters offerings is very small, due largely to the high cost of the total package through to Masters level, and University requirement for a minimum proficiency level in English of IELTS 6.0
- An academic restructure currently underway at Murdoch University may require more separation between the cu
  Small Animal Practice

Just add a little to explain "too difficult":
Largely I tried to wear the hat of a GP to ask myself "what is the incremental value from a MS degree from Murdoch if my career goal is in general practice, considering the investment Time&$"

[redacted] shared his belief that the Masters degree from Murdoch University was considered too difficult a goal by many Asian veterinarians, with the financial cost, time commitment and academic rigour of the Masters level units all contributing to this position being commonly held.

Immediately prior to this meeting, Dr Read had met with [redacted] Education Committee to discuss linking the Murdoch ACVS workshop with the [redacted] continuing education program. Dr Maddison had indicated support for this concept, and her intention to raise this with the [redacted] Education Committee at a meeting later the same day.

The following points were discussed and agreed:

1. The ACVS workshop and Drs Read and Irwin as presenters are highly regarded by Asian veterinarians.
2. The best opportunity for c
   continuing education for A
   Postgraduate Certificate International and its individual units.
3. A structure that offers both the Postgraduate Certificate as a whole and its individual units as stand alone offerings should be pursued, taking into account the results of the current academic restructure of graduate courses at Murdoch University. The current core units of the Certificate to be expanded with additional appropriate level elective options.
4. Hills' Far East and Murdoch University to work towards an agreement that incorporates a scholarship program to provide academic fee support for selected veterinarians to enroll in the Postgraduate certificate course, with prior completion of the ACVS workshop remaining as a prerequisite for enrolment.

A comment here:

It is possible to work with local vet association along with Hill's partnership to select relevant workshops

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5. The scholarship program outlined in (4) above could also be linked with the existing veterinary nursing scholarship program supported by Hills for veterinary nurses enrolled through the Animal Ir
– AIRC/CCG).
6. Drs Read and Irwin to develop
are appropriate for veterinary nurses and technicians undertaking the advanced levels of their veterinary nurse training.
7. Linking the ACVS workshop with the [redacted] continuing education program is considered a desirable outcome by Hills Far East and the Murdoch workshop providers.

Comment:

There are a number of ways to support the partnership, including scholarship, incentive programs, and self-supported studies

Likely next steps once agreement in principle is reached and depending on the results of the [redacted] education committee meeting held in Auckland today:

- Dr Read to communicate with [redacted] by email regarding a formal proposal to run a WSAVA-linked ACVS workshop in Malaysia in 2014.
- Pending the final results of the academic restructure of graduate degrees at Murdoch University, Dr Irwin and Dr Read to provide [redacted] with details of the restructured Graduate Certificate course and individual unit structure.
- Appropriate staff of Murdoch University and Hills Far East to draw up an agreement outlining Hills's support for the restructured Murdoch continuing education certificate and ACVS workshop.
- Dr Irwin and Sue Crampton to work together to develop workshop modules for advanced nursing students, to be run in conjunction with the ACVS
- Murdoch University and [redacted] Education committee to pursue an ongoing link to support veterinary professional development in Asia commencing in 2014.

Comment:

I could see a significant opportunity in e-learning on clinical subjects with video illustrations.

Professor Rick Read

6 March 2013

Sent as email attachment to: Assoc Prof Peter Irwin, [redacted]

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