

# Dr Cassandra Zaina

FACP GAICD APAM

M.App.Sc.(Manip.Physio.) (UniSA), B.App.Sc.(Physio.) (UniSA), Cert Acu. (London, UK)

Specialist Occupational Health Physiotherapist FACP  
(As awarded by the Australian College of Physiotherapists in December 2010)

Fellow of the Australian College of Physiotherapists Specialist

Titled Musculoskeletal Physiotherapist

Titled Pain Physiotherapist

Telstra Business Women's Award Finalist 2010

National Chair, Acupuncture and Dry Needling Group

SA Chair, Occupational Health Physiotherapy Group

National Advisory Committee Member



## Vision

I am a proactive, future-focused Physiotherapist committed to leading our profession into a future defined by innovation, inclusion, and impact. A proud Fellow of the Australian College of Physiotherapists (ACP) with 35 years of experience and a graduate of the Australian Institute of Company Directors (AICD), I am a dedicated advocate and contributor to our profession.

I am eager to extend my service by joining the APA Board to further advance the APA vision—ensuring physiotherapy remains an essential pillar of our health system and the first choice for consumers, government, and the wider community.

## Advancing Our Profession – What I Bring to the Board

### Uniting the Profession

I am deeply committed to uniting and strengthening the physiotherapy profession through collaboration, knowledge-sharing, innovation and advocacy. My extensive network of colleagues across Australia and internationally spans multiple clinical and special interest groups, which provides a strong foundation for fostering national connection and alignment.

A clear example of this was the development of the People Handling Across the Lifespan series – a landmark collaboration across all patient-facing National Groups. This initiative not only enriched professional learning but also demonstrated the power of cross-group engagement to address shared professional challenges. I believe there are significant opportunities for the APA to continue building on such models of collective leadership and interdisciplinary collaboration to further strengthen our profession's cohesion and reach.

### Technology

I have been involved with emerging technologies in physiotherapy and health for 20 years – both reviewing and contributing to others, and developing my own preventative health strategies. I'm currently investigating programs from America, Canada and the United Kingdom to consider how they could assist and advance our profession and service and

ensure we are staying ahead of the curve on a global perspective.

### I represent the interests of members

I work closely with physiotherapists and student physiotherapists across South Australia and collaborate with leaders in every state and territory. Through this network, I contribute to national discussions on certification rights, primary-prevention strategies, and protecting the integrity of the term physiotherapy within models of care. I understand members' concerns from clinical, business, and advocacy perspectives and bring that knowledge directly to the Board table.

### I understand the needs of business owners.

Over two decades in private practice—including founding and growing my own clinics—have given me deep experience in business operations, team development, governance, and financial management.

As a Telstra Business Women's Award Finalist for South Australia, I continue to work with practices across musculoskeletal, sports, pain, and occupational health. I understand the daily realities of business owners and staff and the systemic issues they face.

Recent advocacy activity includes DVA, NDIS and promoting to GPs programs such as PD warrior, falls prevention, management of women's health.

### I understand public health and health policy

I have a strong understanding of public health and policy, having worked across public and private hospitals in Australia, Canada, and England. I remain closely connected to advanced-scope and hospital-based physiotherapists and am committed to ensuring their perspectives continue to inform APA policy and strategy.

### I have proven Board success

As a graduate of the AICD, I bring more than two decades of board and committee leadership experience, which has strengthened my practical understanding of governance, risk, compliance, and financial oversight. These roles have honed my capacity to work strategically and collaboratively, build consensus and foster trust within diverse teams to drive meaningful outcomes.

## Key Highlight

Strengthened national collaboration between APA committees and policy groups, ensuring physiotherapy retains a strong, unified leadership voice across every level of healthcare.

## I bring regulation and compensation experience

I have worked extensively with insurance companies and regulators—including ReturnToWorkSA, WorkSafe Victoria, TAC, Allianz, QBE, Suncorp, AAMI, EML and Gallagher Bassett—developing strategies to optimise service delivery, outcomes, and clinical governance. My strong working relationships with APA Board members and the APA Government Relations team ensure I can help strengthen physiotherapy’s leadership voice in every sector of healthcare.

## Leadership Focus

### Advocacy

I am unwavering in my commitment to advocacy—a core value that aligns directly with the APA’s mission. I believe in the strength of a collective voice and in driving positive change for physiotherapists, their patients, and the broader community. Advocacy for our profession has been a consistent and defining feature of my leadership.

### Career Pathways and Excellence in Care

I am devoted to building a clear and purposeful career pathway that sustains professional growth and excellence across all physiotherapy streams. During my tenure on the ACP College Council, I worked to expand these opportunities—a focus that continues today through the efforts of our current Council.

As National ADNG Chair, I secured the APA/ADNG Position Statement on Recommended Training to Deliver Acupuncture and Dry Needling by Physiotherapists in Australia and continue to lead efforts to position physiotherapy as the benchmark for safe and effective practice.

### Healthcare Reform and Equity

My experience working with diverse populations—from younger to older Australians, LGBTQI+ and a wide range of ethnicities—positions me to contribute meaningfully to the APA Board’s ongoing work toward equitable, accessible healthcare for all Australians.

## Governance and Professional Highlights

### APA and ACP Service

- SA Chair, Occupational Health Physiotherapy Australia (OHPA) and ADNG Groups
- Member, OHPA National PD Working Party 2022–2023
- Member, ACP Admissions Committee 2019
- College Council Member, Australian College of Physiotherapists 2012–2018
- APA Conference Committee, OHPA 2013
- Musculoskeletal SA Committee Member 2002–2010

## Board and Advisory Experience

- Non-Executive Director | Cirkidz Pty Ltd (Chair of Risk & Audit Committee)
- Member | SA Physiotherapy Board (AHPRA)
- Member | Clinical Quality Advisory Committee, ECH
- Advisor | ReturnToWorkSA
- Member, Expert Guideline Development Group for New Clinical Guidelines - University of Adelaide
- Non-Executive Director and Co-President, Women in Innovation
- Co-Chair Fearless Innovator Grant program

## Awards and Recognition

- Graduate | Australian Institute of Company Directors (2016)
- Specialist Occupational Health Physiotherapist (2010)
- Tomorrow Start Grant Award (2011)
- Telstra Business Women’s Award Finalist (2010)
- APA Recognition of Service Award (2009)

## Media and Public Engagement

- ABC Weekend Breakfast
- ABC 7:30 Report
- Channels 7, 9, 10 & 44
- Corporate media campaigns, TV, print & radio: Tradies Week Top Tips, Tech Neck, Texter’s Thumb, Hybrid Work Solutions, Low Back Pain Prevention

## Personal Attributes

- Integrity
- Honesty
- Good Judgement
- Curiosity
- Confidence
- Courage
- Collaboration
- Advocacy
- Teamwork
- Growth mindset
- Highly effective communicator

## Closing Statement

I am committed to advancing the APA’s strategic direction and ensuring our profession remains progressive, resilient, and unified. By anticipating emerging risks, fostering collaboration, and reinforcing Physio-First across every domain, we can secure physiotherapy’s role as a leader in forward-thinking health innovation and the wellbeing of all Australians.

**I would be honoured to receive your support and your vote.**

## Profile

### Dr Cassandra Zaina FACP GAICD APAM

Specialist Occupational Health Physiotherapist FACP

Fellow of the Australian College of Physiotherapists

M.App.Sc.(Manip.Physio.) University of South Australia

B.App.Sc.(Physio) University of South Australia

Certificate Acupuncture, Acupuncture Association of Chartered Physiotherapists, Harley Street, London, UK

- Graduate of the Australian Institute of Company Directors
- Specialist Occupational Health Physiotherapist FACP  
(as awarded by the Australian College of Physiotherapists in December 2010)
- Fellow of the Australian College of Physiotherapists Specialist
- APA Titled Musculoskeletal Physiotherapist
- APA Titled Pain Physiotherapist
- Telstra Business Women's Award South Australian Finalist, 2010
- National Chair, Acupuncture and Dry Needling Group
- SA Chair, Occupational Health Physiotherapy Group
- National Advisory Committee Member

With over three decades of experience as a Specialist Occupational Health Physiotherapist, dual-titled APA Musculoskeletal and Pain Physiotherapist, and Telstra Business Women's Awards South Australian Finalist, Cassandra brings a wealth of expertise to your Board of Directors. A Graduate of AICD and experienced Non-Executive Director, she excels in strategic planning, governance, advocacy, risk management, finance, business development, and leadership.

Cassandra has served on numerous Boards and Advisory committees across regulatory, corporate, healthcare, and community organizations, consistently enhancing healthcare quality and advocating for improved access and equity. Her international experience spans Australia, Canada, and England, covering both public and private healthcare systems and various corporate sectors.

Anchored by unwavering integrity, exceptional interpersonal skills, and a knack for innovative problem-solving, Cassandra is ready to leverage her extensive expertise in a portfolio board career, propelling businesses to unprecedented growth and success.

## Board and Advisory Positions

<b>Jun 2025 - present</b>	Co-President, Women in Innovation
<b>Jun 2025 - present</b>	Co-Chair, Fearless Innovator Grant Program
<b>Mar 2024 - present</b>	Non-Executive Director, Board of Examiners, Australian College of Physiotherapists
<b>Jan 2024 - present</b>	Member of the Board, Women in Innovation and Fearless Innovator Grant Program 2024-2025
<b>Jan 2024 - present</b>	Member, Expert Guideline Development Group for New Clinical Guidelines, Uni. of Adelaide
<b>Jan 2024 - present</b>	Member, National Advisory Committee, advising the Australian Physiotherapy Association Board
<b>Jan 2024 - present</b>	National Chair, Acupuncture and Dry Needling Committee, Australian Physiotherapy Assoc
<b>Dec 2023 - present</b>	Chair, SA Occupational Health Physiotherapy Committee, Australian Physiotherapy Assoc
<b>Dec 2023 - present</b>	Member, National Committee Occupational Health Physio, Australian Physiotherapy Assoc
<b>Jun 2022 - present</b>	Member, National Committee Acupuncture & Dry Needling, Australian Physiotherapy Assoc
<b>Jun 2022 - Dec 2023</b>	Chair, SA Acupuncture and Dry Needling Committee, Australian Physiotherapy Assoc
<b>Dec 2022 - Oct 2023</b>	Member, Scientific Conference Committee ADNG, 'Ignite' National APA Conference
<b>Feb 2019 - May 2022</b>	Member of the Clinical Quality Advisory Committee, ECH, Adelaide
<b>Apr 2019 - Dec 2019</b>	Member of the Admissions Standing Committee, Aust. College Physiotherapists
<b>Jun 2014 - Jun 2019</b>	Approved Panel Member to the National Physiotherapy Board of Australia, AHPRA
<b>Jan 2014 - Jun 2014</b>	Chair, Risk and Audit Committee advising the Board, Cirkidz Pty Ltd, Adelaide
<b>Sept 2012 - Sep 2013</b>	Non-Executive Director South Australian Board, Cirkidz Pty Ltd, Adelaide
<b>Jan 2012 - Dec 2018</b>	Member of College Council, Australian College of Physiotherapists
<b>May 2011 - Jun 2014</b>	Non-Executive Director of the Board, Cirkidz Pty Ltd, Adelaide
<b>Oct 2012 - Oct 2013</b>	Member, Scientific Conference Committee OHPA, 'New Moves' National APA Conference
<b>Sep 2012 - Sep 2013</b>	Non-Executive Director, South Australian Board, Physiotherapy Board of Australia, AHPRA
<b>Oct 2010 - Oct 2011</b>	Member, Scientific Conference Committee OHPA, National Aust. Physio Assoc. Conference
<b>Jan 2006 - Dec 2010</b>	Member, Physiotherapy Expert Reference Group, Joanna Briggs Institute, Adelaide
<b>Jan 2002 - Dec 2014</b>	Member, SA Musculoskeletal Physiotherapy Committee, Australian Physiotherapy Assoc

## Employment

<b>Oct 2023 - present</b>	Adjunct Lecturer, University of South Australia
<b>Jan 2015 - present</b>	Physiotherapy Advisor, ReturnToWorkSA, Adelaide
<b>Feb 2015 - present</b>	Founder and Owner, The Wellness Hub SA, Adelaide
<b>May 2011 - present</b>	Executive Director and Founder, HandsUp For Health! Pty Ltd, Adelaide
<b>Nov 2004 - Jan 2015</b>	Prevent, Founder and Owner, Adelaide
<b>Feb 2014 - Jan 2015</b>	Workcover Physiotherapy Consultant, Adelaide
<b>Dec 2007 - Oct 2012</b>	Executive Director and Co-Founder Bodymind Physiotherapy, Adelaide
<b>Oct 2004 - Jan 2015</b>	UniSA School of Physiotherapy mentoring & clinical placement provision
<b>Feb 2002 - Jul 2004</b>	UniSA, School of Physiotherapy, Adelaide Invited Lecturer, Clinical Educator on Postgraduate and Undergraduate Programs
<b>Mar 2002 - Sep 2004</b>	The Headache Clinic, Adelaide
<b>Mar 2002 - Sep 2004</b>	SA Sports Medicine Centre, Adelaide
<b>Dec 1998 - Dec 2001</b>	Physiotherapy Manager at The Millennium Dome Circus Project, London UK
<b>Jun 1995 - Jul 1996</b>	ES Physical-therapy (ESPT) 22 Harley Street, London UK
<b>Nov 1990 - Jun 1995</b>	A variety of positions in public and private hospitals and private practices in Adelaide Australia, Vancouver Canada and London England. Details upon request

## Qualifications and Training

<b>2020</b>	APA Titled Pain Physiotherapist
<b>2016</b>	Graduate of the Australian Institute of Company Directors
<b>2010</b>	Specialist Occupational Health Physiotherapist FACP (as awarded by the Australian College of Physiotherapists)
<b>2009 - 2014</b>	Business Courses including Project Management Marketing, Media, IT, People and Culture.
<b>2005</b>	APA Titled Occupational Health Physiotherapist
<b>2000</b>	Certificate Acupuncture, Acupuncture Association of Chartered Physiotherapists, Harley Street, London, UK
<b>1998</b>	Master of Applied Science in Physiotherapy (Musculoskeletal Physiotherapy) University of South Australia
<b>1998</b>	APA Titled Musculoskeletal Physiotherapist
<b>1990</b>	Bachelor of Applied Science in Physiotherapy, University of South Australia

## Grants and Awards

<b>2024</b>	Behind Closed Doors, SA WIB Grant Recipient, Advisory Entrepreneurs Group
<b>2011</b>	Tomorrow Start Grant (Department of Trade and Economic Development)
<b>2010</b>	Telstra Business Women's South Australian Finalist, Entrepreneurs Category
<b>2010</b>	Australian Physiotherapy Association Recognition of Service Award

Fearless Innovator Grant Program team



NBCF - Kokoda Trek and fundraising and awareness raising - also physiotherapist for the crew and support crew!



Channel 7 - staying healthy with digital media.

Representing the APA to celebrate the APA-Steel Blue 13 year partnership and Beyond Blue's partnership of 10 years.

New York Marathon 2015 - Fundraiser/runner with Little Heroes Foundation 2012/2015.

APASC23 Brisbane - national collaborations and friendships, presenter.

ReturnToWorkSA - Physiotherapy Advisor supporting clinicians, representing our profession to management, collaborating across health, insurance, regulation and legislation.

Channel 44 segment 'Healthy aging with movement and exercise.'