



AUSTRALIAN  
PHYSIOTHERAPY  
ASSOCIATION

# APA Member Service Charter **Member first**

# APA Member Service Charter

## - Member first

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### Who are we?

The Australian Physiotherapy Association (APA) is the peak body representing the interests of Australian physiotherapists and their patients, and is a founding member of the World Confederation for Physical Therapy.

The APA is a national organisation with six state and territory offices, and has more than 18,500 registered members and over 300 volunteers in positions on committees or working parties. Membership of the APA signifies a standard of professional and ethical behaviour over and above the requirements of registration.

The APA's vision, belief and purpose are centred on the community, health, wellbeing and taking a global leadership position for the benefit of physiotherapy and consumers. For over 100 years, the APA has been the 'voice' of the profession. The APA is committed to the concept of continuing professional development and offers advanced education and training to physiotherapists, and the possibility of collegial support for physiotherapists working in similar areas through its 18 national groups.

### Our guiding principles

The APA is committed to providing service excellence for our members. The organisation's Member Service Charter focuses on developing engaging relationships with members, service excellence and being timely and responsive.

The APA is one team working towards a common goal.

- **United** – We are objective and genuinely support and listen to other opinions and perspectives. We show respect to others, our members and the association.
- **Professional** – We are accountable, focused and take pride in our work. We exhibit a positive attitude towards the association, colleagues, members and others.
- **Member Focused** – We place the interest of the membership at the heart of everything we do.

### Our values

This Member Service Charter reflects the three strategic objectives within the APA's 2015 – 2017 Strategic Plan of:

- **Quality** – The APA will provide members with access to the highest quality knowledge, resources and research that keeps members' skills current and relevant. The APA will remain the organisation of choice for quality professional development products and services.
- **Voice** – The APA will continue to advocate for physiotherapy to have a broader role in healthcare.
- **Community** – The APA will position the physiotherapy brand to all consumers, other health professionals and the community.

The APA will continually evolve to build the success and sustainability of the profession. The organisation will create and maintain a compelling member value proposition that is contemporary, relevant and scalable.

# What can you expect from us?

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## Engaging relationships

Regardless of the nature of an enquiry we strive to build an engaging relationship with every member by:

- Acknowledging them by name in all interactions;
- Offering a friendly, supportive environment;
- Listening and responding appropriately to their needs in a timely manner;
- Treating them with courtesy and respect; and
- Ensuring their privacy and confidentiality.

## Service excellence

We are committed to providing our members with service excellence by:

- Providing a helpful and friendly service experience;
- Supplying high quality advice, information and, where necessary, tailored solutions;
- Ensuring that all our services are comprehensive and easy to access;
- Providing accurate information every step of the way;
- Taking full ownership of an issue and collaborating with staff across the business to provide an appropriate outcome or solution; and
- Sharing knowledge internally so that all staff can provide the same level of service excellence.

## Timeliness and responsiveness

The provision of our services is always respectful of our members' time.

- **Telephone**

We will answer calls promptly, identify ourselves, and endeavour to deal with an enquiry directly without unnecessary referrals or transfers.

We aim to answer 95 per cent of phone calls within 60 seconds.

If a member leaves a message, their call will be returned at the first opportunity within the next 24 hours.

- **Via email**

We aim to respond to emails from members within two working days. If a full reply is not possible then the member will be notified in the two working day period of a timeframe for a future response, as well as the details of a contact person for further enquiries.

- **In writing**

We will respond to all written correspondence, where a response is required, within 10 working days.

If a full reply is not possible then the member will receive an acknowledgment notification which will indicate the timeframe for an expected future response, as well as details of a contact person for further enquiries.

- **Website**

Our aim is to have an informative, accessible, up-to-date website that is user-friendly.

## Privacy and confidentiality

The APA acknowledges and respects the privacy and confidentiality of its members and customers. All information provided to the APA is subject to the organisation's privacy policy. If a member provides the APA with information we will collect, store and only use that information in accordance with the Privacy Act 1988. Members have the right to access and alter personal information collected and held by the APA.

## What we ask of you

The reasons members may contact the APA are diverse and varied. Regardless of the enquiry we request members be respectful in all of their dealings with APA staff.

We do understand that some members may be stressed and experiencing difficulties when contacting the APA, however we do ask that you remain polite, courteous and remember that we are doing our best to assist you with your enquiry.

## Working together

Members can help us provide them excellent service by:

- Ensuring the information you provide is accurate and complete;
- Notifying us if there are any changes to your details;
- Using an online service where it is available to reduce the burden on our member hub;
- Alerting us if you think we have made a mistake and give us an opportunity to fix it;
- Providing us constructive feedback and suggestions so we can improve our service to you.

## How to contact us

The APA has a branch office in each state with its national office based in Melbourne. Members can contact the APA on 1300 306 622.

Details of the APA's branch offices can be found on our website [www.physiotherapy.asn.au](http://www.physiotherapy.asn.au)