



AUSTRALIAN
PHYSIOTHERAPY
ASSOCIATION

Partnership overview

.....

Connecting your business
with both physiotherapists
and consumers



CONTENTS

3	MESSAGE FROM THE CEO
4	ABOUT THE APA
5	APA ORGANISATIONAL STRUCTURE
6	OUR STRATEGIC PLAN
7	MEMBERSHIP
8	PATHWAYS, RESEARCH & ADVOCACY
9-11	PARTNERS AND OPPORTUNITIES

MESSAGE FROM THE CEO



The Australian Physiotherapy Association (APA) is the peak body for physiotherapy in Australia. Our vision is that physiotherapy is recognised as an essential pillar of our health system and is the consumer's first choice for health and wellbeing.

For over 100 years, the APA has been the voice of the physiotherapy profession, providing leadership, guidance and support to Australian physiotherapists. We do this through the provision of high-quality education, advocacy on key issues and community engagement on behalf of the profession.

Physiotherapy is the second largest allied health profession in Australia and represents a \$2.5 billion industry. During the two years of the global pandemic, physiotherapists have kept people well, mobile and injury-free. Hospital based physiotherapists working in Intensive Care Units and rehabilitation wards played a vital role in the care of COVID-19 patients.

Now more than ever, the community appreciates physiotherapists' important role in their health and wellbeing, and our stakeholders recognise the important contribution the profession makes to our health system.

The APA is proud to represent and support this essential health workforce. As a prospective partner, you have an opportunity to contribute to their ongoing success and professional excellence.

We welcome your interest and look forward to further discussions.

Kind regards,

Anja Nikolic
Chief Executive Officer

ABOUT THE APA

The Australian Physiotherapy Association (APA) is the peak body representing the interests of Australian physiotherapists and their patients. The APA is a national organisation with non-autonomous state and territory branches and specialty subgroups.

The APA corporate structure is one of a company limited by guarantee. The organisation has more than **31,000 members** and over **700 members in volunteer positions on committees or working parties**. The APA is governed by a Board of Directors elected by representatives of all stakeholder groups within the Association.

The APA is committed to the concept of continuing professional education. The APA offers members advanced training and the possibility of collegial support from physiotherapists working in a similar area through its **national groups**.

The APA signifies a standard of professional and ethical behaviour over and above the requirements of registration.

The APA strategic plan is strongly focused on providing opportunities for members through professional excellence and career success.

The APA is a member of the World Confederation for Physical Therapy (WCPT).

HISTORY

The APA was established in 1906 by a small group of massage therapists who wanted to protect the public from untrained practitioners.

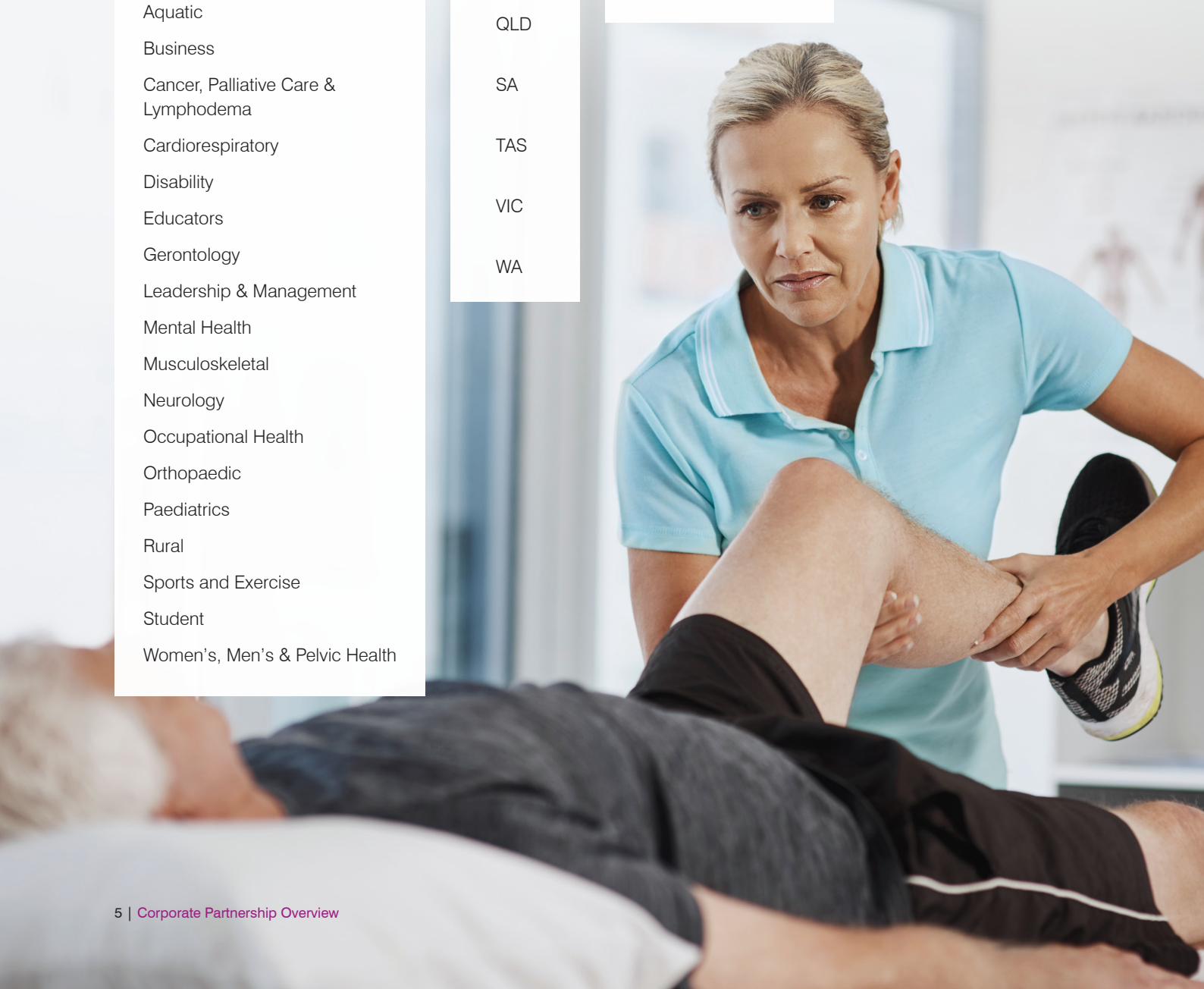
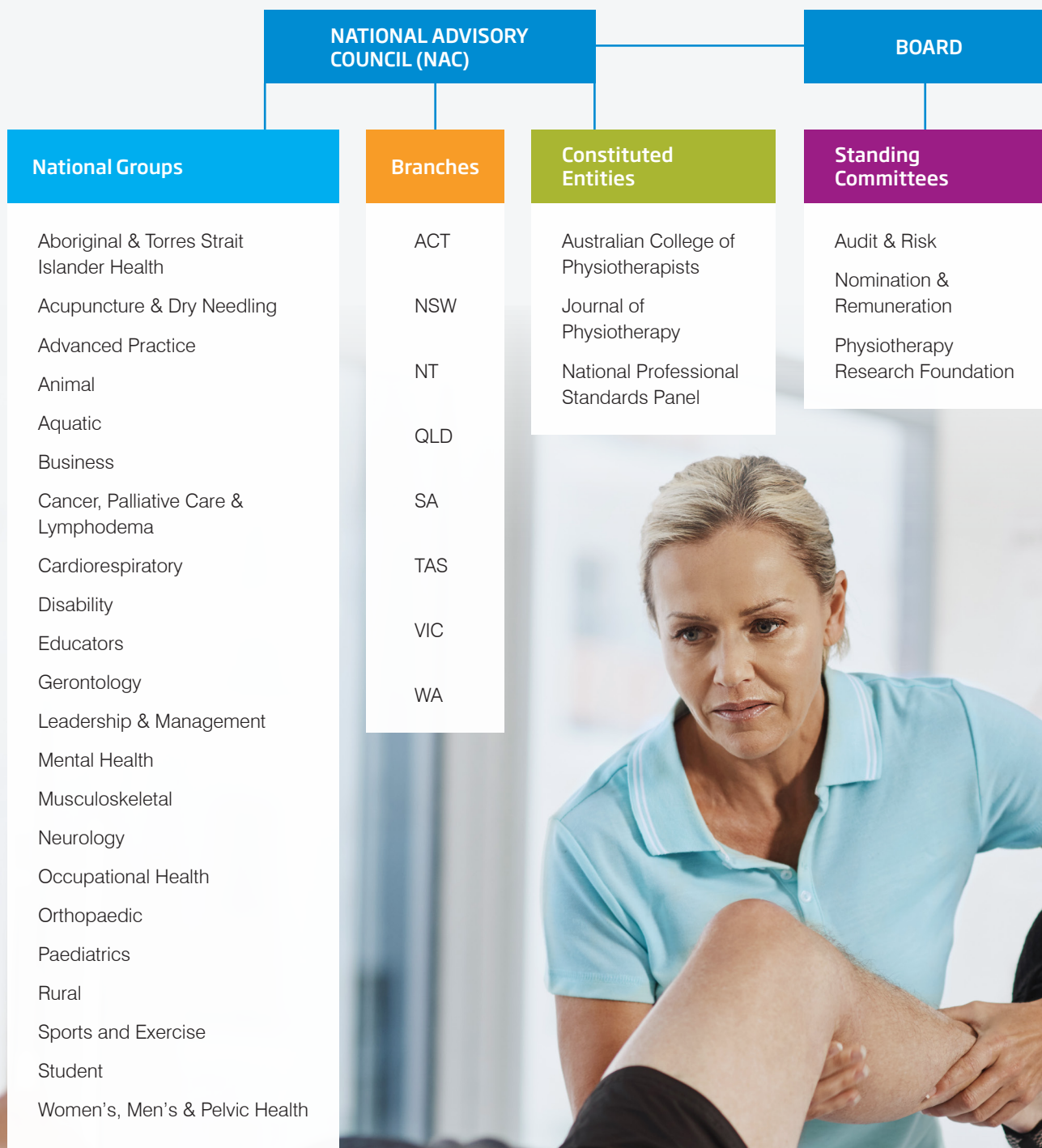
Over a hundred years later, the APA is a national organisation with over 90 staff, head office in Melbourne and state branches in NSW, QLD, SA and WA.

KEY POINTS

- Not-for-profit membership organisation
- Revenue is in excess of \$19.5 Million per annum
- Has an established Reconciliation Action Plan (RAP)
- Focused on digital health as a key pillar in our strategy moving forward
- Aggressively looking to build non-member revenues
- Expanding into international markets
- Corporate Partnerships Program for the Physiotherapy Research Foundation (PRF) launched



THE APA ORGANISATIONAL STRUCTURE (GOVERNANCE)



OUR STRATEGIC PLAN



The APA's strategic plan is designed to evolve and build on the momentum gained from the 2017-2020 plan. It belongs to our members, staff and other key stakeholders of physiotherapy, including consumers. Our aim is to continue to develop and deliver an innovative strategic plan that continues to position the APA firmly as a leader among health organisations.



Our purpose is to drive the success and wellbeing of our members and the physiotherapy profession as we strive to be the indispensable source of advocacy leadership connection and support.

Our vision is to ensure that physiotherapy is an essential pillar of our health system and consumers' first choice for health and wellbeing.

THE STRATEGY

The concept of Physio First is the anchor for this plan, with a focus on four strategic pillars that are foundation of all that we do.

These include:

- community engagement
- lifelong learning
- professional excellence and
- health sector leadership.

The plan sets the scene on how the APA and our members will influence and educate our key stakeholders as well as the environment in which we operate in, including the health sector as a whole, consumer and political/government landscapes.

At the core of our strategic plan is the physiotherapy profession but most importantly our members.

All of this is supported and enabled by our people, systems and operations.

MEMBERSHIP

TOTAL APA MEMBERSHIP

31,042*
Members

as of 2 June 2023

*Stats generated from APA member database

TOTAL PHYSIOTHERAPY PRACTITIONERS IN AUSTRALIA

41,633^
Registered physiotherapists

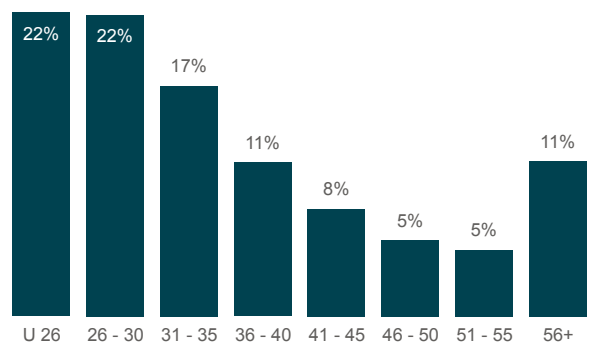
as of 31 March 2023

^Stats from Physiotherapy Board of Australia

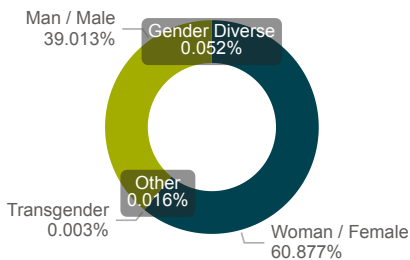
MEMBERSHIP CATEGORIES (APA MEMBERS)

FULL TIME	REDUCED	GRADUATES	RETIRED
9,122 Private practitioners	435 Maternity/Paternity	1,407 1st year	734
2,297 Public practitioners	151 Postgraduates	1,563 2nd year	STUDENTS 5,786
PART TIME 3,400 Private practitioners	209 Overseas	1,434 3rd year	OTHER Associate Affiliate Non-practising 2,191
869 Public practitioners	33 Financial Hardship	1,363 4th year	

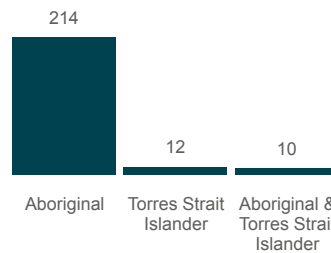
AGE GROUP (APA MEMBERS)



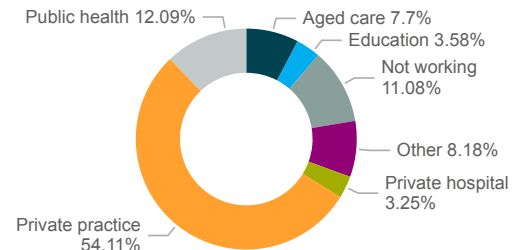
GENDER (APA MEMBERS)



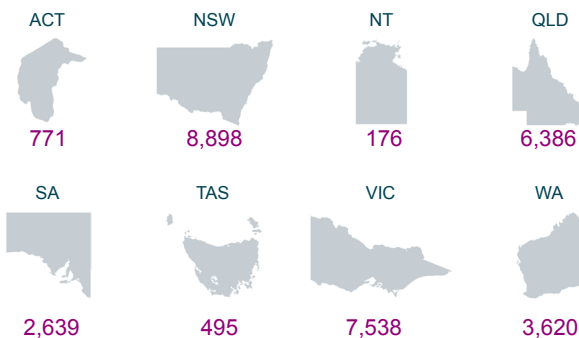
ABORIGINAL AND/OR TORRES STRAIT ISLANDER (APA MEMBERS)



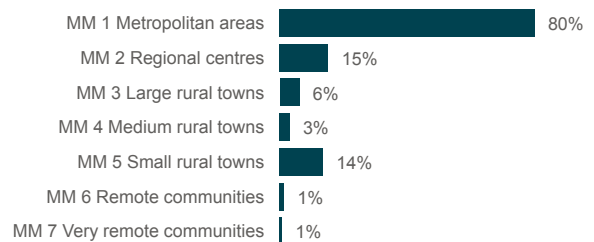
EMPLOYMENT SECTOR (APA MEMBERS)



STATE (APA MEMBERS)



REMOTENESS (APA MEMBERS)



Note: Members with postcodes that fall into more than one remoteness category are counted in all possible categories in the above chart.

PATHWAYS, RESEARCH & ADVOCACY

PROFESSIONAL DEVELOPMENT

Physiotherapists are required by the Physiotherapy Board of Australia to continually upgrade their professional knowledge and skills to ensure the contribution they make to healthcare is of the highest standard.

The APA offers Australia's largest selection of quality assured and peer reviewed Continuing Professional Development, which is created by and in consultation with APA's engaged members, state and national committees in each physiotherapy clinical and non-clinical areas.

This sits within the APA Education team.



CAREERS

Physiotherapy is one of the fastest-growing and evolving health fields. The APA provides several channels in which to grow a rich and fulfilling career.

The APA works closely with universities across Australia and actively engages with Student Orientation days, Student Events and working with the Student Physiotherapy Representative Group.

The APA has established a clearly defined career pathway for members of the APA.

RESEARCH

With an APA membership, members have access to world-class research resources and premier publications to ensure you keep up to date with current medical literature and the latest evidence-based research.

The APA have a dedicated Physiotherapy Research Foundation (PRF) offering grants/funding to members. Corporate partnership opportunities are available.



ADVOCACY/POLICY

The APA advocacy team are responsible for lobbying government on major issues pertaining to allied health and physiotherapy in particular.

Policy team also drives indigenous health issues and the APA digital health journey. Key items:

- NDIS
- Medicare/private insurers
- Indigenous health strategy
- Digital health strategy

PARTNERS AND OPPORTUNITIES

A partnership with Australian physiotherapy's peak body, the Australian Physiotherapy Association (APA), is an effective marketing tool which helps your brand or product increase its awareness, provide potential education alignment and sales opportunities among more than 31,000 APA members being registered physiotherapists or students. The APA also provides endorsement for products.

CORPORATE PARTNERSHIP

There are two levels of APA Corporate Partnership:

Partners

Partners are organisations whose product or service portfolio are suited to a national platform, have the ability to support multiple products within the APA portfolio, are market leaders within their category, looking for an official partnership category alignment and have the necessary means to add value to the APA and importantly our membership.



Service/product partners

Service/Product Partners are classified as organisations which offer APA members a discount (cash/product) or benefit that is not available to non-member practitioners/members of the public, or pay the APA a fee/commission on sales generated via the membership.



ENDORSED PARTNERS

A product endorsement from the APA provides relevant professional endorsement to assist the consumer in identifying products of therapeutic benefit and that a product has been reviewed by an independent specialist.



Digital Tech Partners



PARTNERS AND OPPORTUNITIES

CONFERENCE PARTNERS

A company can choose to align as a sponsor for the different conferences that are organised and managed by the APA.

National Conference Partner

Held every second year. Various packages and exhibitor options available.

Business and Leadership Conference Partner

Held every second year (in alternate year to National Conference). Various packages and exhibitor options available.

State Symposiums Partner

Held in the same year as the Business and Leadership Conference. Various packages available via relative state.

These packages can be rolled into a corporate partnership or bundled with other products.



MARKETING CAMPAIGN PARTNERS

The APA conducts key marketing programs throughout the year where partners can directly align for the duration of the campaigns.

These may include:

- Physio First
- Tradies National Health Month
- Pain Revolution
- Support of major health awareness events
- Stroke Week
- Contenance Week
- World Physiotherapy Day
- Fundraising Golf Day



PARTNERS AND OPPORTUNITIES

ADVERTISING PARTNERS

The APA have a strong print program which includes: *InMotion* (national trade publication) produced monthly (except January) and distributed to 11K members. An article based and online version of *InMotion* also appears on the APA website.

Two national group quarterly publications (*Sports Physio* and *In Touch*).

Media kit available for all three products.

Banners are also available for the online version of *InMotion*.



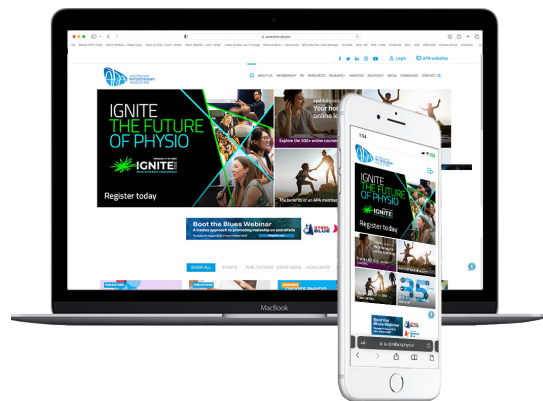
DIGITAL ADVERTISING

The APA offers digital advertising across two platforms:

- australian.physio
- choose.physio

There are banners on homepages, main navigation pages and Find a Physio sections. Each banner offers a mobile banner option.

Media kit available upon your request.



PRODUCT DEVELOPMENT EVENT PARTNERS

The APA have a detailed product development focus and look to deliver the most up to date content for our members. These events comprise of workshops, lectures, breakfasts, symposiums and partners can choose to align with specific programs, groups and by state. Visit the APA website australian.physio and click on PD Tab to view options.

Partnership options are available. Application forms available upon request.



APA MENTOR PROGRAM

The APA has launched a pilot program for two mentoring programs—APA Graduate Program and APA Mentor Connect. Established to help establish future generations of physio leaders.

Partnership options are available.



CONTACT

Glenn Lloyd

Manager, Partnerships
and Business Development

e: glenn.lloyd@australian.physio
p: (+61 3) 9092 0822
m: 0412 379532

Vanessa Moran

Partnership & Business Development
Representative

e: vanessa.moran@australian.physio
p: (+61 3) 9092 0834

The APA can tailor a package to suit your requirements, budget and objective.
Please do not hesitate to contact us at your convenience for further information.



National Office

Level 1, 1175 Toorak Road, Camberwell,
VIC 3124 Australia
PO Box 437 Hawthorn BC VIC 3122 Australia