



AUSTRALIAN
PHYSIOTHERAPY
ASSOCIATION



**Strategic
Plan**
2015-2017

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MESSAGE FROM THE PRESIDENT

A new strategic plan provides the opportunity to create the next building block for the future of the Australian Physiotherapy Association (APA).

Our strategic planning cycle allows the APA to analyse the internal and external environment, capitalise on our strengths and establish the organisation and the profession for the challenges ahead.

The APA strategic plan belongs to members, staff and other stakeholders of physiotherapy including consumers. To develop and deliver an innovative strategic plan that continues to position the APA firmly as a leader amongst health organisations is an exciting prospect.

Over the next three years, we will continue to strive towards our vision of ensuring that the community recognises the benefit of physiotherapy. The APA will continue to leverage our global leadership position for the benefit of physiotherapists, consumers and the community.

I look forward to you joining us for the experience.



Marcus Dripps, APAM
National President



OUR VISION, BELIEF AND PURPOSE

Vision

That the whole community recognises the full benefit of physiotherapy.

Belief

That all Australians should have access to high quality physiotherapy to optimise health and wellbeing.

Purpose

To leverage our global leadership position for the benefit of physiotherapy and consumers.

OUR KEY AUDIENCES

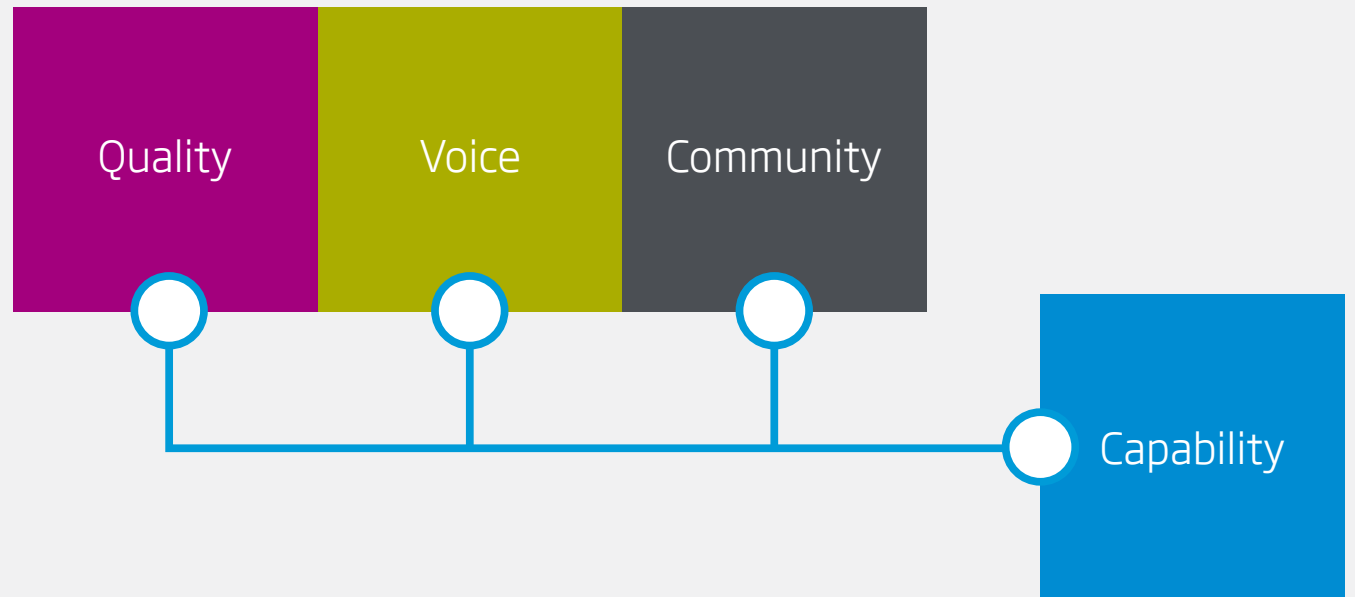
The APA recognises the importance of engaging and collaborating with key audiences in physiotherapy. These include:

1. members of the association
2. stakeholders of physiotherapy
3. consumers of physiotherapy services



THE STRATEGY

Three strategic objectives underpinned by our capability highlight the plan for the Australian Physiotherapy Association.



The APA will provide members with access to the highest quality knowledge, resources and research that keeps members skills current and relevant. We will remain the organisation of choice for quality professional development products and services.

Key result areas:

- Offer a 'lifelong learning' pathway for all physiotherapists across all levels from student to specialist.
- Showcase current clinical thinking and physiotherapy best practice via lectures, courses and conferences.
- Facilitate access to relevant research that promotes and empowers quality practice.
- Ensure the Journal of Physiotherapy remains the premier 'open source' journal.
- Work with the academic sector to promote quality clinical placement experiences across Australia.
- Use our professional indemnity insurance partners to educate and inform the profession on risk management for all physiotherapy settings.



The APA will continue to advocate for physiotherapy to have a broader role in healthcare. Key audiences need to know that physiotherapy can make a contribution to the health and wellbeing of the community.

Key result areas:

- Advocate for prescribing rights for Australian physiotherapists.
- Advocate for appropriate funding to support consumers of physiotherapy services.
- Strengthen relationships with key decision makers at all levels of Government.
- Be the voice and 'go to' organisation regarding physiotherapy related issues.
- Align the profession on key strategic issues by continually engaging with the Physiotherapy Board of Australia (PBA), the Australian Physiotherapy Council (APC), the Council of Physiotherapy Deans of Australia and New Zealand (CPDANZ), and the World Confederation for Physical Therapy (WCPT).
- Provide regular and high profile commentary on societal issues related to physiotherapy such as exercise, obesity, pain, wellness and ageing.
- In conjunction with the Australian College of Physiotherapists, advocate for the registration of specialist physiotherapists.

COMMUNITY

The APA will position the physiotherapy brand to all consumers, other health professionals and the community.

Key result areas:

- Raise awareness of the benefits of physiotherapy.
- Focus on consumer-centred health and wellbeing messages.
- Utilise multiple channels and pop culture to promote physiotherapy to all markets.
- Recruit ambassadors to highlight the positive impact of physiotherapy on health and wellbeing.
- Partner with like-minded organisations and consumers to showcase physiotherapists as community leaders.
- Contribute to closing the gap in life expectancy between Aboriginal and Torres Strait Islander peoples and other Australians.

CAPABILITY

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

Key result areas:

- Continue to provide a suite of flexible and relevant member services with an attractive pricing structure to meet the needs of a diverse profession.
- Embrace technology and its application to member services and physiotherapy practice.
- Support and grow the profession in developing countries within the Asia-West Pacific region.
- Attract and retain the right people across our governance, staff and volunteer structures.
- Continue to invest in innovative volunteer engagement, leadership development, and consultation processes.
- Create sustainable non-member revenue streams to build capacity for future investment in the profession.
- Foster a culture of innovation and entrepreneurship in everything that we do.

MEASURING OUR SUCCESS

What does success look like?

By 2017:



THE ROLE OF THE AUSTRALIAN PHYSIOTHERAPY ASSOCIATION

As the peak body for physiotherapy in Australia, our members have identified the following key roles for the APA based on our strategic objectives:

member growth and value

- build the sustainability of the Association so that the membership is representative of all registered physiotherapists and students.
- create and maintain a compelling member value proposition that is contemporary, relevant and scalable.
- regularly measure and respond to member satisfaction.

provision of and access to global knowledge

- provide members with access to knowledge and resources that keeps physiotherapy skills current and relevant.
- remain the organisation of choice for quality learning and professional development products and services.

consumer focused

- appropriately showcase and position the physiotherapy brand to all consumers of physiotherapy services.

advocate for a broader role in the healthcare system

- governments, consumers, stakeholders and the community need to know that physiotherapy can make a significant contribution to the future healthcare system and the health of the community.

facilitation of strategic partnerships and alliances

- connect the profession to key stakeholders and partners in the global health industry who are critical to future success.
- take a leading role in developing stronger partnerships with stakeholders such as private health insurers, funders, primary health networks, universities and centres of excellence.

quality, standards and guidelines that address future challenges

- provide further guidance and direction on practice accreditation, communicating areas of interest and expertise to consumers, and use of new technologies.

build the organisational capability for the future

- focus on the people and resources of the profession to future proof our success.
- invest in the development of our staff and volunteer members to ensure alignment of and leadership for our agreed strategies.
- ensure that our systems, structures and processes are based on world's best practice to improve member service and increase efficiency and effectiveness.

