



Physiotherapy  
Research  
Foundation



**Corporate  
Partnership  
overview**



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# MESSAGE FROM THE CEO



The Australian Physiotherapy Association (APA) is the peak body for physiotherapy in Australia. Our vision, belief and purpose are centred around the community, health and wellbeing, and taking a global leadership stance.

Our goal is to ensure the best health outcomes for all Australians, using research-informed, evidence-based practices. Our highly regarded research organisation, the Physiotherapy Research Foundation (PRF), provides a vital role in the physiotherapy profession by promoting, encouraging and supporting world-class research. The PRF helps advance the knowledge and practice of all APA members, leading to significantly better outcomes for patients.

Membership of the APA signifies a standard of professional and ethical commitment over and above the requirements of registration with the Australian Health Practitioner Regulation Agency. Our strategic plan is focused on providing advocacy, education and career pathways opportunities for members, thus supporting them to provide accessible and effective healthcare for all Australians, wherever and whenever they need it.

To help achieve our strategic objectives, we recognise the importance of engaging and collaborating with like-minded organisations and individuals who share our vision. We welcome your interest in partnering with and further developing the impact of the PRF.

Kind regards

**Anja Nikolic**  
Chief Executive Officer,  
Australian Physiotherapy Association

# MESSAGE FROM THE CHAIR OF THE PRF



Since its inception in 1988, the PRF has been committed to enhancing the physiotherapy profession by promoting, encouraging and supporting research that advances physiotherapy knowledge and practice. The provision of funding grants for innovative research enables physiotherapists to adopt the latest, safest and most effective techniques when providing care and treatment.

Our first grant was awarded in 1990. Since then, more than 224 research grants have been issued, to the value of \$1.8 million.

In 2020, the PRF engaged Survey Matters to evaluate the impact of PRF grant funding on research capacity, knowledge production and clinical practice in the physiotherapy profession over the past 30 years.

Key findings indicate that the PRF:

- has built research capacity and developed the careers of researchers
- contributed to the evidence base of the profession
- informed policy, clinical practice and education
- enabled further research funding –\$47.5 million, of which \$8.6 million would not have been available without the support of the PRF. This suggests that for every \$1 invested by the PRF, an additional \$6.35 of further funding has been generated.

We thank our 2021 corporate partners for their trust in supporting the PRF's invaluable work:

- Pain Away Australia, Platinum and Content Sponsor
- WorkSafe Victoria, Platinum Sponsor
- ASICS, Platinum Sponsor
- FlexEze, Major Sponsor
- Power Diary, Silver Sponsor

The vital work of the PRF would not be possible without the support of such partners. We look forward to the opportunity to work with these sponsors again in 2022, as well as new partners to further the PRF's impact. Partnerships can be tailored to suit businesses that want to build brand awareness or share an interest in a particular research category. Alternatively, your business may want to make a meaningful social impact by contributing to the PRF and further the development of physiotherapy techniques that benefit the entire physiotherapy profession.

Your support will make a real difference to our profession and the health and wellbeing of the Australian community.

Kind regards

**Mark Round**

Chair, Physiotherapy Research Foundation

# ABOUT THE APA

The 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 **30,500 members** and over **700 members in volunteer positions on committees or working parties**. It 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. Members are offered 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 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.

## 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 80 staff, a head office in Melbourne and state branches in NSW, QLD, SA and WA.

## KEY POINTS

- Is a not-for-profit membership organisation
- Revenue is in excess of \$19 million per annum
- Has an established Reconciliation Action Plan
- Is focused on digital health as a key pillar in our strategy moving forward
- Is looking to build non-member revenues
- Expanding into international markets



# MEMBERSHIP

## TOTAL APA MEMBERSHIP

**29,877** \*  
Members

as of 22 April 2022

\*Stats generated from APA member database

## TOTAL PHYSIOTHERAPY PRACTITIONERS IN AUSTRALIA

**39,387** ^  
Registered physiotherapists

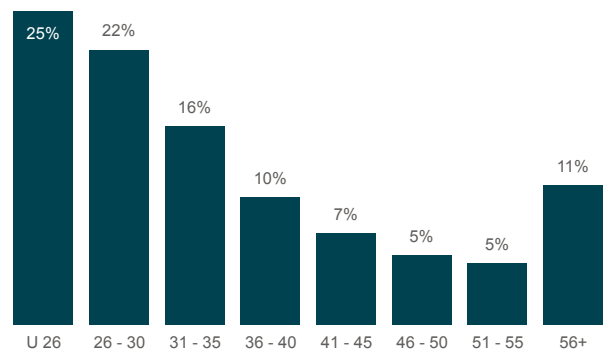
as of 31 Dec 2021

^Stats from Physiotherapy Board of Australia

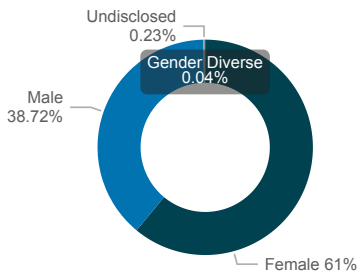
### MEMBERSHIP CATEGORIES (APA MEMBERS)

FULL TIME	REDUCED	GRADUATES	RETIRED
8477	436	1331	655
Private practitioners	Maternity/Paternity	1st year	
2244	150	1521	<b>STUDENTS</b>
Public practitioners	Postgraduates	2nd year	6437
PART TIME			OTHER
3013	129	1409	Associate
Private practitioners	Overseas	3rd year	Affiliate
774	58	1119	Non-practising
Public practitioners	Financial Hardship	4th year	1976

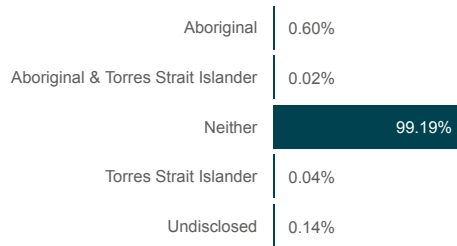
### AGE GROUP (APA MEMBERS)



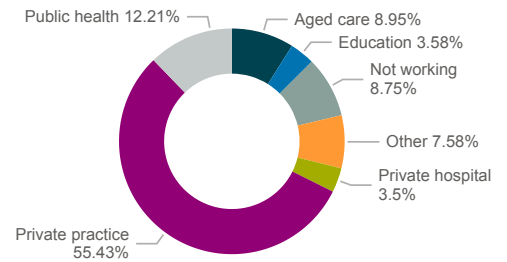
### GENDER (APA MEMBERS)



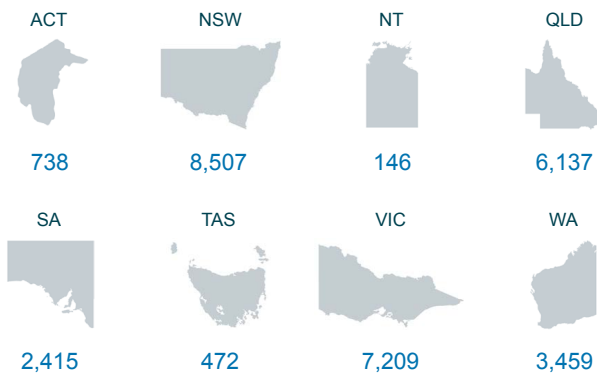
### ABORIGINAL AND/OR TORRES STRAIT ISLANDER (APA MEMBERS)



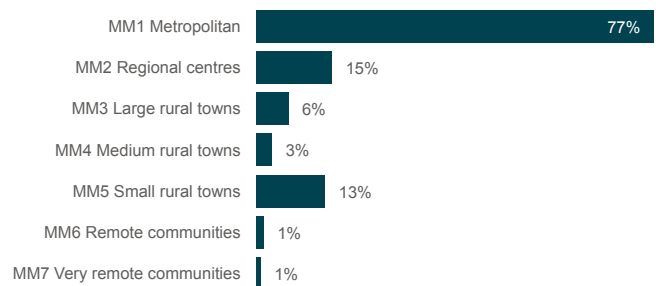
### EMPLOYMENT SECTOR (APA MEMBERS)



### 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.

# ABOUT THE PRF

The PRF was established in 1988 as a charitable trust from the profits of the 1988 conference held by the World Confederation for Physical Therapy in Sydney. The trust deed enables the PRF to support a range of physiotherapy research and research-related initiatives. The APA is the trustee of the PRF.

The PRF is a registered charity with the Australian Charities and Not-for-profits Commission (ACNC) – the independent national regulator of charities established by the Australian Government.



## MISSION

*To support the physiotherapy profession by promoting, encouraging and facilitating research that builds capability in order to advance physiotherapy knowledge and practice.*

## IMPACT

In 2020, the PRF engaged Survey Matters to evaluate the impact of PRF grant funding on research capacity, knowledge production and clinical practice in the physiotherapy profession over the past 30 years.

Key findings indicate that the PRF:

- has built research capacity and developed the careers of researchers
- contributed to the evidence base of the profession
- informed policy, clinical practice and education
- enabled further research funding –\$47.5 million, of which \$8.6 million would not have been available without the support of the PRF. This suggests that for every \$1 invested by the PRF, an additional \$6.35 of further funding has been generated.

For more information, please [click here](#).

## GRANTS

The PRF has awarded over \$1.8 million in grants since 1990, funding research across a wide range of areas including respiratory conditions, continence, cerebral palsy, Parkinson's disease, knee osteoarthritis and lots more.

The PRF has implemented a strategy to identify research activities that will provide specific and relevant evidence-based information that will make a difference to clinical practice. This strategy focuses on two methods of assigning research grants. Strategy-led activities identify areas of interest that are of importance to the profession and strengthen's APA advocacy efforts, whilst researcher-led activities such as Seeding Grants are designed to support early career researchers and the Pitchfest fosters innovation.

For more information, please [click here](#).



# PARTNER OPPORTUNITIES

Your support can make a difference to the livelihood of many Australians as physiotherapy plays a crucial role in Australia's healthcare system.

It will allow the PRF to further allocate research grants that enable physiotherapists to adopt the latest, safest and most effective techniques when providing treatment. The PRF is focused on developing research which can further enhance the physiotherapy profession and also advance career opportunities.

**"The PRF grant was my first grant and funded my first ever research study. I went onto conduct a PhD, post-doc and now full time academic career (as an Associate Professor) all based on extensions of this work. I have since published 75+ papers and been award \$2million+ funding. This grant kicked-started my research career and I am very, very grateful to the PRF for it."**

Jill Nosworthy Tagged Grant Recipient

As a Platinum corporate partner, your business has an incredible opportunity to be a part of that.





# PARTNER OPPORTUNITIES

There are three levels of partnership agreements with the PRF—Platinum, Gold and Silver packages. There is a minimum level of commitment for each level with additional content opportunities that can be tailored as required. Additional content can be sponsored in conjunction with or separately from, these sponsorship packages.



**SOLD**

## PLATINUM PACKAGE

Package includes:

- ✓ Brand placement on PRF monthly e-comms feature
- ✓ Website banner advertising 4 months free
- ✓ Sponsorship of a seeding grant\*
- ✓ 15% discount of APA print and digital advertising
- ✓ 5% discount on conference booth
- ✓ Quarterly e-news updates from the PRF
- ✓ Company listing on the Get Involved section of our webpage with hyperlink to your website
- ✓ InMotion publication partner 'thank you' advertisement
- ✓ PRF News article Partner 'thank you' message
- ✓ Acknowledgement in our annual report
- ✓ Use of PRF 'proudly supporting' logo (subject to approval)
- ✓ Content sponsorship first rights

**\$20,000** ex GST



**AVAILABLE**

## GOLD PACKAGE

Package includes:

- ✓ Brand placement on PRF monthly e-comms feature
- ✓ Website banner advertising 3 months free
- ✓ 15% discount of APA print and digital advertising
- ✓ 5% discount on conference booth
- ✓ Quarterly e-news updates from the PRF
- ✓ Company listing on the Get Involved section of our webpage with hyperlink to your website
- ✓ Acknowledgement in our annual report
- ✓ Use of PRF 'proudly supporting' logo (subject to approval)
- ✓ Content sponsorship second rights

**\$10,000** ex GST



**AVAILABLE**

## SILVER PACKAGE

Package includes:

- ✓ Website banner advertising 2 months free
- ✓ 15% discount of APA print and digital advertising
- ✓ 5% discount on conference booth
- ✓ Quarterly e-news updates from the PRF
- ✓ Company listing on the Get Involved section of our webpage with hyperlink to your website
- ✓ Acknowledgement in our annual report
- ✓ Use of PRF 'proudly supporting' logo (subject to approval)
- ✓ Content sponsorship third rights

**\$5,000** ex GST

\*subject to approval based on relevance, proudly sponsored by type branding.

# 2022 PRF CONTENT

## OVERVIEW

Research is the foundation of our profession.

These days, juggling work, study, and private time can be a struggle for most of us. Searching for the latest research paper and analysing it can sometimes become labour-intensive. This is why the PRF is highly invested in finding the latest research studies and transforming them into easily digestible content that summarises the information and is visually appealing. In 2021 the PRF has produced a range of animations, infographics, podcasts and blogs for all members to enjoy. For a full overview of all content produced to date, please refer to the research translation section on our [website](#).

The PRF marketing plan for 2022 includes a variety of content that is available for corporate partners to sponsor. This is where you can get involved, help deliver co-branded content and really make a difference. These elements are promoted to our members across our internal communication channels and reach both members and consumers via the APA social media platforms.

## 2022 CONTENT AVAILABLE FOR SPONSORSHIP

### ANIMATIONS

The PRF utilises video animations to highlight key messages contained in various research publications. Several animations have been created and launched on the APA social media channels with great success. For example, the average reach of animations is over 11,500.

In 2022 there will be four animations available for a corporate partner to sponsor at an individual cost of \$7,500.



2022 FREQUENCY	4
Cost per animation	\$7,500 ex GST
Annual animation package cost	\$30,000 ex GST

### 5 FACTS INFOGRAPHIC

Each month *InMotion*—the flagship publication of the APA and national trade publication, publishes the highly anticipated 5 Facts article outlining five evidence-based tips on a chosen research topic. The PRF summarises and highlights the key messages featured in each article to produce an infographic. The 5 Facts infographics have proven to be extremely popular on our social media channels. For example, the total reach for the 5 facts infographics in 2021 was more than 420,000.

In 2022 there will be 11 infographics available for corporate partners to sponsor at an individual cost of \$1,100.



2022 FREQUENCY	11
Cost per 5 Facts infographic	\$1,100 ex GST
Annual 5 Facts infographic package cost	\$12,100 ex GST

# 2022 PRF CONTENT

## PODCASTS

The PRF has funded the production of the two podcast series. The series features key researchers discussing their journeys and research topics of interest to the profession. Total reach for the six podcasts in 2021 was over 50,700. Average podcast reach for 2021 was over 8,400. Episodes to date have been played over 7,400 times.

In 2022 there will be a minimum of six podcasts available for corporate partners to sponsor at an individual cost of \$2000.



<b>2022 FREQUENCY</b>	<b>6</b>
Cost per podcast	\$2000 <i>ex GST</i>
Annual podcast package cost	\$12,000 <i>ex GST</i>

## BLOGS

Each quarter, *Journal of Physiotherapy*, the official peer-reviewed journal of the APA, publishes research papers in the popular Invited Topical Reviews section. The PRF has created a series of blogs that summarise the key findings of each paper. Total reach across Facebook, Twitter and LinkedIn only (Instagram excluded) for 4 blogs was more than 54,000. Average for each blog post was over 13,500.

In 2022 there will be four blogs available for corporate partners to sponsor at an individual cost of \$900.

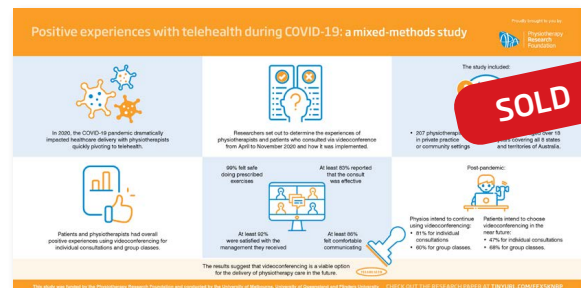


<b>2022 FREQUENCY</b>	<b>4</b>
Cost per blog	\$900 <i>ex GST</i>
Annual blog package cost	\$3,600 <i>ex GST</i>

## INFOGRAPHICS

Given the success of the 5 Facts infographic, the PRF has highlighted key findings from research studies and created several additional infographics. For example, the total reach across socials for the two infographics launched in 2021, was more than 40,600.

In 2022 there will be three infographics available for corporate partners to sponsor at an individual cost of \$1000.



<b>2022 FREQUENCY</b>	<b>3</b>
Cost per infographic	\$1000 <i>ex GST</i>
Annual infographic package cost	\$3000 <i>ex GST</i>

# CONTENT BRANDING INCLUSIONS

As part of the content sponsorship that is available, corporate partners will receive additional branding opportunities via the APA social media channels and the research section of the APA website. Partners will also be able to use the content sponsored and the PRF logo on their social channels and website, subject to prior APA approval for brand placement\*.

## CONTENT BRANDING INCLUSIONS

All content is housed on the APA [website](#).

<b>Podcasts</b>	<p>Corporate partners who sponsor this content will receive the following:</p> <ul style="list-style-type: none"> <li>– brand mentions during intro and outro of podcast. Copy subject to approval.</li> <li>– logo placement on podcast article page on <a href="#">website</a> (as per PainAway example).</li> </ul>
<b>Animations</b>	<p>Corporate partners who sponsor this content will receive the following:</p> <ul style="list-style-type: none"> <li>– logo placement on animation article page on <a href="#">website</a> (as per Flexeze example)</li> <li>– logo placement on end tile of animation—proudly sponsoring style copy.</li> </ul>
<b>5 Facts</b>	<p>Corporate partners who sponsor this content will receive the following:</p> <ul style="list-style-type: none"> <li>– logo placement on 5 Facts article page on the <a href="#">website</a> (as per Flexeze example)</li> <li>– brand mentions/tags on social posts where possible (refer to socials branding options).</li> </ul>
<b>Infographics</b>	<p>Corporate partners who sponsor this content will receive the following:</p> <ul style="list-style-type: none"> <li>– logo placement on infographics (excluding 5 Facts) article page on the <a href="#">website</a> (as per PainAway example)</li> <li>– brand mentions/tags on social posts where possible (refer to socials branding options).</li> </ul>
<b>Blogs</b>	<p>Corporate partners who sponsor this content will receive the following:</p> <ul style="list-style-type: none"> <li>– logo placement on the blog article page on the <a href="#">website</a> (as per PainAway example) with a link back to the corporate website</li> <li>– brand mentions/tags on social posts where possible (refer to socials branding options).</li> </ul>

\*APA to approve all brand placement.

# CONTENT BRANDING INCLUSIONS

## APA SOCIALS BRANDING INCLUSIONS

Social Channel	Followers	Average monthly PRF post reach 2021 (Organic)
<a href="#">Facebook</a>	60,300	23,346
<a href="#">Instagram</a>	17,100	7,357
<a href="#">LinkedIn</a>	41,179	11,885
<a href="#">Twitter</a>	27,300	13,793

### FACEBOOK


**Australian Physiotherapy Association**  
January 28 at 4:28 PM · 🌐

From basketball team physiotherapist (and being part of the team simultaneously), to completing a PhD, and travelling to Tokyo with the Opals, APA Sports and Exercise Physiotherapist Dr Gaylene McKay shares her remarkable journey, insights and more with InMotion! <https://australian.physio/inmotion/parallel-lines>

### Physio spotlight

*"As physios, when we injure ourselves, actually getting someone else to take care of you is a good thing."*

**DR GAYLENE MCKAY**  
APAM, MACP  
Opals, APA Sports and Exercise Physiotherapist



[australian.physio](#) [inmotion](#)

### LINKEDIN

**Australian Physiotherapy Associati...** · 38,936 followers  
1d · 🌐

The APA supports calls by the Australian Medical Association (AMA) and the Royal Austr... see more



**APA supports AMA and RACS calls for national surgery plan**  
australian.physio · 2 min read

👍 12

### INSTAGRAM

**5 facts about male pelvic health**

- 1 Preoperative physio leads to better continence outcomes after prostatectomy**  
Preoperative pelvic floor muscle training is associated with better patient outcomes and includes:  
• electromyographic and ultrasound biofeedback  
• providing urethral, rather than genital or anal, cues or instructions.
- 2 Bedwetting is more likely to affect boys than girls**  
Bedwetting alarms have high long-term success rates in the treatment of persistent bedwetting in boys who may wet the bed because of:  
• nocturnal polyuria  
• reduced bladder capacity  
• an overactive bladder.
- 3 Physiotherapy management may help decrease symptoms of urinary urgency**  
Treatments that can assist in the management of urinary urgency include:  
• bladder retraining  
• lifestyle modifications  
• pelvic floor exercises  
• electrical stimulation for neuromodulation  
• medication  
• drinking 1.5 litres of water per day  
• moderating bladder irritants such as caffeine and alcohol.
- 4 Exercise can improve erectile dysfunction in men**  
Physios are well placed to improve erectile function in men by:  
• helping them overcome other health and musculoskeletal issues in order to exercise above the recommended 80% heart rate intensity  
• providing guided pelvic floor muscle training
- 5 Personalised intervention may lead to improvements in persistent pelvic pain in men**  
Improvements in function and pain can be managed with: **structured and personalised multidisciplinary**  
• patient education about chronic pelvic pain syndrome  
• biofeedback training for correct muscle function  
• myofascial release techniques  
• bladder and bowel retraining  
• graded physical activity.

Physiotherapy Research Foundation

**physioaustralia** · Follow

**physioaustralia Women's, Men's and Pelvic Health** group members David Cowley APAM, Amelia Moir APAM, Jason Crow APAM, Thomas Harris APAM and Alexandra Diggle APAM, present five facts about pelvic health in boys and men.

This #infographic is a Physiotherapy Research Foundation (PRF) initiative supported by @flexeze and @handwarmers.com.au, partners of the PRF.

Read the full article in the November InMotion at the link in our bio.

#choosephysio #PRF #physiotherapy #infographic #flexeze

👍 17 ...

Liked by pelvic.fiiit.facts and others

NOVEMBER 6, 2021

🗨️ Add a comment...

### TWITTER

**Australian Physiotherapy Association @apaphysio** · 3 Dec 2021

For many children with cerebral palsy, riding a bike can be an attainable goal. Rachel Toovey et al. conducted a superiority randomised controlled trial. More info on the trial: [australian.physio/research/prf/t...](https://australian.physio/research/prf/t...) This #infographic is a #PRF initiative supported by @painawayaustralia



**Bicycle-riding for children with cerebral palsy: a randomized controlled trial**

62 ambulant children with cerebral palsy aged 8-12 years with bicycle-riding goals participated in this trial.

21 children in the parent-led home group were provided with a practice schedule, resources.

21 children in the task-specific group participated in a physiotherapist-led trial.

Children in the task-specific training group had greater odds of goal attainment than those in the parent-led home program at 1 week after intervention, with evidence for superiority retained at 6 months.

Cerebral palsy is the most common physical disability of childhood in adults. Physical activity goals that are meaningful and engaging for children with cerebral palsy is supported by strong evidence for improved motor abilities, function and self-care.

Researchers set out to determine whether a task-specific physiotherapist-led training approach is more effective than a non-specific parent-led home program for attaining bicycle-riding goals in ambulant children with cerebral palsy.

An evidence-based approach to achieving goals for children with cerebral palsy.

🗨️ 8

👍 15

\*APA to approve all brand placement.

# CONTACT

## **Glenn Lloyd**

Manager, Partnerships  
and Business Development

e: [glenn.lloyd@australian.physio](mailto:glenn.lloyd@australian.physio)

p: (+61 3) 9092 0822

f: (+61 3) 9092 0899

m: 0412 379 532

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



Physiotherapy  
**Research**  
Foundation

## **National Office**

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