



AUSTRALIAN  
PHYSIOTHERAPY  
ASSOCIATION

# Choose Physio

Strategic Plan

# Our vision, belief and purpose

## **Vision**

The community recognises the benefit of choosing physiotherapy.

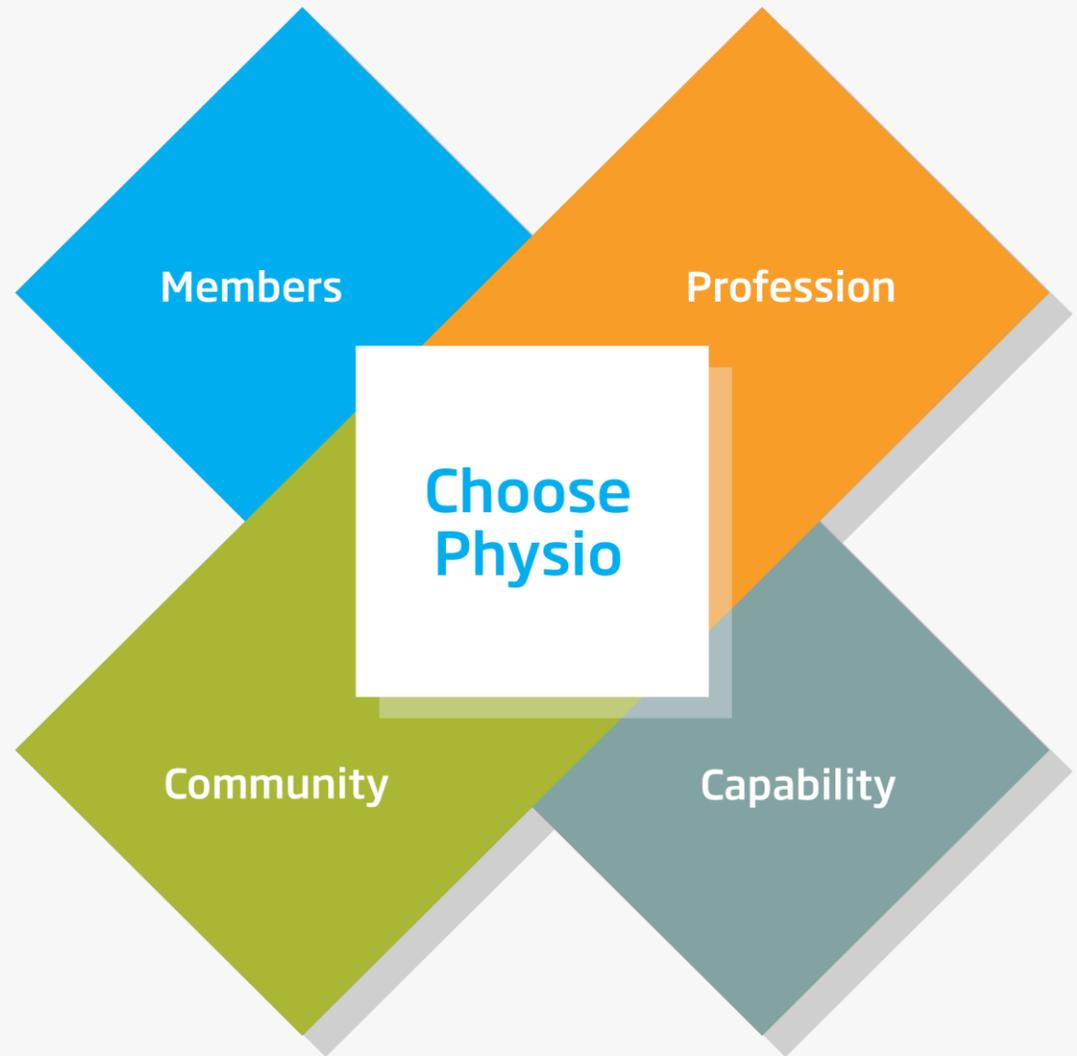
## **Belief**

All Australians should choose physiotherapy to optimise their health and wellbeing.

## **Purpose**

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

# Our Strategy



# Our Strategy





Choose Physio : Strategic Plan

# Choose Physio Members

Our strategy:

- Relentlessly pursue member value
- Be the organisation of choice for world-class professional development
- Lead, create and share high quality and future-focused career pathways that are world's best practice
- Be a bold and authoritative voice for members on professional issues.



# Choose Physio Profession

## Our strategy:

- Lead the profession's adoption of digital health technologies
- Reinforce the value proposition for physiotherapy in the health system
- Influence funding to improve access to physiotherapy for the community
- Continue to embrace advanced and extended scopes of practice
- Offer pathways to connect Australian physiotherapists to the world
- Shape and influence the physiotherapist of the future.



# Choose Physio Community

## Our strategy:

- Educate and motivate the consumer to Choose Physio
- Play a lead role in Reconciliation and Closing the Gap
- Collaborate with and influence Governments to enhance health systems and structures that improve consumer access to physiotherapy
- Champion new models for better health outcomes, equity and access.



# Choose Physio Capability

## Our strategy:

- Innovate to future proof and build a sustainable organisation
- Significantly invest in our people, member engagement and rapid connectivity
- Create the leaders of the future amongst the membership and the profession
- Leverage our financial position to enhance the future of the membership
- Develop new revenue streams to achieve our aims for the profession.



# Choose Physio Success

## Our measures:

- 75% of registered physiotherapists will be members of the APA
- Australian Physiotherapists will have advanced the current scope of practice
- More consumers will Choose Physio as their profession of choice
- Indigenous Australians will have better access to culturally sensitive physiotherapy treatment.