



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	CHOOSE.PHYSIO
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, belief and purpose are centred around the community, health, wellbeing and taking a global leadership position.

For over 100 years, the APA has been the 'voice' of the physiotherapy profession, provided advanced education and training plus facilitated collegial support for physiotherapists working across numerous settings.

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

We are developing a strategic plan to steer the organisation from 2018 and beyond. The plan is strongly focused on providing opportunities for members through professional excellence and career success.

In achieving our strategic objectives, the APA recognises the importance of engaging and collaborating with key stakeholders to achieve meaningful and mutual outcomes. Our collective aim is to partner with like-minded organisations and consumers to showcase and further physiotherapists as community leaders.

Physiotherapists are trusted health professionals that have an incredible reach in the community. In the private sector alone, there are over 23 million physiotherapy consultations per year which demonstrates the trust and loyalty of the physiotherapy brand.

We welcome your interest in partnering with the APA and look forward to further discussions.

Kind regards

**Cris Massis**  
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

**26 450 members** and over **300 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 80 staff, head office in Melbourne and state branches in NSW, QLD, SA and WA.

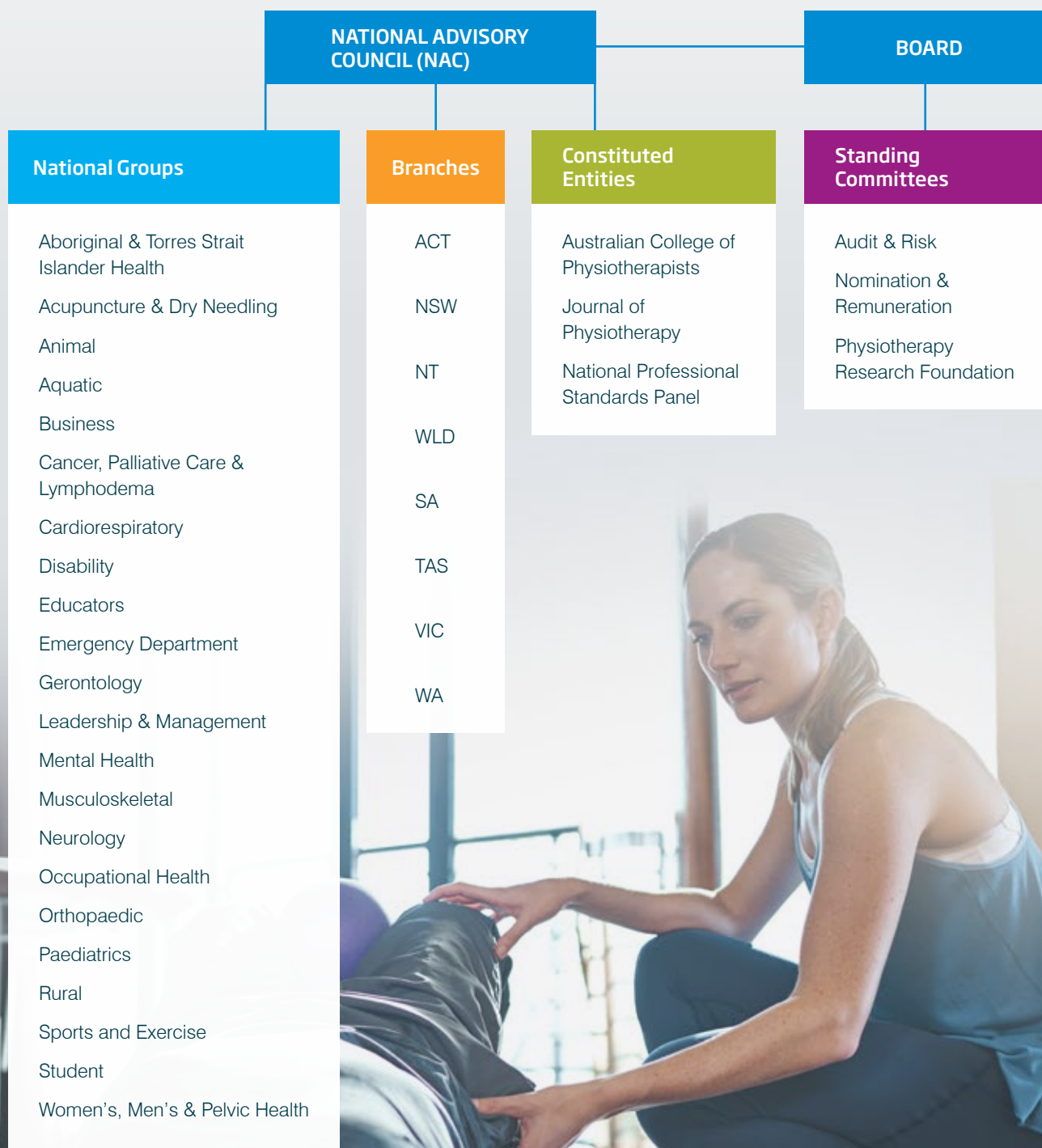
## RESEARCH FINDINGS

- 88 per cent of people were familiar with physiotherapy (highest of all allied health services)
- Physiotherapy scored the highest in quality and trust
- 57 per cent of patients are referred by a GP
- Physiotherapy recognition is strong among Australians over 50
- Generally respondents felt that a physiotherapist who was member of the APA would be:
  - \* professional
  - \* ethical
  - \* undergone significant professional development
  - \* be more knowledgeable than a non-member.

\*(March 2017 Empirica research - 1000 people via phone interview).



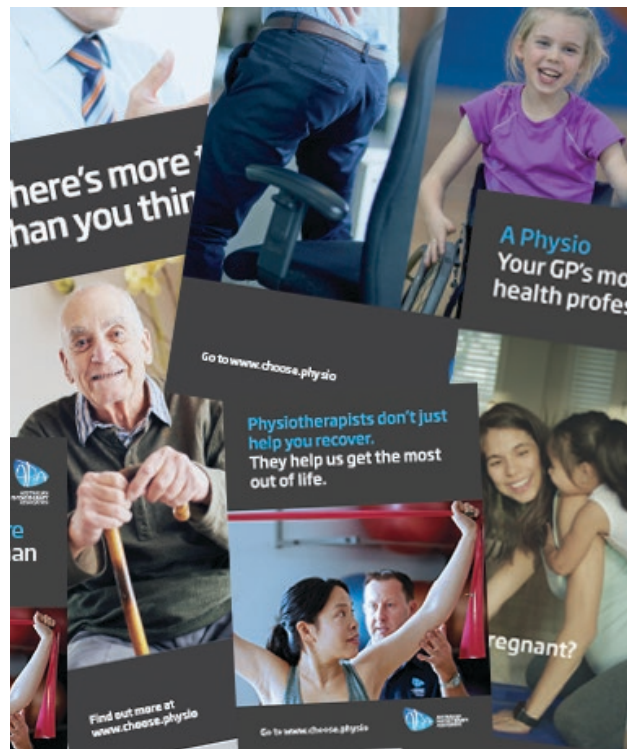
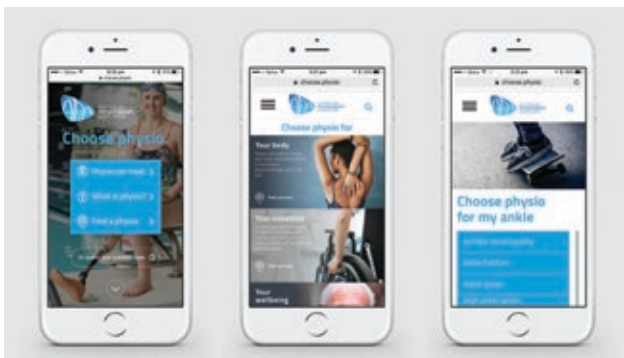
# THE APA ORGANISATIONAL STRUCTURE (GOVERNANCE)



# CHOOSE PHYSIO

In August 2017, the APA launched its inaugural consumer campaign, branded Choose Physio. It was conducted across a national platform with an emphasis on two key points:

- the depth and breadth of conditions that physiotherapists treat is extensive
- the strong partner relationship between GPs and physiotherapists.



The APA is continuing to widely communicate the benefits of physiotherapy and alert the community that with physiotherapy, they're choosing treatment by practitioners who are highly trained, adhere to high professional standards, and are committed to proven, evidence based outcomes via the choose.physio website.

choose.physio features content areas focusing on conditions that physiotherapists treat, as well as more general information about physiotherapy and a purpose-built tool that allows consumers to find a local physiotherapist in their area.

The APA is working on a number of enhancements to this website, including additional and updated information about the benefits of physiotherapy and an online appointment booking tool.

In addition to this platform, the APA has created a suite of videos linked to key physiotherapy-related topics that are available to both practitioners and consumers.

APA members have access to a range of campaign collateral and assets, including posters, products and digital banners.

Regular social media activity enhances the choose.physio message across the APA's primary channels.

The APA has also had a presence at various consumer-facing events, including the Fitness Show, Stadium Stomp, City2Surf and the Sydney Marathon, providing another avenue through which to connect APA physiotherapists with consumers to promote the Choose Physio message.



# MEMBERSHIP

## TOTAL APA MEMBERSHIP

26,450\*

Members

as of October 2018

● Stats generated from APA member database

## TOTAL PHYSIOTHERAPY PRACTITIONERS IN AUSTRALIA

There are approximately

31,772\*

physiotherapy practitioners nationally

as of 31 October 2018

★ Stats from Physiotherapy Board of Australia

## CURRENT APA MEMBERSHIP BREAKDOWN



MALE  
38%

FEMALE  
62%

## AGE GROUP DEMOGRAPHICS (APA MEMBERS)

Total members

6622

Age: under 25

Total members

4917

Age: 26 - 30

Total members

3209

Age: 31 - 35

Total members

2218

Age: 36 - 40

Total members

1602

Age: 41 - 45

Total members

1443

Age: 46 - 50

Total members

1182

Age: 51 - 55

Total members

2814

Age: over 56

Total members

2276

Age: Unknown

## BREAKDOWN BY STATE (APA MEMBERS)



VIC: 6344



NSW: 7610



QLD: 5604



WA: 3260



SA: 2190



TAS: 321



ACT: 741



NT: 108



National: 265

## BREAKDOWN BY ROLES (APA MEMBERS: Full+Part Time)



PRIVATE PRACTITIONERS

79%

PUBLIC PRACTITIONERS

21%

## MEMBERSHIP CATEGORIES (APA MEMBERS)

### FULL TIME

6308

Private practitioners

1945

Public practitioners

### PART TIME

2539

Private practitioners

758

Public practitioners

### REDUCED

458

Maternity

197

Postgraduates

299

Overseas

61

Fin. Hardship

### GRADUATES

including public

1576

1st year

1344

2nd year

1051

3rd year

982

4th year

### RETIRED

497

### STUDENTS

7409

### OTHER

Associate  
Affiliate  
Non-practising

1019

# PATHWAYS, RESEARCH & ADVOCACY

## LEARNING AND 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.

To encourage members to participate in appropriate professional development activities, the APA has maintained a system of Continuing Professional Development (CPD) since 1999, which is a requirement for all members.

This sits within the APA Product Development 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.



## 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 amongst more than 26 450 APA members being registered physiotherapists or students. The APA can also provide an endorsement for your product which will differentiate you from your competitors.

## 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 Australian Physiotherapy Association (APA) provides relevant professional endorsement to assist the consumer in identifying products of therapeutic benefit.

APA Endorsed Product Partners:

- exclusive relationships
- benefit from the APA's industry status
- align with a renowned, historically significant, not-for-profit brand
- inform patients, consumers and physiotherapists that their product meets the highest standards
- connect with a significant number of active and health-conscious consumers every day
- drive results with tailored partnership opportunities
- some partners are signed under non-exclusive arrangements.

# 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 Symposium Partner

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

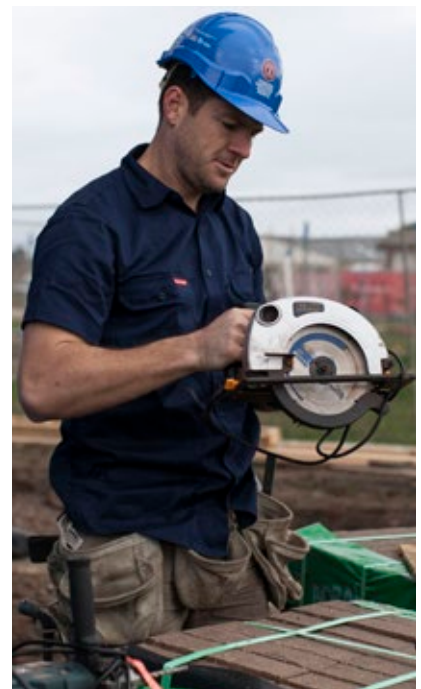
These packages can be rolled into a corporate partnership or bundled with other products.



## MARKETING CAMPAIGN PARTNERS

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

- Tradies National Health Month
- Back to School
- Pain Revolution
- Stadium Stomp
- Support of major health awareness events
- Stroke Week
- Continence Week
- International Women's 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 7.5K members. An article based 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*.



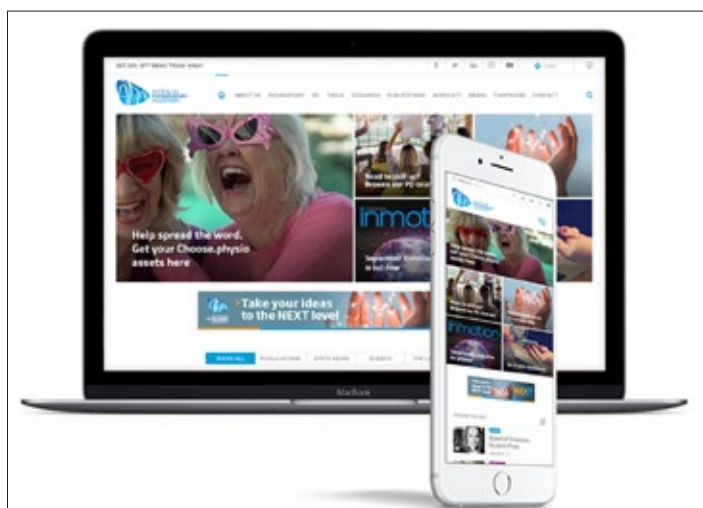
## DIGITAL ADVERTISING

The APA offers digital advertising across two platforms:

- [www.australian.physio](http://www.australian.physio)
- [www.choose.physio](http://www.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. The APA has developed a dedicated professional development guide for 2019.

Partnership options are available.





# CONTACT

**Glenn Lloyd**

Manager, Corporate 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 379532

**Maree Whittingham**

Senior Account Co-ordinator  
Partnerships and Advertising

e: [maree.whittingham@australian.physio](mailto:maree.whittingham@australian.physio)  
p: (+61 3) 9092 0834  
f: (+61 3) 9092 0899

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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