

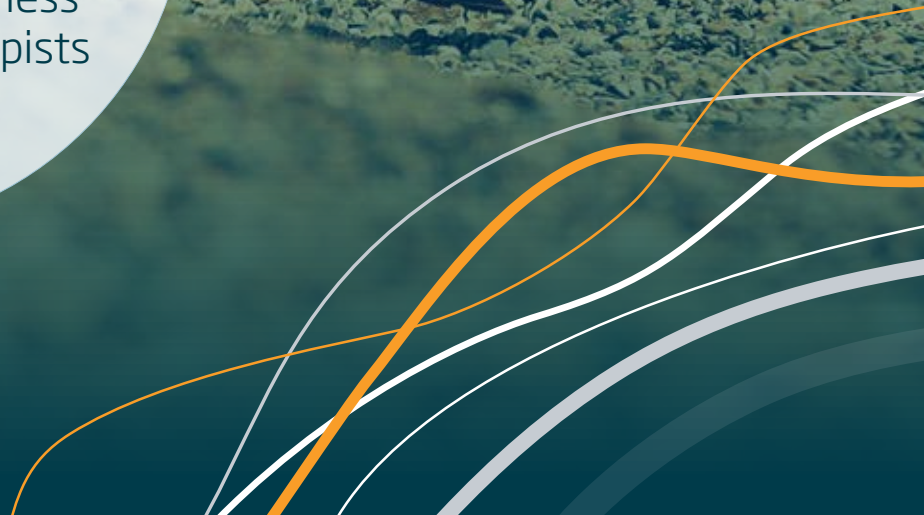


AUSTRALIAN
PHYSIOTHERAPY
ASSOCIATION

Corporate partnership overview

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Connecting your business
with both physiotherapists
and consumers





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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, 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 **24 000 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.

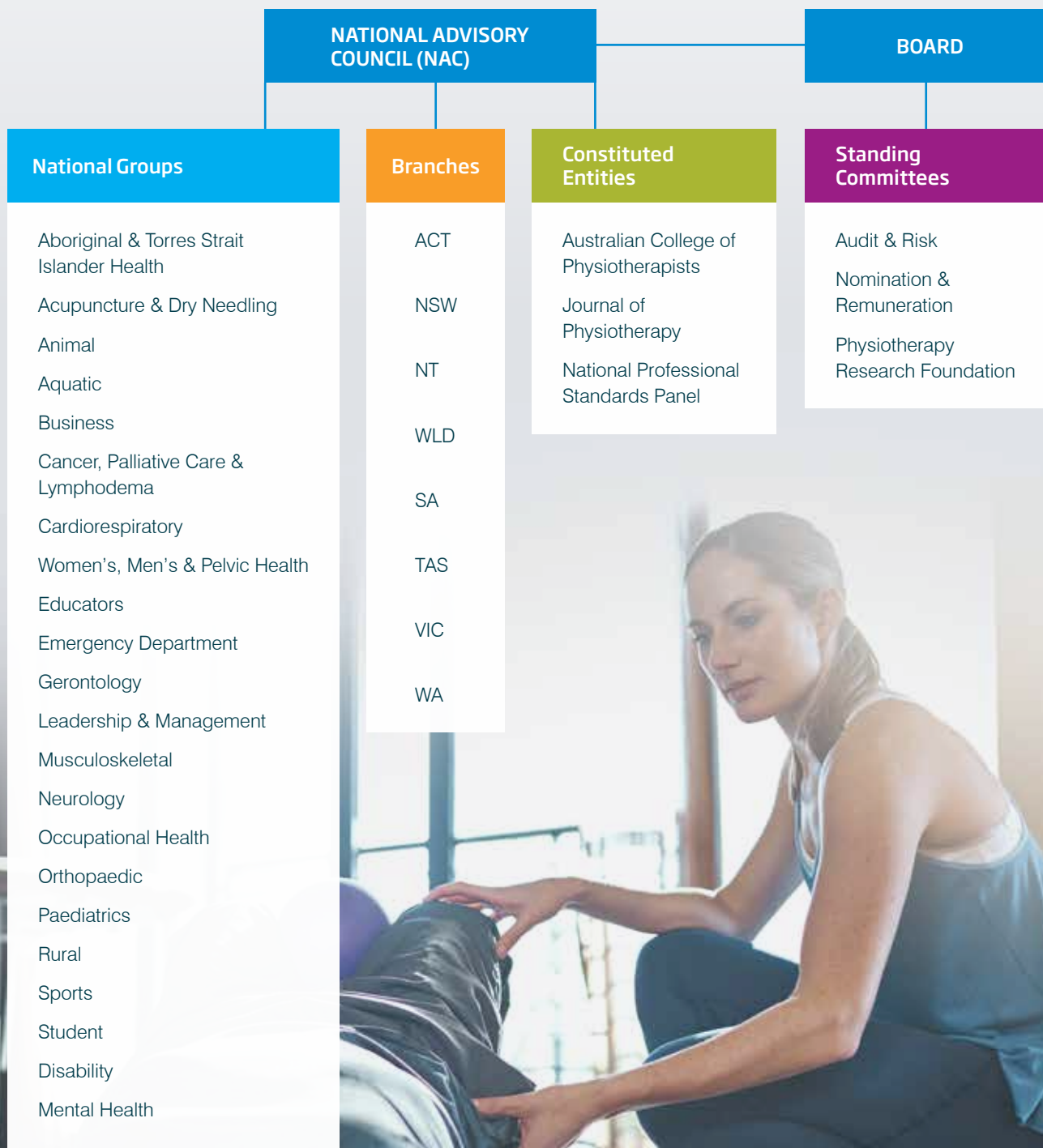
RESEARCH FINDINGS

- 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.

COMMUNICATION OBJECTIVES:

- show physiotherapists as trusted health professionals
- use the new consumer website **www.choose.physio** as our major call to action
- present physiotherapy with a louder voice from a policy and advocacy position.

COLLATERAL UTILISED:

- outdoor advertising
- TVC (regional and SKY)
- Radio advertising
- Print advertising
- Digital advertising
- Decals, posters and web banners.

Choose Physio will be rolled out again in 2018.



MEMBERSHIP

TOTAL APA MEMBERSHIP

24,458[•]

Members

as of September 2017

• Stats generated from APA member database

TOTAL PHYSIOTHERAPY PRACTITIONERS IN AUSTRALIA

There are approximately

30,004^{*}

physiotherapy practitioners nationally

as of December 2016

* Stats from Physiotherapy Board of Australia

CURRENT APA MEMBERSHIP BREAKDOWN



MALE
38%

FEMALE
62%

AGE GROUP DEMOGRAPHICS (APA MEMBERS)

Total members

6377

Age: under 25

Total members

4471

Age: 26 - 30

Total members

2782

Age: 31 - 35

Total members

1975

Age: 36 - 40

Total members

1481

Age: 41 - 45

Total members

1401

Age: 46 - 50

Total members

1166

Age: 51 - 55

Total members

2637

Age: over 56

Total members

2168

Age: Unknown

BREAKDOWN BY STATE (APA MEMBERS)



VIC: 5949



NSW: 7190



QLD: 5101



WA: 3125



SA: 1969



TAS: 316



ACT: 669



NT: 100



National: 39

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



PRIVATE PRACTITIONERS

77%

PUBLIC PRACTITIONERS

23%

MEMBERSHIP CATEGORIES (APA MEMBERS)

FULL TIME

5921

Private practitioners

1786

Public practitioners

PART TIME

2307

Private practitioners

720

Public practitioners

REDUCED

450

Maternity

171

Postgraduates

309

Overseas

55

Fin. Hardship

GRADUATES

including public

1486

1st year

1202

2nd year

1110

3rd year

912

4th year

RETIRED

455

STUDENTS

7186

OTHER

Associate
Affiliate
Non-practising

387

PATHWAYS AND RESEARCH

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/ADVOCACY

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 Research Foundation offering grants/funding to members.

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



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 24 000 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



Hush Puppies



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.

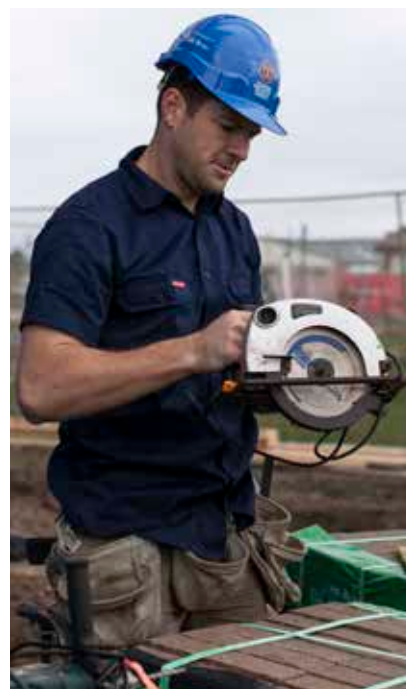


MARKETING CAMPAIGN PARTNERS

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
- Fitness Show
- Stadium Stomp
- Support of major health awareness events.

These campaigns attract strong PR and below the line activities whilst having dedicated communication, social and digital media.



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 24 000 members. E-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.



DIGITAL ADVERTISING

Banner advertising is available on the homepage of the APA website. Restrictions apply, see our media kit.

www.physiotherapy.asn.au

APA are developing a new corporate website, which will be launched in September 2018.



APA Official Taping Supplier



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Always read the label. Use only as directed. If symptoms persist see your healthcare practitioner.

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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 2018.

Partnership options are available.



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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.

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