

Position Description

Position title: Senior Business Advisor

Division: Policy and Government Relations

Location: Camberwell (VIC) | Hybrid

Reports to: General Manager, Policy and Government Relations

EFT: Part time | 0.6 FTE | 3 days a week

Approved by: CEO

Date approved: February 2026

About us

With over 35,000 members, the Australian Physiotherapy Association (APA) is the peak body representing the interests of Australian physiotherapists and their patients. We are committed to professional excellence and career success for our members, which translates into better patient outcomes and improved health conditions for all Australians.

We advocate strongly for access to quality physiotherapy services, provide leadership in the wider health landscape, create lifelong information and learning opportunities for members, and promote the value of physiotherapy to the broader community.

As an Employer of Choice, and winner of the 2022 Association of the Year award, the APA is proud to have a great working culture that is underpinned by our core values:

Accountability | Excellence | Collaboration | Courage | Respect

The APA provides a variety of employee benefits:

- 3 extra days of leave at the end of the year
- a mental health day
- hybrid working environment
- savings on a range of corporate partner products
- access professional development opportunities
- ...and lots more.

About the role

The Senior Business Advisor is a newly created role within the APA's Policy and Government Relations (PGR) team, bringing deep sector insight and strong commercial capability to strengthen the APA's reform impact. The role will collaborate across the APA, including with the National Business Group. The Senior Business Advisor contributes advanced understanding of private practice operations, business performance, operational systems and scalable service model expertise into APA policy and reform work. It ensures outputs are commercially credible, operationally feasible and aligned with the realities of contemporary practice environments.

The position provides high-level analysis and commercially informed insight to support physiotherapy practices to remain competitive, financially sustainable and safe in a changing economic and healthcare environment. It plays a key advisory role in interpreting market, funding and regulatory shifts, translating complex system changes into clear implications for physiotherapy businesses.

The role also engages directly with key external stakeholders including Private Health Insurers, state based compensable schemes, Veterans' Health, and the National Disability Insurance Agency (NDIA), to strengthen the APA's industry presence and ensure advocacy positions reflect contemporary market, funding and regulatory realities.

The role reports to the General Manager, PGR and works closely with the Strategy and Policy Specialist, providing critical subject matter expertise to inform and support the delivery of the PGR Blueprint and the APA's broader Strategy.

Key responsibilities

The following accountabilities broadly define the role expectations of this position:

Commercial and Business Insight

- Provide expert analysis of private sector operations, business performance, pricing structures, workforce utilisation and scalable service models.
- Identify and engage with key stakeholders, leveraging expert advice, and working collaboratively to inform strategic advice and policy positions for the Association
- Develop commercially sound business advice and modelling to inform APA policy positions and advocacy outputs.
- Conduct detailed analysis of market, funding and regulatory changes, assessing their operational and financial implications for physiotherapy businesses.

Business-informed Policy Support

- Contribute business and operational expertise to policy positions, submissions and briefings.
- Translate system changes into clear operational and financial implications for practices.
- Prepare business impact and feasibility assessments to support reform proposals.
- Contribute business expertise to cross functional projects and organisational initiatives.
- Support the delivery of strategic projects and priorities, including negotiations on physiotherapy pricing across federal and state/territory settings.
- Lead the development and delivery of a private health insurance strategy reset for the APA.
- Provide clear, evidence-based advice on business models, pricing and service delivery.

Stakeholder and Industry Engagement

- Maintain effective relationships with Private Health Insurers, compensable schemes, Veterans' Health, the NDIA and other key stakeholders.
- Represent the APA in discussions requiring commercial or operational expertise.
- Contribute to elevating the viability and overall professionalism of the physiotherapy sector.
- Actively engage with the National Business Group, broader engaged membership, and relevant industry experts and internal stakeholders to provide informed, expert advice to the association and input into member facing activities.
- Shape member communications and policy guidance for physiotherapy business owners on adapting to market, funding and regulatory shifts.

About you

You bring strong commercial insight and a solid understanding of how physiotherapy businesses operate within Australia's health funding environment. You communicate clearly, work collaboratively and build productive relationships across government, funding bodies, industry stakeholders and the profession. You are able to assess complex issues quickly, provide practical business advice and develop practical solutions that support the sustainability and viability of physiotherapy services.

The successful candidate will have:

- High level written communication skills, including the ability to produce concise business analyses, impact assessments and member facing guidance.
- Ability to build effective relationships both internally and collaborate externally with stakeholders including government and other funders.
- Experienced in managing diverse and competing stakeholder needs, build strong working relationships, and resolve issues with practical solutions.



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- Demonstrated ability to work well with others to achieve shared goals, share information, respect diverse perspectives, build positive relationships, and help resolve conflicts constructively.
- Strong commercial and financial literacy, including the ability to interpret business performance data and assess service model viability.
- Demonstrated ability to analyse complex funding, regulatory and market information and translate it into clear business implications.
- Ability to exercise sound judgement when assessing business impacts, risks and opportunities in a changing environment.
- Capacity to work independently on complex issues while contributing effectively to team based work and cross functional projects.
- Strong organisational skills, with the ability to manage competing priorities and deliver high quality work within tight timeframes.
- Commitment to constructive, solutions focused problem solving, particularly when navigating diverse or competing stakeholder expectations.

Technical expertise

- Substantial senior level experience (typically 10+ years) in leading, managing, or advising private physiotherapy or allied health organisations, including ownership or executive responsibility, with demonstrated capability in service management, organisational leadership, and market level awareness at a scale commensurate with the requirements of this role.
- Deep understanding of business strategy and management, including the operational, legal and regulatory requirements of private practice ownership.
- Strong knowledge of physiotherapy funding pathways, including private health insurance, compensable schemes and the National Disability Insurance Scheme.

Essential criteria

- Currently registered with Ahpra as a physiotherapist
- Australian Physiotherapy Association Member

Highly Regarded

- Postgraduate qualifications in business, health administration, health economics or a related field

If you are interested in the role, please forward your resume and a cover letter addressing the selection criteria to recruitment@australian.physio.