



AUSTRALIAN
PHYSIOTHERAPY
ASSOCIATION

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 is centred around the community, health and wellbeing, and taking a global leadership stance.

For over 100 years, the APA has been the voice of the physiotherapy profession, providing advanced education and training plus facilitated collegial support for physiotherapists working across a variety of industries.

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 into the future. 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. Physiotherapy is a \$2 billion industry, 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

Anja Nikolic
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 **28,000 members** and over **700 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.

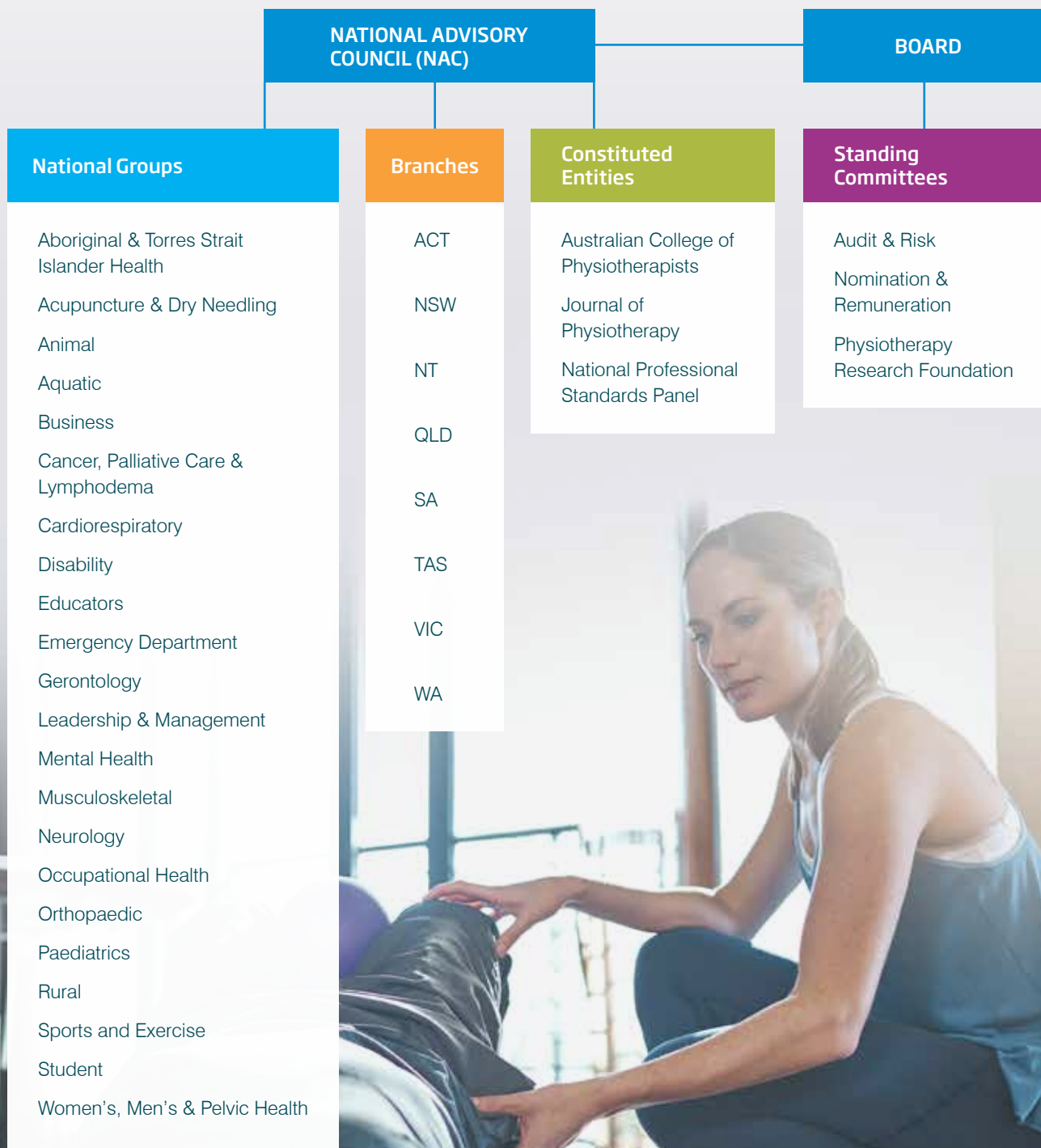
Over a hundred years later, the APA is a national organisation with 80 staff, head office in Melbourne and state branches in NSW, QLD, SA and WA.

KEY POINTS

- Is a not for profit membership organization
- Revenue is in excess of \$16 Million per annum
- Has an established Reconciliation Action Plan (RAP)
- Is focused on digital health as a key pillar in our strategy moving forward
- Is aggressively looking to build non-member revenues
- Expanding into international markets
- Looking at further development of the Physiotherapy Research Foundation (PRF)



THE APA ORGANISATIONAL STRUCTURE (GOVERNANCE)



OUR STRATEGIC PLAN



The concept of **Choose Physio** is the anchor for this plan, and clearly articulates our intent.



Our rolling strategic plan allows the APA to analyse the internal and external environment, capitalise on our strengths, and establish the organisation—and profession—for the challenges ahead.

The APA strategic plan belongs to members, staff and other stakeholders of physiotherapy, including consumers. To develop and deliver an innovative strategic plan that continues to position the APA firmly as a leader amongst health organisations is an exciting prospect.

We remain committed to our vision of ensuring that the community recognises the benefit of physiotherapy.

THE STRATEGY

The plan focuses on four strategic themes – our membership, the profession, the community and our organisational capability. Through these four key pillars, our strategy crystallises the mantra of Choose Physio.



MEMBERSHIP

TOTAL APA MEMBERSHIP

27,617*

Members

as of 30 April 2020

* Stats generated from APA member database

TOTAL PHYSIOTHERAPY PRACTITIONERS IN AUSTRALIA

There are approximately

35,392*

physiotherapy practitioners nationally

as of March 2020

* Stats from Physiotherapy Board of Australia

CURRENT APA MEMBERSHIP BREAKDOWN



MALE
39%

FEMALE
61%

AGE GROUP DEMOGRAPHICS (APA MEMBERS)

Total members

8077

Age: under 25

Total members

5463

Age: 26 - 30

Total members

3659

Age: 31 - 35

Total members

2434

Age: 36 - 40

Total members

1779

Age: 41 - 45

Total members

1479

Age: 46 - 50

Total members

1235

Age: 51 - 55

Total members

2917

Age: over 56

Total members

574

Age: Unknown

BREAKDOWN BY STATE (APA MEMBERS)



VIC: 6606



NSW: 7986



QLD: 5698



WA: 3384



SA: 2284



TAS: 384



ACT: 761



NT: 118



National: 307

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



PRIVATE PRACTITIONERS

49%

PUBLIC PRACTITIONERS

12%

OTHER

39%

MEMBERSHIP CATEGORIES (APA MEMBERS)

FULL TIME

6940

Private practitioners

2026

Public practitioners

PART TIME

2613

Private practitioners

744

Public practitioners

REDUCED

322

Maternity

150

Postgraduates

191

Overseas

121

Fin. Hardship

GRADUATES

including public

1138

1st year

1256

2nd year

1203

3rd year

941

4th year

RETIRED

548

STUDENTS

8025

OTHER

Associate
Affiliate
Non-practising

1256

PATHWAYS, RESEARCH & ADVOCACY

PROFESSIONAL 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.

The APA offers Australia's largest selection of quality assured and peer reviewed Continuing Professional Development, which is created by and in consultation with APA's engaged members, state and national committees in each physiotherapy clinical and non-clinical areas.

This sits within the APA Education 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 28,000 APA members being registered physiotherapists or students. The APA also provides endorsement for products.

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.



Humanscale®



bms.



The Athlete's Foot

Reckon R®



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



Sleepmaker.

Humanscale®



COVIU™



BUILDPRO



ELSEVIER



TELEHAB EXERCISE PRESCRIPTION PLATFORM

A product endorsement from the Australian Physiotherapy Association (APA) provides relevant professional endorsement to assist the consumer in identifying products of therapeutic benefit and that a product has been reviewed by an independent specialist.

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. These may include:

- Tradies National Health Month
- Back to School
- Pain Revolution
- Stadium Stomp
- Support of major health awareness events
- Stroke Week
- Contenance Week
- World Physiotherapy 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 8.3K members. An article based and online 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
- 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. Visit the APA website australian.physio and click on PD Tab to view options.

Partnership options are available. Application forms available upon request.



CONTACT

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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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