



Amber Davey APAM MAICD

Candidate for APA Board of Directors | Member Director 2027

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APA Member (since 2005)

Broad experience. Sound judgement. A strong future for physiotherapy.

I am nominating for the APA Board of Directors because I believe our members deserve an association that is influential, financially sustainable, and genuinely connected to the physiotherapists it represents.

My career spans diverse clinical settings, healthcare business leadership, professional education and advocacy. I have led a hospital physiotherapy service, established and sustained a multidisciplinary private practice, contributed to university education and accreditation, and represented members through state and national APA advocacy roles.

These experiences have given me an understanding of both the opportunities facing physiotherapy and the practical challenges of delivering high-quality healthcare, supporting our workforce and building sustainable services.

I would bring five strengths to the APA Board:

- **Breadth of professional perspective:** Experience across healthcare organisations, clinical specialties, practice settings and career stages.
- **Commercial and strategic judgement:** 20 years of leadership involving financial management, workforce planning, organisational strategy and risk.
- **A record of delivering change:** The confidence to challenge established approaches, develop practical solutions and evaluate outcomes.
- **Strong connections with our profession:** Experience listening to members, advocating for their needs and working collaboratively across the APA.
- **Commitment to effective governance:** National Advisory Council experience, AICD membership, service on the APA Insurance and Safety Board Committee and an APA scholarship to undertake the Company Directors Course.

I would bring an independent, considered perspective to Board discussions, with a commitment to making decisions in the best interests of the APA and the profession as a whole.

Understanding the breadth of our profession

My career has provided broad exposure to the diversity of physiotherapy practice, spanning musculoskeletal, sports and pelvic health, with earlier exposure to aged care and research in paediatric disability; across elite sporting environments, hospital, private practice and community healthcare settings.

In the hospital environment, I progressed to Head of Department, leading what was, at the time, WA's largest private provider of inpatient and outpatient physiotherapy services. This role developed my experience in managing clinical teams, financial and operational oversight, negotiating with hospital executives, workforce planning and navigating the complexities of clinical governance and business risk.

In 2013, I founded a multidisciplinary private practice where I continue as Director and Principal Physiotherapist. Building and sustaining a healthcare business has strengthened my commercial judgement

and given me firsthand experience balancing clinical excellence, workforce wellbeing and financial sustainability in an evolving healthcare environment.

Alongside my business and leadership responsibilities, I have maintained a strong commitment to clinical excellence, and lifelong learning. My postgraduate training has focused on pelvic health, and implementing a pessary fitting service. I have lectured for both the APA and Sports Medicine Australia, and contribute to physiotherapy curriculum development and accreditation through Curtin University's Physiotherapy Advisory Committee. My earlier research experience, including a 12-month honours project at the Centre for Cerebral Palsy, further broadened my understanding of the profession.

This combination of clinical breadth, commercial leadership and professional education has given me an appreciation of the diverse challenges and opportunities facing physiotherapists across different specialties, practice settings and career stages. I believe this perspective would be valuable in contributing to Board decisions that serve the interests of our profession as a whole.

Challenging assumptions and delivering meaningful change

I believe effective leadership involves listening carefully, asking difficult questions and being prepared to challenge established thinking when a better outcome is possible. Achievements include:

Making APA education more accessible

As APA WA President, I advocated for hybrid branch events after hearing from rural and remote members about the barriers they faced accessing education. Whilst cognisant of the financial investment, I prioritised a broader consideration - equitable access to education is part of the value all members should expect from their professional association. For me, this demonstrated the importance of looking beyond immediate financial returns when assessing initiatives that contribute to long-term member value.

Improving workforce sustainability and business performance

In the hospital environment, I championed flexible and part-time employment opportunities for women returning to the workforce, supporting greater workforce participation. I also redesigned the established staffing model to reduce physiotherapists' 11-day fortnights to 10 days whilst maintaining their salaries, which ultimately expanded service capacity. These changes required challenging assumptions about productivity and demonstrating how a different staffing model could benefit both employees and the service.

These experiences demonstrated that commercial performance, workforce wellbeing and quality healthcare are not competing priorities. With strategic alignment, they can strengthen one another. I am committed to driving these outcomes profession-wide and would bring this passion for positive change to Board discussions.

Listening to members and representing our profession

My APA leadership has reinforced the importance of understanding members' experiences before making decisions on their behalf.

As WA President, I have worked with our members, volunteer committees, met with ministers, the Insurance Commission and other funders, Primary Health Networks and numerous stakeholders to advocate for physiotherapy. During COVID-19, this included state-based advocacy to support the continuation of physiotherapy services through a period of significant uncertainty. I have contributed to WA's inaugural Preventative Health Policy, and represented members at the federal Scope of Practice Review. I continue to advocate at all levels of government for Funded First Contact Physiotherapy, Physio-led Models of Care in primary care, direct referrals, imaging and prescribing rights.

I value the enormous contribution made by physiotherapists who volunteer their time and expertise to the APA. Their experience and perspectives are a significant organisational strength, and I believe they should meaningfully inform the association's strategic decisions. When I joined the WA Branch Council, members were predominantly metropolitan-based. Over my time on Council, including as President, its composition has evolved to reflect a much broader cross-section of our profession, with rural and remote, student and early-career, hospital, private practice and community physiotherapists now represented. As Chair, I value the diversity of perspectives this brings to our discussions and the deeper understanding it gives me of members' needs across the profession.

Through the National Advisory Council, I have gained a broader understanding of the APA's strategic priorities, the complexity of balancing competing needs and the importance of constructive relationships between members, volunteer leaders, management and the Board.

Governance, accountability and stewardship

I understand that Board membership is fundamentally a governance responsibility. It requires independent judgement, financial oversight, risk awareness, accountability and a willingness to make difficult decisions in the long-term interests of the organisation.

As a healthcare business owner, former leader of a hospital-based physiotherapy service, and a background in the Not-For-Profit sector, I have comprehensive experience managing financial performance, organisational risk, workforce obligations, operational systems and competing stakeholder expectations.

I am a member of the Australian Institute of Company Directors and have been awarded an APA Board of Directors scholarship to undertake the AICD Company Directors Course in November 2026.

My recent appointment as NAC representative to the APA Insurance and Safety Board Committee also provides an opportunity to contribute my clinical and commercial experience to discussions about professional risk, safety and insurance sustainability.

I would approach Board service with curiosity, preparation, respect for different perspectives and the confidence to respectfully challenge assumptions. I understand the distinction between the Board's strategic oversight responsibilities and management's role in operational delivery.

Contributing to the APA's future

The APA's "Towards 2030" strategy provides a clear direction through its priorities to "Advocate, Educate, Connect and Deliver". I believe effective Board leadership will be essential to translating those priorities into meaningful outcomes. For me, this means ensuring that the APA:

- **Advocates** confidently for physiotherapy's contribution to Australia's healthcare system and the value of our profession.
- **Educates** in ways that are accessible, relevant and responsive to all members across all specialties, all locations and all career stages.
- **Connects** members, volunteers, educators and professional groups so that the breadth of our expertise informs our collective direction.
- **Delivers** tangible member value while maintaining sound financial stewardship and long-term organisational sustainability.

The future of physiotherapy will require us to respond to workforce pressures, changing models of care, evolving community needs and opportunities to strengthen our professional influence. I would bring broad experience, practical judgement and a collaborative approach to those conversations.

My commitment is to help ensure the APA remains a strong, sustainable and respected professional association - one that listens to its members, makes thoughtful decisions and confidently advances physiotherapy.

I would be honoured to receive your support, and I am ready to discuss how I can contribute to the Board's success.



Professional Profile

APA leadership and professional contribution

WA Branch President & Councillor

Elected state leadership; member advocacy; engagement with government, healthcare organisations and professional stakeholders; contribution to APA policy and member initiatives.

National Advisory Council

WA representative providing advice to the APA Board.

Insurance & Safety Board Committee

Selected as NAC representative to contribute clinical and commercial perspectives to professional insurance, safety and risk discussions.

Board of Directors Scholarship Recipient

Awarded funding to undertake the Australian Institute of Company Directors' course

Multi-disciplinary Healthcare Advisory Panel

Advocating for physiotherapy inclusion in WA Primary Health Alliance's implementation of federally funded programs, throughout WA's Primary Health Networks.

Physio Curriculum Advisory Committee

Curtin & Murdoch Universities - APA & Private Practice industry representative contributing to accreditation, curriculum development and graduate workforce readiness.

Lecturer

APA Pelvic Health & Sports Medicine Australia

Organisational leadership and community contribution

Founder, Director & Principal Physiotherapist - Mint Wellbeing (2013-present)

Leader of a multidisciplinary private practice. Responsible for strategic direction, financial management, workforce development, human resources, clinical governance, risk and business operations.

Head of Department & Practice Principal - SJOG Hospital - SouthCare (2008-2014)

Progressed through clinical and team leadership to manage a major provider of inpatient and outpatient physiotherapy services. Responsibilities included clinical and workforce leadership, financial and operational performance, hospital negotiations, service delivery and risk management.

WA State Manager - The Nappy Collective (2021-2023)

Statewide co-ordination of volunteers and community engagement supporting families in crisis.

National Team Lead - GAP - Disability Discrimination Act Retail Implementation Team (2001)

Implementation of disability discrimination requirements through a workplace-champions approach.

Retail Store Manager - GAP - Edinburgh, Scotland (1999-2005)

Leadership of teams of up to 100 staff, financial and operational management with a global retailer

Council of Owners - Meridian Apartments (Chair) & Prime Offices (Member) (2019-present)

Qualifications, clinical development and affiliations

Australian Institute of Company Directors - member (2026).

Company Director's Course - AICD (expected completion Dec 2026)

Continence & Women's Health - postgraduate studies Curtin University (2015)

Level 3 Advanced Pelvic Health - WHTA

Honours Research - 12mth project at The Centre for Cerebral Palsy (2008)

BSc (Physio) Hons - Curtin University (2008)

APA - member (since 2005)