



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 is that physiotherapy is recognised as an essential pillar of our health system and is the consumer's first choice for health and wellbeing.

For over 100 years, the APA has been the voice of the physiotherapy profession, providing leadership, guidance and support to Australian physiotherapists. We do this through the provision of high-quality education, advocacy on key issues and community engagement on behalf of the profession.

Physiotherapy is the second largest allied health profession in Australia and represents a \$2.7 billion\* industry. Physiotherapy delivers value across Australia's entire health system, playing a vital role in the management and prevention of a wide range of injuries and chronic conditions, enhancing the quality of life of all Australians, and reducing the burden on other healthcare services.

Now more than ever, the community recognises physiotherapists' important role in their health and wellbeing, and our stakeholders recognise the important contribution the profession makes to our health system.

The APA is proud to represent and support this essential health workforce. As a prospective partner, you have an opportunity to align your organisation with the APA, position your brand as a leader in allied health, connect with our 32,000 members and contribute to the ongoing success and excellence of the physiotherapy profession.

We welcome your interest and look forward to further discussions.

Kind regards,

**Rob LoPresti**  
Chief Executive Officer

\* The market size of the Physiotherapy Services industry in Australia, measured by revenue, was \$2.7bn in 2023. <https://www.ibisworld.com/au/market-size/physiotherapy-services>

# 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 **32,000 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.

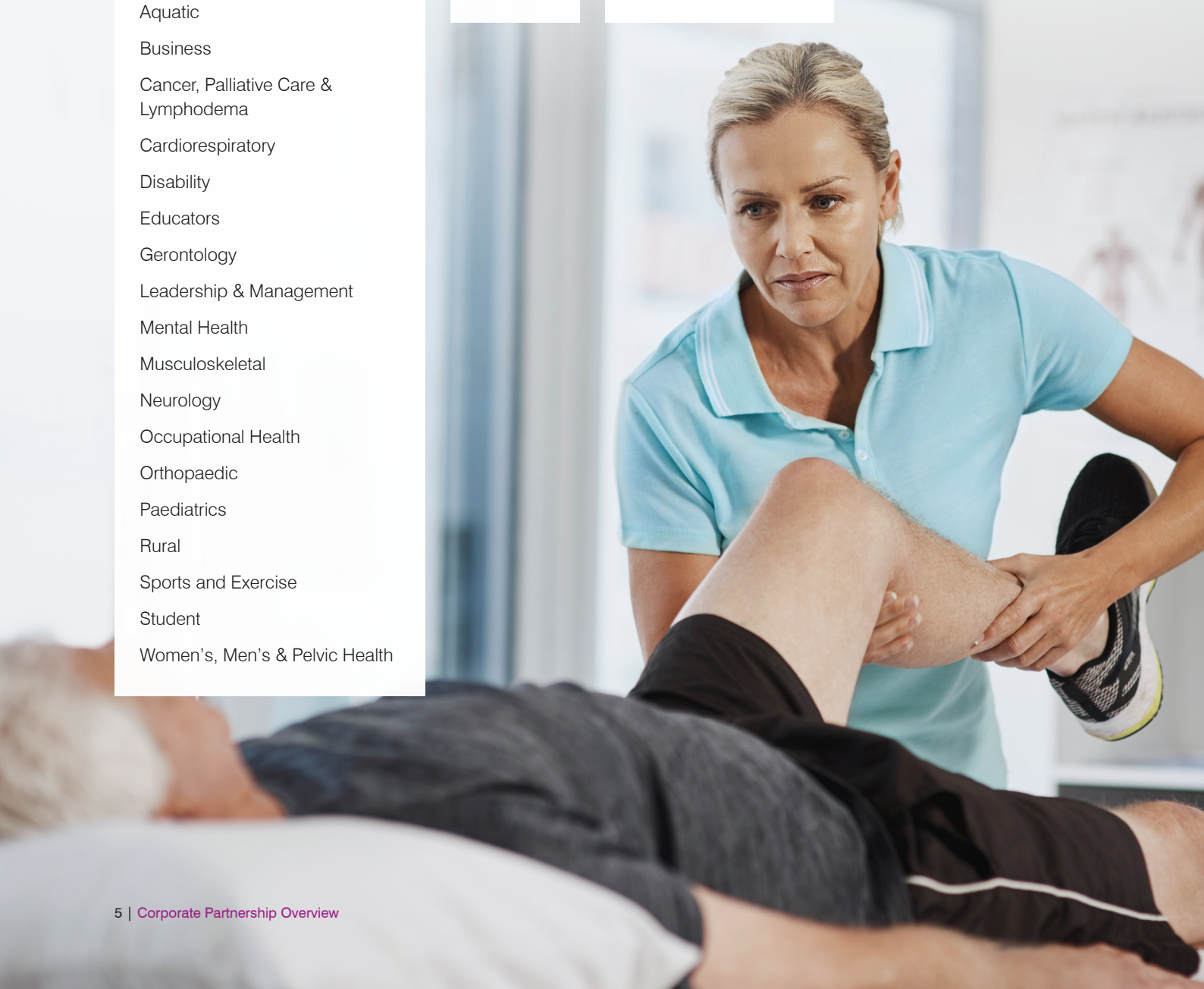
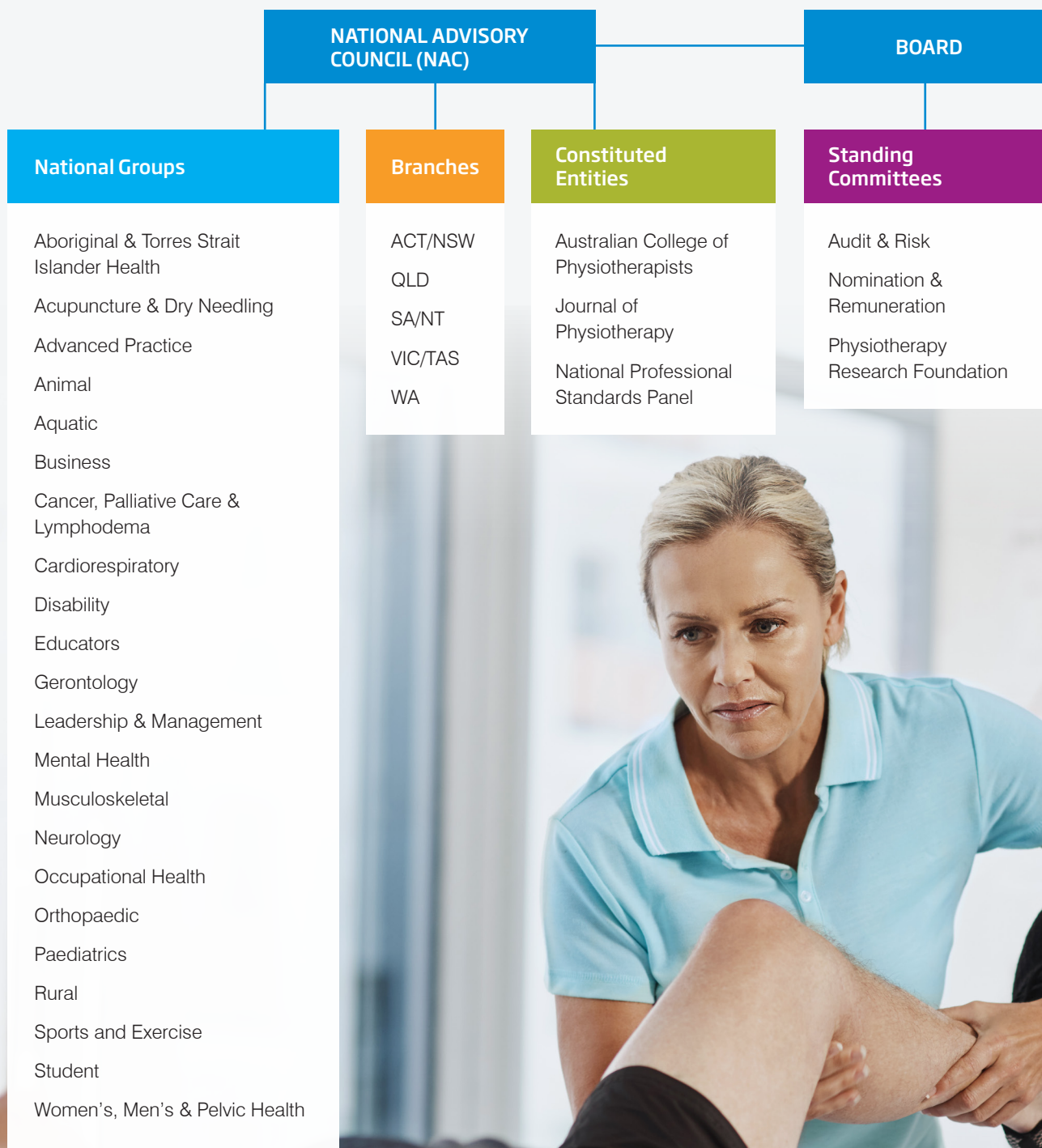
Over a hundred years later, the APA is a national organisation with over 90 staff, head office in Melbourne and state branches in NSW, QLD, SA and WA.

## KEY POINTS

- Not-for-profit membership organisation
- Revenue is in excess of \$20.8 Million per annum
- Has an established Reconciliation Action Plan (RAP)
- Is focused on digital health as a key pillar in our strategy moving forward
- Aggressively looking to build non-member revenues
- Expanding into international markets
- Corporate Partnerships Program for the Physiotherapy Research Foundation (PRF) launched



# THE APA ORGANISATIONAL STRUCTURE (GOVERNANCE)



# OUR STRATEGIC PLAN



The APA's 2021-2024 strategic plan is designed to evolve and build on the momentum gained from the 2017-2020 plan. It belongs to our members, staff and other key stakeholders of physiotherapy, including consumers. Our aim is to continue to develop and deliver an innovative strategic plan that continues to position the APA firmly as a leader amongst health organisations.



Our purpose is to drive the success and wellbeing of our members and the physiotherapy profession as we strive to be the indispensable source of advocacy leadership connection and support.

Our vision is to ensure that physiotherapy is an essential pillar of our health system and consumers' first choice for health and wellbeing.

## THE STRATEGY

The concept of Physio First is the anchor for this plan, with a focus on four strategic pillars that are foundation of all that we do.

These include:

- community engagement
- lifelong learning
- professional excellence and
- health sector leadership.

The plan sets the scene on how the APA and our members will influence and educate our key stakeholders as well as the environment in which we operate in, including the health sector as a whole, consumer and political/government landscapes.

At the core of our strategic plan is the physiotherapy profession but most importantly our members.

All of this is supported and enabled by our people, systems and operations.

# MEMBERSHIP

## TOTAL APA MEMBERSHIP

31,052 \*

Members

as of 30 June 2024

\*Data sourced from APA member database

## TOTAL PHYSIOTHERAPY PRACTITIONERS IN AUSTRALIA

44,895 ^

Registered physiotherapists

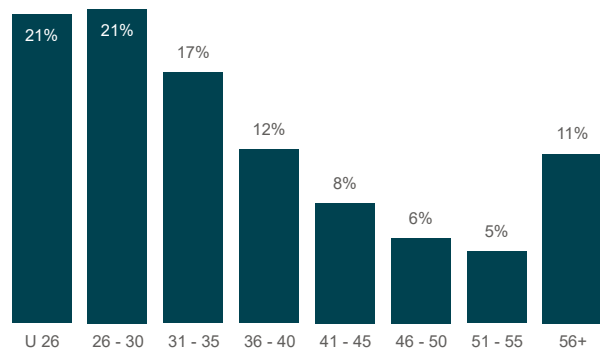
as of 30 June 2024

^Data sourced from Physiotherapy Board of Australia

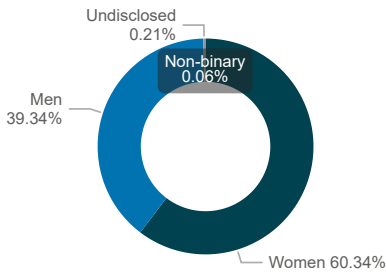
## MEMBERSHIP CATEGORIES (APA MEMBERS)

FULL TIME	REDUCED	GRADUATES	RETIRED
8,968	734	1,489	710
Private practitioners	Maternity/Paternity	1st year	
2,145	125	1,450	
Public practitioners	Postgraduates	2nd year	
PART TIME			STUDENTS
3,284	162	1,339	4,712
Private practitioners	Overseas	3rd year	
799	32	1,171	
Public practitioners	Financial Hardship	4th year	OTHER
			Associate
			Affiliate
			Non-practising
			1,599

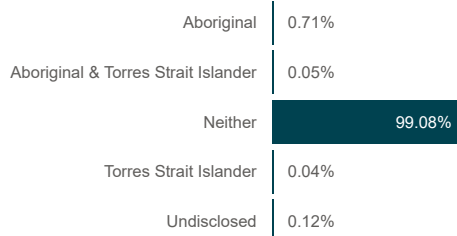
## AGE GROUP (APA MEMBERS)



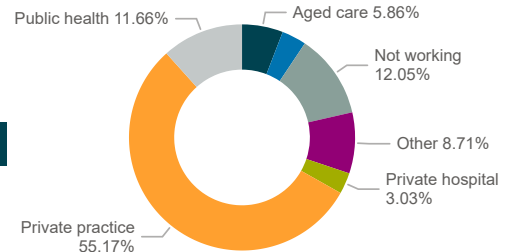
## GENDER (APA MEMBERS)



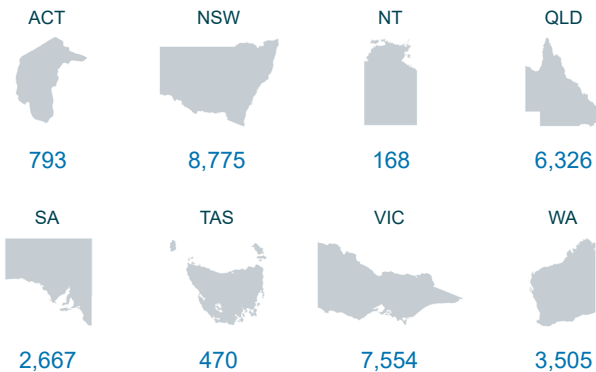
## ABORIGINAL AND/OR TORRES STRAIT ISLANDER (APA MEMBERS)



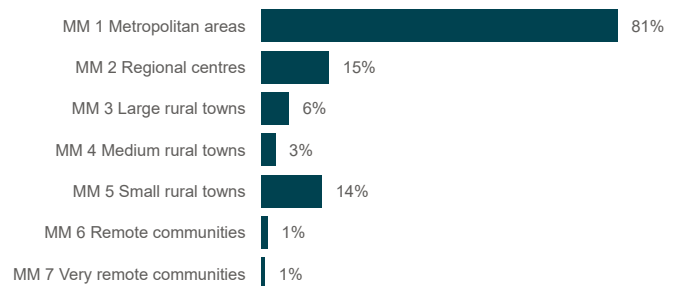
## EMPLOYMENT SECTOR (APA MEMBERS)



## STATE (APA MEMBERS)



## REMOTENESS (APA MEMBERS)



Note: Members with postcodes that fall into more than one remoteness category are counted in all possible categories in the above chart.

# 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 students throughout their degree at orientation, graduation, and career events. We also include physiotherapy student representatives in many of our member engagement committee spaces.

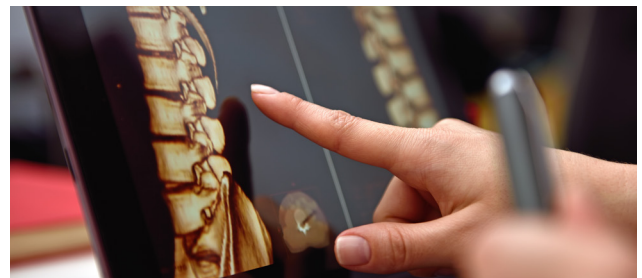
The APA has established a clearly defined career pathway for members of the APA.

## RESEARCH

With an APA membership, members have access to world-class research resources and premier publications to ensure they keep up to date with the latest evidence-based research.

The APA has a dedicated Physiotherapy Research Foundation (PRF) offering grants/funding to members.

Corporate partnership opportunities are available.



## 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 30,000 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.



### 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 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.



### Digital Tech Partners



# 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 Symposiums Partner

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

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:

- Physio First
- Tradies National Health Month
- Pain Revolution
- Support of major health awareness events
- Stroke Week
- Continnence Week
- World Physiotherapy Day
- Fundraising Golf 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 11K 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 upon request.

Digital banners are also available for the online version of *InMotion*.



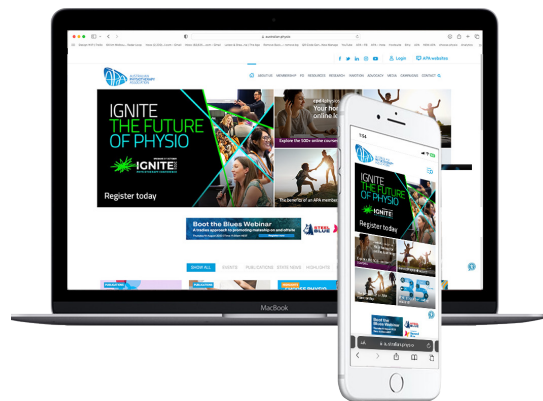
## DIGITAL ADVERTISING

The APA offers digital advertising across two platforms:

- [australian.physio](http://australian.physio)
- [choose.physio](http://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 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](http://australian.physio) and click on PD Tab to view options.

Partnership options are available. Application forms available upon request.



## APA MENTOR PROGRAM

The APA has launched a pilot program for two mentoring programs— APA Graduate Program and APA Mentor Connect. Established to help establish future generations of physio leaders.

Partnership options are available.



# 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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