



Physiotherapy
Research
Foundation

Corporate Partnership overview

.....
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 and wellbeing, and taking a global leadership stance.

Our goal is to ensure the best health outcomes for all Australians, using research-informed, evidence-based practices.

Membership of the APA signifies a standard of professional and ethical commitment over and above the requirements of registration with the Australian Health Practitioner Regulation Agency. Our strategic plan is focused on providing advocacy, education and career pathways opportunities for members, thus supporting them to provide accessible and effective healthcare for all Australians, wherever and whenever they need it.

To help achieve our strategic objectives, we recognise the importance of engaging and collaborating with like-minded organisations and individuals who share our vision.

We welcome your interest in partnering with the APA and look forward to further discussions.

Kind regards

Anja Nikolic
Chief Executive Officer,
Australian Physiotherapy Association

MESSAGE FROM THE CHAIR OF THE PRF



Since its inception in 1988, the Physiotherapy Research Foundation (PRF) has been committed to enhancing the physiotherapy profession by promoting, encouraging and supporting research that advances physiotherapy knowledge and practice. The provision of funding grants for innovative research enables practising physiotherapists to adopt the latest, safest and most effective techniques when providing care and treatment.

Our first grant was awarded in 1990. Since then, more than 220 research grants have been issued, to the value of \$1.6 million. To date, the PRF has been largely funded by APA members, providing the opportunity for practitioners to directly contribute to the research that informs their practice.

We are excited to collaborate with new corporate partners who share similar business values and are invested in long-term collaboration. Partnerships can be tailored to suit businesses that want to build brand awareness or share an interest in a particular research category. Alternatively, your business may want to make a meaningful social impact by contributing to the PRF and further the development of physiotherapy techniques which benefit the entire profession.

We look forward to engaging more broadly with corporate partners to further this work. Your support will make a real difference to our profession and the Australian community.

Kind regards

Jenny Aiken
Chair, Physiotherapy Research Foundation

ABOUT THE APA

The 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**. It 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. Members are offered 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 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.

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, a head office in Melbourne and state branches in NSW, QLD, SA and WA.

KEY POINTS

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



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

ABOUT THE PRF

The PRF was established in 1988 as a charitable trust from the profits of the 1988 conference held by the World Confederation for Physical Therapy in Sydney. The trust deed enables the PRF to support a range of physiotherapy research and research-related initiatives. The APA is the trustee of the PRF.

Evidence-based practice is the core of what we do. Clinical research trials produce a scientific evidence base that enables practising physiotherapists to adopt the latest, safest and most effective techniques when providing care and treatment. The PRF is committed to enhancing research careers and providing grants to support innovative physiotherapy research.

The grant programs operate under the guidance of the Grants Review Committee (GRC) comprised of physiotherapists currently working in leading research institutions across Australia. The GRC assesses each grant application against a set of criteria and provides recommendations for funding to the PRF Committee.

The PRF is largely funded by APA members, providing the opportunity for practitioners to directly contribute to the research that informs their practice. The financial statements of the PRF are reported separately in the annual report of the APA and are not included in the APA's consolidated financial statements. The PRF section of the APA annual report can be found [here](#).

The PRF is a registered charity with the [Australian Charities and Not-for-profits Commission](#)—the independent national regulator of charities established by the Australian Government.



MISSION STATEMENT

To support the physiotherapy profession by promoting, encouraging and supporting research that advances physiotherapy knowledge and practice.

GRANTS REVIEW COMMITTEE

The primary role of the GRC is to review the merits of applications for research grants submitted to the PRF, and make recommendations on grant allocations for the consideration to the PRF Committee. Members of the GRC are appointed by the PRF Committee for a period of three years (with the option to serve another term of three years). To be eligible to join the GRC applicants must be a current financial member of the APA and hold a postgraduate qualification as well as experience in conducting, supervising and/or reviewing research relating to physiotherapy.

TYPES OF PRF GRANTS

The PRF has implemented a strategy to identify research activities that will provide specific and relevant evidence-based information that will make a difference in clinical practice. This strategy focuses on two methods of assigning research grants—these are strategy-led activities that identify areas of interest which are of importance to the physiotherapy profession, and researcher-led activities which include Seeding Grants, the Jill Nosworthy Grant and the Beryl Haynes Memorial Fund Grant.

APPLYING FOR A GRANT

The PRF funds researcher-led grants annually. Physiotherapists wanting to further their career and make a valuable contribution to the profession are encouraged to complete an expression of interest form, which is then reviewed by the GRC. The GRC provides valuable feedback on each and every application, which can be incredibly insightful for first-time researchers.

GRANT RECIPIENTS

The PRF has awarded over \$1.6 million in grants since 1990, funding research across a range of areas including respiratory conditions, continence, cerebral palsy, Parkinson's disease, and knee osteoarthritis. Some of these grant recipients have successfully commenced research careers within Australian universities and internationally.



PARTNER OPPORTUNITIES

Your support can make a difference to the livelihood of many Australians as physiotherapy plays a crucial role in Australia’s healthcare system.

It is one of the largest allied health industries and continues to grow rapidly. Physiotherapists help patients recover from injury, manage disease and improve their wellbeing. The PRF is focused on developing research which can further enhance the physiotherapy profession and also advance career opportunities. One of our first major grants recipients, Dr Claire Baldwin, describes her experience as critical for her career progression, *‘For me, it was a really important step to moving from a student researcher, to an independent researcher and starting to build collaborative networks’*. As a corporate partner your business has an incredible opportunity to be a part of that.

We are excited to offer partnerships with organisations across Australia to further support research that advances physiotherapy knowledge and practice. Our partnerships are based on collaboration and mutual benefits. We will work with you to build tailored partnerships that meet mutual objectives. Updates on research projects, campaign statistics and PRF activities will be shared monthly so partners can see how their contributions are making a difference.

There are three levels of partnership agreements with the PRF—Platinum, Gold and Silver packages. There is a minimum level of commitment for each level with additional content opportunities that can be tailored as required. Additional content can be sponsored in conjunction with or separately from, these sponsorship packages.



PLATINUM PACKAGE

Package includes:

- ✓ Brand placement on PRF monthly e-comms feature
- ✓ Website banner advertising 4 months free
- ✓ Sponsorship of a seeding grant*
- ✓ 15% discount of APA print and digital advertising
- ✓ 5% discount on conference booth
- ✓ Quarterly e-news updates from the PRF
- ✓ Company listing on the Get Involved section of our webpage with hyperlink to your website
- ✓ Acknowledgement in our annual report
- ✓ Use of PRF ‘proudly supporting’ logo (subject to approval)
- ✓ Content sponsorship first rights

\$15,000 ex GST



GOLD PACKAGE

Package includes:

- ✓ Brand placement on PRF monthly e-comms feature
- ✓ Website banner advertising 2 months free
- ✓ 15% discount of APA print and digital advertising
- ✓ 5% discount on conference booth
- ✓ Quarterly e-news updates from the PRF
- ✓ Company listing on the Get Involved section of our webpage with hyperlink to your website
- ✓ Acknowledgement in our annual report
- ✓ Use of PRF ‘proudly supporting’ logo (subject to approval)
- ✓ Content sponsorship second rights

\$10,000 ex GST



SILVER PACKAGE

Package includes:

- ✓ Website banner advertising 1 month free
- ✓ 15% discount of APA print and digital advertising
- ✓ 5% discount on conference booth
- ✓ Quarterly e-news updates from the PRF
- ✓ Company listing on the Get Involved section of our webpage with hyperlink to your website
- ✓ Acknowledgement in our annual report
- ✓ Use of PRF ‘proudly supporting’ logo (subject to approval)
- ✓ Content sponsorship third rights

\$5,000 ex GST

*subject to approval based on relevance, proudly sponsored by type branding.

2021 PRF CONTENT

OVERVIEW

Research is the foundation of our profession.

These days, juggling work, study and private time can be a struggle for most of us. Searching for the latest research paper and analysing it can sometimes become labour-intensive. This is why the PRF is highly invested in finding the latest research studies and transforming them into easily digestible content that summarises the information and is visually appealing. In 2020 the PRF has produced a range of animations, infographics, podcasts and blogs for all members to enjoy. For a full overview of all content produced to date, please refer to the research translation section on our [website](#).

The PRF marketing plan for 2021 includes a variety of content that is available for corporate partners to sponsor. This is where you can get involved, help deliver co-branded content and really make a difference. These elements are promoted to our members across our internal communication channels and reach both members and consumers via the APA social media platforms.



2021 PRF CONTENT

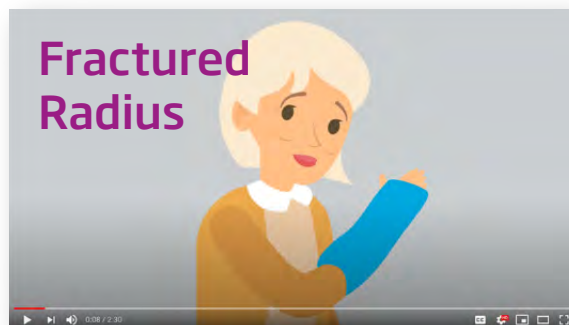
2021 CONTENT AVAILABLE FOR SPONSORSHIP

ANIMATIONS

The PRF utilises video animations to highlight key messages contained in various research publications. Several animations have been created and launched on the APA social media channels with great success. For example, the average reach of animations is 40% higher than the average of all PRF posts on the Facebook platform.

In 2021 there will be four animations available for corporate partners to sponsor at an individual cost of \$10,000.

2021 FREQUENCY	4
Cost per animation	\$10,000 <i>ex GST</i>
Annual animation package cost	\$40,000 <i>ex GST</i>



5 FACTS INFOGRAPHIC

Each month *InMotion*—the flagship publication of the APA and national trade publication, publishes the highly anticipated 5 Facts article outlining five evidence-based tips on a chosen research topic. The PRF summarises and highlights the key messages featured in each article to produce an infographic. The 5 Facts infographics have proven to be extremely popular on our social media channels. For example, on Instagram the 5 Facts infographics launched in 2020 reached on average over 6000 users.

In 2021 there will be 11 infographics available for corporate partners to sponsor at an individual cost of \$1000.

2021 FREQUENCY	11
Cost per 5 Facts infographic	\$1000 <i>ex GST</i>
Annual 5 Facts infographic package cost	\$11,000 <i>ex GST</i>



PODCASTS

The PRF has funded the production of the Talking Physio podcast series. This series features physios talking with other physios on research topics of interest to the profession. Episodes to date have been played over 5000 times.

In 2021 there will be a minimum of six podcasts available for corporate partners to sponsor at an individual cost of \$2000.

2021 FREQUENCY	6
Cost per podcast	\$2000 <i>ex GST</i>
Annual podcast package cost	\$12,000 <i>ex GST</i>

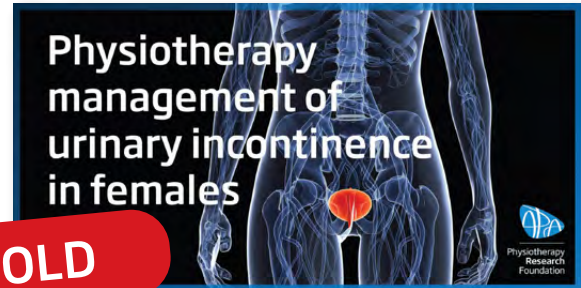


2021 PRF CONTENT

BLOGS

Each quarter, *Journal of Physiotherapy*, the official peer-reviewed journal of the APA, publishes research papers in the popular Invited Topical Reviews section. The PRF has created a series of blogs that summarise the key findings of each paper. To date, the average page visit for the article is over 500 unique visits.

In 2021 there will be three blogs available for corporate partners to sponsor at an individual cost of \$700.



2021 FREQUENCY	3
Cost per blog	\$700 <i>ex GST</i>
Annual blog package cost	\$2100 <i>ex GST</i>

INFOGRAPHICS

Given the success of the 5 Facts infographic, the PRF has highlighted key findings from research studies and created several additional infographics. For example, on LinkedIn the average engagement rate for the two infographics launched to date was 7.9%, which was more than double the average engagement rate for all APA posts on that platform.

In 2021 there will be four infographics available for corporate partners to sponsor at an individual cost of \$1000.

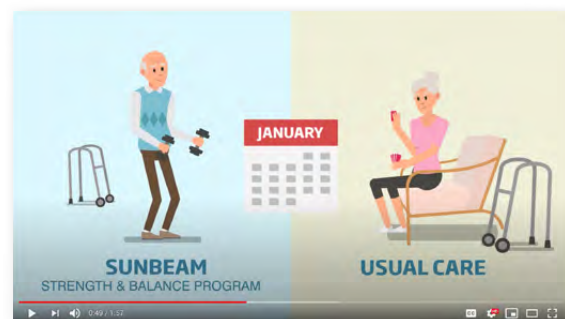


2021 FREQUENCY	4
Cost per infographic	\$1000 <i>ex GST</i>
Annual infographic package cost	\$4000 <i>ex GST</i>

ANIMATION SOUND BITES

Our animations have proven to be very successful. So successful that we intend to create even more, but in a condensed format. Research that can be summarised into short, sharp animation sound bites will be released in 2021.

In 2021 there will be four animation sound bites available for corporate partners to sponsor at an individual cost of \$1000.



2021 FREQUENCY	4
Cost per animation sound bite	\$1000 <i>ex GST</i>
Annual animation sound bite package cost	\$4000 <i>ex GST</i>

CONTENT BRANDING INCLUSIONS

As part of the content sponsorship that is available, corporate partners will receive additional branding opportunities via the APA social media channels and the research section of the APA website. Partners will also be able to use the content sponsored and the PRF logo on their social channels and website, subject to prior APA approval for brand placement*.

CONTENT BRANDING INCLUSIONS

All content is housed on the APA [website](#).

Podcasts	Corporate partners who sponsor this content will receive the following: <ul style="list-style-type: none"> – brand mentions during intro and outro of podcast. Copy subject to approval. – logo placement on podcast article page on website (as per Flexeze example).
Animations	Corporate partners who sponsor this content will receive the following: <ul style="list-style-type: none"> – logo placement on animation article page on website (as per Flexeze example) – logo placement on end tile of animation—proudly sponsoring style copy.
5 Facts	Corporate partners who sponsor this content will receive the following: <ul style="list-style-type: none"> – logo placement on 5 Facts article page on the website (as per Flexeze example) – brand mentions/tags on social posts where possible (refer to socials branding options).
Infographics	Corporate partners who sponsor this content will receive the following: <ul style="list-style-type: none"> – logo placement on infographics (excluding 5 Facts) article page on the website (as per Flexeze example) – brand mentions/tags on social posts where possible (refer to socials branding options).
Blogs	Corporate partners who sponsor this content will receive the following: <ul style="list-style-type: none"> – logo placement on the blog article page on the website (as per Flexeze example) with a link back to the corporate website – brand mentions/tags on social posts where possible (refer to socials branding options).
Animation sound bites	Corporate partners who sponsor this content will receive the following: <ul style="list-style-type: none"> – logo placement on the animation article page on the website (as per Flexeze example) – logo placement on the end tile of the animation—proudly sponsoring style copy.

*APA to approve all brand placement.

CONTENT BRANDING INCLUSIONS

APA SOCIALS BRANDING INCLUSIONS

Social Channel	Followers	Average PRF post reach (Apr–Sep)
Facebook	56,000	16,300 (organic)
Instagram	12,300	4200
LinkedIn	26,700	2900
Twitter	23,000	4400

Corporate partners who sponsor content will receive the following when the content is posted on social media:

- brand mentions on all **worded copy** accompanying the post where possible—see example of post sponsored by Flexeze (applicable for infographics and blog content only)
- tagging where possible
- approval to reuse/repost sponsored content on their social media channels.

FACEBOOK

49,658 People Reached | 3,968 Engagements | Boost Post

INSTAGRAM

physioaustralia • Follow

physioaustralia in this episode of 'Talking Physio', Professor Mark Elkins, APAM, chats with Professor Marco Pang, from the Department of Rehabilitation Sciences at the Hong Kong Polytechnic University, about the value of exercise in improving the lives of people with cognitive impairment and dementia.

SEPTEMBER 25 | Liked by handwarmers.com.au and 61 others

LINKEDIN

Australian Physiotherapy Association | 27,766 followers

Abdominal surgery is the most common surgery type, and it is also extremely expensive. It accounts for half of all hospital costs, while representing only a quarter of bed days.

Cost-effectiveness of preoperative physiotherapy | youtube.com

TWITTER

Australian Physiotherapy Association @apaphysio · 16h

The prestigious @NEJM published a research study initiated by @ElizabethPWebb, APAM, to test whether compression therapy could prevent recurrent cellulitis of the leg. For more information: [australian.physio/research/prf/t...](#)

This #infographic is proudly brought to you by the #PRF

COMPRESSION THERAPY HAS GLOBAL IMPACT: A WORLD-FIRST RANDOMISED TRIAL

1 | 7 | 17

*APA to approve all brand placement.

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The PRF 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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