

**Australasian Association for Academic Primary Care
Strategic Plan 2020-22**

VISION	VALUES
A multidisciplinary primary care oriented health care system underpinned by evidence and education. Fostering academic primary care to ensure a high-quality health care system which is founded on patient-centred, primary care principles and developed through evidence and education.	<ol style="list-style-type: none"> 1. Equitable health outcomes and access to services 2. Interprofessionalism 3. Collaboration and participation 4. Professional diversity and expertise
MISSION	GOALS
To be Australia and New Zealand’s leading advocate for high-quality primary care research, education, policy and practice.	<ol style="list-style-type: none"> 1. To become a visible, effective and sustainable organisation that is responsive to a broad primary care membership. 2. To increase linkages with organisations involved in primary care including community groups. 3. To provide effective advocacy for primary care and primary care research and training. 4. To promote and nurture research and scholarly activity in primary care. 5. To promote excellence in primary care education. 6. To train and mentor the academic primary care workforce. 7. To champion a vision of primary care oriented health care underpinned by evidence and education.

DEFINITIONS

Interprofessional:	<i>Academics, learners, practitioners, patients, clients, families and communities from two or more professions learn about, from and with each other to enable effective working collaborations and improve health outcomes.^{1,2}</i>
Primary health care:	<i>Primary health care is socially appropriate, universally accessible, scientifically sound first level care provided by health services and systems with a suitably trained workforce comprised of multidisciplinary teams supported by integrated referral systems in a way that: gives priority to those most in need and addresses health inequalities; maximises community and individual self-reliance, participation and control; and involves collaboration and partnership with other sectors to promote public health. Comprehensive primary health care includes health promotion, illness prevention, treatment and care of the sick, community development, and advocacy and rehabilitation.³</i>

¹ World Health Organization (2010). Framework for Action on Interprofessional Education & Collaborative Practice. Report No. WHO/HRH/HPN/10.3. Geneva: Switzerland

² Thistlethwaite J (2012). Interprofessional education: a review of context, learning and research agenda. *Medical Education*. 46:58-70

³ Australian Primary Health Care Research Institute (APHCRI) (2009), cited in ‘Primary Health Care Reform in Australia: Report to Support Australia’s First National Primary Health Care Strategy’. Accessed http://www.phcris.org.au/guides/about_phc.php

Academic primary care: *Academic primary care improves primary care by making a positive impact on policy and practice. This then enables improvements in the care that patients receive.*

Goals	Objectives	Actions	KPI	Responsibility	
1. To become a visible, effective and sustainable organisation that is responsive to a broad primary care membership	1.1. Keep and maintain a robust marketing strategy	1.1.1. Review and further disseminate the promotional flyer that summarises AAAPC's vision and membership benefits to target organisations that are likely to host potential new members (see Goal 2).	Flyer distributed to target organisations.	Membership and Marketing Subcommittee with (content) approval from Executive Committee.	
		1.1.2. Maintain a high quality website which is updated with relevant content regularly.	Website updated and maintained regularly.		
		1.1.3. Continue AAAPC's visibility through Twitter and other appropriate social media streams.	AAAPC Twitter followers increased by 25% over 12 months.		Selected Executive Committee members with access to AAAPC Twitter account.
	1.2. Continually grow benefits for members of the organisation	1.2.1. Investigate possible AAAPC discounts for attendance at international primary care research conferences. (Please also see 2.2.1 and 2.2.2).	1.2.1. Investigate possible AAAPC discounts for attendance at international primary care research conferences. (Please also see 2.2.1 and 2.2.2).	Contacted NAPCRG and SAPC and other relevant international organisations to discuss establishing collaboration to offer reduced costs to members between the organisations to attend their respective annual conferences and developed processes to implement collaboration as appropriate.	President/Vice President/Membership and Marketing Subcommittee/Conference and Professional Development Subcommittee/Treasurer
				1.2.2. Encourage AAAPC attendance of international primary care research conferences.	
		1.2.2. Encourage AAAPC attendance of international primary care research conferences.	1.2.2. Encourage AAAPC attendance of international primary care research conferences.	Provided travelling bursaries as appropriate to the winner of the best paper award at the AAAPC conference to present at international conferences.	President/Vice President/Conference and Professional Development Subcommittee/Treasurer
				1.2.3. Provide assistance to members of AAAPC to undertake academic activities within Australasia and abroad.	One Travelling Fellowship awarded per year.

		1.2.4. Provide webinars featuring speakers of interest to the membership.	Biannual webinars provided to members.	Membership and Marketing Subcommittee/ECR and Capacity Development Subcommittee
			Recordings of webinars made available in members-only section of website.	Membership and Marketing Subcommittee
		1.2.5. Provide access to 'What is academic primary care?' marketing campaign materials for organisational members.	Materials made available in members-only section of website.	Membership and Marketing Subcommittee
	1.3. Increase multidisciplinary and student membership from academia and non-academia backgrounds	1.3.1. Generate and promote a marketing strategy to encourage primary health care University Departments to subsidise discounted memberships for their higher degree research students.	Strategy costed, written and disseminated to medical, nursing and health-related schools and departments in key universities in Australia and NZ.	Membership and Marketing Subcommittee/ECR and Capacity Development Subcommittee/Treasurer
		1.3.2. Generate and promote a marketing strategy for increasing visibility and value of organisation to members from multidisciplinary, academia and non-academia backgrounds.		President/Vice President
		1.3.3. Be an organisation that multidisciplinary members are enthusiastic about promoting to their colleagues.	Formal arrangements or MOU established with at least 2 health-related schools or departments in key universities in Australia and NZ per year to promote AAAPC as a key organisation for their staff and students.	
	1.4. Maintain financial stability of the organisation	1.4.1. Generate a sustainable budget for each financial year.	A budget for the following financial year is presented and approved at the AGM.	Treasurer
		1.4.2. Increase accountability and visibility of financial position amongst the Executive Committee.	Twice yearly accounts and financial position to be reviewed by Executive Committee.	
	1.5. Streamline communication and decision-making within Executive Committee and with members	1.5.1. Review decision-making and communication processes within the Executive Committee.	An online shared platform is set up and used by all committee members for communication and record keeping.	President/Vice President/Secretary
		1.5.2. Consider how to make decision-making transparent.		

2. To promote and foster organisational linkages	2.1. Formalise organisational links between AAAPC and key research, primary care, primary care research and funding organisations in Australia and New Zealand	2.1.1. Seek to coordinate with relevant Australian and New Zealand organisations for which reciprocal membership could be of mutual benefit.	Developed and maintained a list of key contacts in key research, primary care, primary care research and funding organisations in Australia and New Zealand.	Primary Care Research Policy and Advocacy Subcommittee/ Membership and Marketing Subcommittee	
		2.1.2. Build collaborative activities with relevant Australian and New Zealand organisations.	Developed a suite of AAAPC collaborative opportunities including research projects, co-funded scholarships, co-sponsored workshops, co-designed training modules in readiness for proposal to relevant Australian and New Zealand organisations.	Conference and Professional Development/ ECR and Capacity Building Subcommittees	
		<i>Note: Australian organisations identified include Australian Clinical Trials Alliance, Australian Primary health care Nurses Association, Australian Medical Council.</i>		Identified at least 1 Australian and 1 NZ body and discussed detailed mutual benefits of reciprocal membership.	President/Vice President/Membership and Marketing Subcommittee
				Invited representatives of at least 2 organisations to present at AAAPC Annual Research Conferences or regular webinars on topics of interest to AAAPC members.	Conference and Professional Development Subcommittee/ Membership and Marketing Subcommittee
				2.2. Formalise organisational links between AAAPC and key research, primary care, primary care education and funding organisations in North America and Europe.	2.2.1. Seek to coordinate with relevant North American and European organisations for which reciprocal membership could be of mutual benefit.
2.2.2. Build collaborative activities with relevant North American and European organisations.	Established MOU between AAAPC and NAPCRG.				
3. To provide effective advocacy for primary care and primary care research and training	3.1. Be prepared to meet new advocacy challenges and opportunities	3.1.1. Construct a core AAAPC position statement(s) based on our values to underpin all advocacy activities.	Position statement developed.	Primary Care Research Policy and Advocacy Subcommittee	
		3.1.2. Develop a set of recommendations to bolster AAAPC's advocacy, learning from existing strategies used by North	A set of strategic recommendations for advocacy are developed.		

		American Primary Care Research Group (US) and the Society for Academic Primary Care (UK).		
		3.1.3. Develop options to promote opportunities for our members to improve visibility and engagement with policy makers.	Options paper provided to Executive before end of 2020.	
	3.2. Promote the characteristics and principles of primary care research to lead health research funding bodies.	3.2.1. Develop an AAAPC Policy Brief to outline the value of primary care research for health funding bodies and colleagues.	Policy brief developed.	Primary Care Research Policy and Advocacy Subcommittee
4. To promote and nurture research scholarship to strengthen primary care	4.1. Conduct an annual Research Conference	4.1.1. Run and grow the conference.	Conducted an ARC with minimum 150 attendees per year.	Conference and Professional Development Subcommittee/Treasurer
		4.1.2. Encourage members to attend conference.	Provide reduced member costs to attend conference.	
		4.1.3. Encourage conference delegates to achieve research excellence.	At least three prizes awarded per year to conference attendees.	
		4.1.4. Promote conference to higher degree students across disciplines of primary care and registrars.	Offered reduced conference registration fees for students and registrars. Offered scholarship opportunities for one student to present at each conference.	Conference and Professional Development Subcommittee/ Membership and Marketing subcommittee/Treasurer
		4.1.5. Improve the diversity of people who attend the conference, in particular First Nations people.	Offered scholarship opportunities for one student member and one Aboriginal and/or Torres Strait Islander or Māori and/or Pasifika individual member to present at each conference.	

	4.2. Improve engagement with members about research opportunities	4.2.1. Disseminate information regarding primary health care research and networking opportunities.	Maintained an active members-only section with updated research, networking opportunities on website. Promoted research opportunities (including jobs, and scholarships) through AAAPC email, Twitter and monthly newsletters.	President/Vice President/ Membership and Marketing Subcommittee/Editor
5. To promote excellence in primary care education	5.1. Increase relevance of AAAPC to members with a focus on education or education research	5.1.1. Improve visibility and support of educational scholarship within AAAPC events and communications.	Conducted at least one education-focused webinar each year. Promoted via Twitter and other appropriate social media streams. Celebrated education achievements of members in newsletters.	President/Vice President/ Primary Care Education Subcommittee (when installed)/Editor/ Membership and Marketing Subcommittee/Conference and Professional Development/ECR and Capacity Building Subcommittees
	5.2. Promote education and training in primary care	5.2.1. Advocate for high quality primary care content within health professional education programs.	Installed a Subcommittee with a focus on primary care education.	Primary Care Education Subcommittee (when installed)
6. To promote training and mentoring of the future academic primary care workforce and clinician researchers	6.1. Continue a peer-based mentorship program within membership of AAAPC (ie FACES)	6.1.1. Recruit willing members to participate in a peer-mentorship program. 6.1.2. To run and grow FACES as a program for peer-mentoring, advice and collegial discussions.	Engaged 10 new members per year as part of FACES group. Conducted annual feedback survey with FACES participants. Regularly published new career and training opportunities on the AAAPC website, social media channels and newsletters.	ECR and Capacity Development Subcommittee
	6.2. Welcome new members	6.2.1. Regularly update membership pack for new members.	All new members receive a personalised welcome letter from the AAAPC President.	President/Vice President

			<p>All new members offered the opportunity to be introduced in monthly newsletter.</p> <p>All new members provided with a member pack upon joining.</p> <p>Conducted evaluation of the new member pack to meet new member needs.</p>	Membership and Marketing Subcommittee
--	--	--	--	---------------------------------------