

Strategic Plan 2023-2025

Vision

Multidisciplinary, high-quality and equitable primary care-oriented health systems underpinned by evidence and education.

Mission

To support and advocate for the Australasian academic primary care community to improve healthcare policy and practice.

Values

These values underpin our approach to engaging with our members and stakeholders and how we build excellence in our health system. They are core to everything AAAPC does.

EQUITY

- Just and fair provision of resources are essential to ensuring all reach their full potential.

RESPECT

- Due regard for the feelings, wishes or rights of others builds trust, safety, and wellbeing.

HOLISM

- People and health systems are more than the sum of their parts, they are intrinsically complicated and interconnected and should be understood in their whole.

DIVERSITY

- Our organisations, health systems and society are enriched when they include people from different disciplines, social and ethnic backgrounds, genders and sexual orientations..

COLLABORATION

- Working together leads to more innovation, efficient processes, increased success, and improved communication to reach common goals.

Goals

1. To become a visible, effective and sustainable organisation that is responsive to a broad primary care membership from both research and education academia.
2. To increase linkages with organisations involved in primary care research, practice, support, education and funding including government and community groups.
3. To influence policy and practice by advocating for primary care research and education.
4. To promote and nurture research and scholarly activity in primary care.
5. To build primary care academic capacity through supporting early career researchers and educationalists.

Goal	Objectives	Actions	KPI's	Responsibilities
1. To become a visible, effective and sustainable organisation that is responsive to a broad primary care membership from both research and education academia.	1.1 Have a robust marketing and communication strategy applicable to a range of primary care disciplines.	1.1.1 Develop a marketing and communication strategy.	Developed and reviewed marketing and communication strategy annually.	Membership Engagement Subcommittee
		1.1.2 Grow the membership numbers.	a. Increased Australian membership by 5-10% in three years.	President, Vice President
			b. Doubled New Zealand membership in three years.	President, Vice President, NZ Members of Committee,
		1.1.3 With a focus on multidisciplinary membership, identify 1-2 disciplines each year to focus promotional efforts.	Disseminated promotional materials that summarise AAAPC's vision and membership benefits to target disciplines each year.	Membership Engagement Subcommittee
			Explored other avenues of engagement with target disciplines.	Membership Engagement Subcommittee
		1.1.4 Maintain AAAPC's visibility through appropriate social media streams.	a. AAAPC Twitter followers increased by 5-10% each year.	Membership Engagement Subcommittee
			b. Explored new social media platforms.	Membership Engagement Subcommittee
		1.1.5 Ensure the AAAPC brand is evolving alongside our membership.	a. Designed an updated AAAPC logo for the Committee's approval.	Membership Engagement Subcommittee
			b. Promoted the refreshed brand consistently and widely to members and non-members across all subcommittees, website and annual research conferences.	Membership Engagement Subcommittee, Conference Subcommittee
			c. Designed and regularly updated stock slides for use by the Committee at external meetings or conferences to promote AAAPC membership.	Membership Engagement Subcommittee
	1.2 Create a welcoming environment for new members.	1.2.1 Welcome all new members.	a. All new members received a personalised welcome message from the AAAPC President.	President, Administration Support
			b. All new members provided with a member pack upon joining.	Membership Engagement Subcommittee, Administration Support
			c. All new members offered the opportunity to be introduced in monthly newsletter.	Editor
			d. Reviewed and updated the new member pack each year.	Membership Engagement Subcommittee
	1.3 Make AAAPC benefits visible to members.	1.3.1 Promote AAAPC opportunities including Subcommittee positions, fellowships and webinars.	a. Promoted opportunities regularly in newsletters, Twitter and other promotional platforms	Editor, Membership Engagement Subcommittee
			b. Promoted opportunities at the annual research conference each year.	Membership Engagement Subcommittee, Conference Subcommittee
		1.3.2 Maintain a high-quality website.	Website updated with relevant content and maintained monthly.	Administration Support
	1.4 Increase support and advocacy for multidisciplinary student membership from academic and non-academic backgrounds.	1.4.1 Develop and promote a strategy to encourage multidisciplinary organisations and primary care university departments to subsidise discounted memberships for higher degree research students.	Strategy written, costed and disseminated each year to key primary care and other relevant organisations and university departments in Australia and New Zealand.	President, Vice President, ECR Subcommittee, Membership Engagement Subcommittee
		1.4.2 Develop and promote a strategy to encourage multidisciplinary organisations and primary care university departments to subsidise student attendance at AAAPC annual research conferences.	Strategy written, costed and disseminated each year before the conference to key primary care and other relevant organisations and university departments in Australia and New Zealand.	ECR Subcommittee, Conference Subcommittee, Membership Engagement Subcommittee
	1.5 Ensure succession planning for the Committee.	1.5.1 Have a clear succession strategy.	a. Office bearers (other than the President who is succeeded at the end of their term by the Vice President) identified and mentored potential replacements towards the end of their terms.	Vice President, Secretary, Treasurer, Editor
b. Each Subcommittee chair had a deputy.			All Subcommittee Chairs	

Goal	Objectives	Actions	KPI's	Responsibilities
1. To become a visible, effective and sustainable organisation that is responsive to a broad primary care membership from both research and education academia. Cont.	1.6 Maintain financial stability of the organisation.	1.6.1 Have a sustainable budget for each financial year.	A budget for the following financial year developed, presented and approved at the AGM each year.	Treasurer
		1.6.2 Increase benefits to members.	Scrutinised accounts annually to explore potential opportunities to increase benefits (e.g., fellowships, scholarships) to members.	President, Treasurer
		1.6.3 Increase accountability and visibility of financial position within the Committee.	Twice yearly accounts and financial position reviewed by Executive Committee.	Treasurer
	1.7 Ensure effective communication to keep the Committee informed to aid decision-making.	1.7.1 Have robust decision-making and communication processes within the Committee.	a. Timely dissemination of meeting agendas and minutes, approvals and decisions to the Committee.	Secretary
			b. Reviewed decision-making and communication processes twice a year	President, Vice President, Secretary
	1.8 Ensure the organisation is insured adequately against risks associated with the organisation's activities.	1.8.1 Ensure subscription to relevant and sustainable insurance policies.	Reviewed existing insurance policies annually and made recommendations to the Committee.	President, Treasurer
2. To increase linkages with organisations involved in primary care research, practice, support, education and funding including government and community groups.	2.1 Build organisational links between AAAPC and key primary care research, practice, support, education and funding organisations in Australia and New Zealand.	2.1.1 Develop collegial relationships with relevant Australian and New Zealand organisations.	Identified at least 2 Australian and 1 New Zealand primary care organisations and discussed mutual benefits of potential collaborative activities (e.g., co-funded scholarships, co-sponsored workshops, co-designed training modules).	President, Vice President
			b. Invited at least 1 organisation to present a webinar (or alternative delivery modes) each year on topics of interest to AAAPC members.	All Subcommittee Chairs
		a. Invited at least 1 new organisation to be actively represented at the annual research conference each year.	Conference Subcommittee	
		c. Organised at least 1-2 co-branded activities (e.g., webinar) each year with the Society of Academic Primary Care (SAPC) in UK (with whom AAAPC currently has a MOU).	All Subcommittee Chairs	
	2.2 Build organisational links between AAAPC and key primary care research, practice, support, education and funding organisations in other parts of the world.	2.2.1 Develop collegial relationships with relevant organisations from other parts of the world.	Identified 1-2 primary care organisations and discussed mutual benefits of potential collaborative activities.	President, Vice President
			2.2.2 Build collaborative activities with relevant organisations from other parts of the world.	Invited 1 organisation to present a webinar (or alternative delivery modes) on topics of interest to AAAPC members.
3. To advocate for primary care research and education to influence policy and practice.	3.1 Lead discussions, respond to and influence key Australasian issues in primary care research and education, with focus on national practice-based research networks (PBRNs), funding, research capacity building, workforce training and data.	3.3.1 Seek AAAPC representation on Australian and New Zealand health research and education policy bodies.	a. Identified at least 1 key Australian and 1 key New Zealand health research and education policy bodies and discussed potential advisory role of AAAPC and opportunities to collaborate.	President, Vice President, Academic Policy and Advocacy Subcommittee, Primary Care Education Subcommittee
			b. AAAPC representatives sat on at least 1 key Australian and 1 key New Zealander health research and education policy bodies.	President, Vice President, Academic Policy and Advocacy Subcommittee, Primary Care Education Subcommittee
	3.2 Be responsive to key national and/or global issues in primary care research, teaching, training and workforce.	3.2.1 Respond to local and international calls for consultations on primary care issues.	a. Monitored relevant calls for consultations and tracked primary care-specific components across funding schemes in Australia and New Zealand.	Academic Policy and Advocacy Subcommittee, Primary Care Education Subcommittee
			b. Crafted and presented responses to Committee for approval and submitted responses.	President, Vice President, Academic Policy and Advocacy Subcommittee, Primary Care Education Subcommittee
			c. Posted submitted responses to AAAPC website to be visible to members and non-members.	Administration Support
	3.3 Promote and advocate the principles and characteristics of primary care research and education to major health research and education funding bodies including government groups.	3.3.1 Have an AAAPC Policy Brief that outlines the value of primary care research and education.	a. Reviewed and updated the AAAPC Policy Brief annually.	Academic Policy and Advocacy Subcommittee, Primary Care Education Subcommittee
b. Posted the updated AAAPC Policy Brief to website to be visible to members and non-members.			Administration Support	

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4. To promote and nurture research and scholarly activity in primary care.	4.1 Conduct an annual research conference and bring the academic community together to share knowledge.	4.1.1 Run and grow the conference.	a. Conducted a financially sustainable conference each year.	Conference Subcommittee, Treasurer
			b. Designed prospectus each year to promote conference sponsorship to organisations and university departments.	Conference Subcommittee
			c. Designed conference packages each year to promote group registration to organisations and university departments.	Conference Subcommittee, Membership Engagement Subcommittee
			d. Increased Australian conference attendance by 5-10% each year.	Conference Subcommittee, Membership Engagement Subcommittee
			e. Doubled the New Zealand conference attendance in three years.	Conference Subcommittee, NZ Members of committee, Membership Engagement Subcommittee
		4.1.2 Support members to attend conference.	Offered reduced member conference registration rates each year.	Conference Subcommittee, Treasurer
		4.1.3 Encourage research and education excellence at the conference.	Awarded at least four excellence prizes (including at least one for education excellence) to conference attendees each year.	Conference Subcommittee, Primary Care Education Subcommittee
		4.1.4 Promote primary care education at the conference.	Promoted an education-focused stream at the conference each year.	Conference Subcommittee, Primary Care Education Subcommittee
		4.1.5 Promote conference to higher degree research students and trainees/registrar across multidisciplinary primary care.	a. Offered reduced student and trainee/registrar conference registration rates each year.	Conference Subcommittee, ECR Subcommittee, Treasurer
			b. Offered scholarship opportunities for two student members to present at the conference each year.	
	4.1.6 Increase the diversity of people who attend the conference, in particular engaging more First Nations people.	Offered scholarship opportunities for one Aboriginal and/or Torres Strait Islander individual and one Māori and/or Pacific individual to attend the conference each year (presentation is not a pre-requisite).	Conference Subcommittee, Treasurer	
	4.2 Build academic capacity of members.	4.2.1 Support AAAPC members to attend international primary care research and education conferences.	a. Promoted relevant international conferences in newsletters, members-only noticeboard, Twitter and other appropriate social media platforms.	Editor, Membership Engagement Subcommittee
			b. Provided travelling bursaries as appropriate to the winners at the AAAPC conference to present at international conferences.	Conference Subcommittee, Membership Engagement Subcommittee, Treasurer
		4.2.2 Support AAAPC members to undertake academic activities within Australasia and abroad.	Promoted and awarded at least one research and one education Travelling Fellowship each year.	Vice President, Primary Care Education Subcommittee, Membership Engagement Subcommittee, Treasurer
		4.2.3 Organise webinars (or alternative delivery modes) featuring speakers/topics of interest to the membership.	a. Promoted and provided at least 4 webinars (or alternative delivery modes) each year.	Membership Engagement Subcommittee organises each subcommittee to host one webinar (or alternative delivery modes) each year, All Subcommittee Chairs
			b. Recordings of webinars (or alternative delivery modes) made available to members only on website.	Administration Support
4.3 Engage with members about academic opportunities.	4.3.1 Disseminate information regarding primary care research, education, networking, career and training opportunities.	a. Maintained an active members-only noticeboard.	Editor	
		b. Disseminated information via AAAPC email, if appropriate.	President, Administration Support	
		c. Disseminated information regularly via monthly newsletters.	Editor	
		d. Disseminated information regularly via Twitter and other appropriate social media platforms.	Membership Engagement Subcommittee	
4.4 Celebrate research and education achievements of members.	4.4.1 Improve visibility and support of research and educational scholarship.	Celebrated research and education achievements of members regularly in newsletters, Twitter and other appropriate social media platforms.	Editor, Membership Engagement Subcommittee	

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5. To build capacity of primary care early career research and education academics.	5.1 Maintain a peer-support program within membership of AAAPC.	5.1.1 Run and grow FACES as a program for peer-support, mentoring, advice and collegial discussions.	Promoted FACES (and other ECR activities) to members and external stakeholders (e.g., university departments, ECR/research student groups).	ECR Subcommittee, Membership Engagement Subcommittee
			Conducted regular FACES meetings each year.	ECR Subcommittee
			Increased FACES membership by 5-10% each year.	ECR Subcommittee
			Promoted external opportunities (e.g., SAPC and NAPCRG conferences, webinars) to FACES members.	ECR Subcommittee
			Conducted annual feedback survey with FACES members.	ECR Subcommittee
		5.1.2 Run a mentorship program for early career and mid-career researchers.	Recruited interested members to the program and matched compatible mentor/mentee pairs.	ECR Subcommittee, Primary Care Education Subcommittee
			Reviewed progress of mentorship program annually.	ECR Subcommittee, Primary Care Education Subcommittee