

AAAPC AGM Report

Date: 24th July 2020

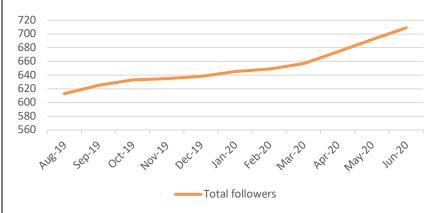
Strategic group	Membership and Marketing Subco	mmittee	
Name of Chair	Dr Lauralie Richard		
Name of subcommittee members	Dr Katrina Long (Deputy Chair) Dr Lynsey Brown Dr Hok Lim		
Achievements	Development of a formal Mem key objectives to:	om acros (e.g. stud graphic lo embers imary ca icy devel ip option rsity of O	s disciplines of primary care dents, ECRs, senior ocations, and are in key funding bodies, lopment groups and dueensland, WentWest, to 327 in 2020
	Membership Type	n	
	Honorary life	1	
	Individual	205	
	Organisational	3	
	Student/Postgraduate/Trainee	118	
	TOTAL	327	



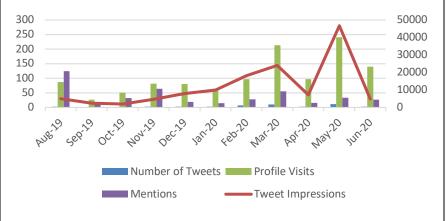
Australasian Association for Academic Primary Care Inc.

- Revamped AAAPC promotional flyer (see it at https://aaapc.org.au/about)
- Ongoing website improvements (e.g. streamlining home page, reducing jargon, adding Networks section)
- Webinar with Prof Felicity Goodyear-Smith (November 2019)
 - o 25 attendees
- Development of the Annual Research Conference Scholarship Program to support members' attendance at the 2020 Annual Research Conference
 - 1 student scholarship awarded
 - No applications received for Aboriginal and Torres Strait Islanders of Australia, and Māori and Pacific People of New Zealand scholarship
- AAAPC Twitter presence
 - 98 new Twitter followers since August 2019 (now at 711 followers)
 - Average Twitter profile visits increased from 65/month in 2019 to 140/month 2020

AAAPC Twitter Followers



AAAPC Tweet Performance





Australasian Association for Academic Primary Care Inc.

Academic Primary Care Inc.		
	 #ourprimarycare social media campaign (launched June 30, 2020) 16 videos received, with representatives from Australia and NZ, multiple disciplines and different career stages 7 campaign tweets so far, with an average of 770 impressions and 48 engagements per tweet New site created: https://aaapc.org.au/ourprimarycare 	
Priorities for next year	 Launch 10-word Twitter challenge as part of #ourprimarycare social media campaign during week of AAAPC Annual Research Conference (August 10-16, 2020) Implement marketing strategy to increase NZ members and members from different disciplines of primary care 	
Areas of concern	Current small size (i.e. 4 members) of Subcommittee – please consider nominating to join the subcommittee for the upcoming year	