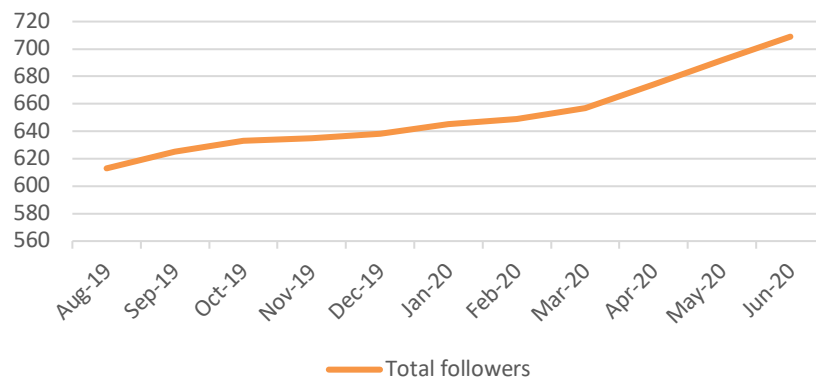
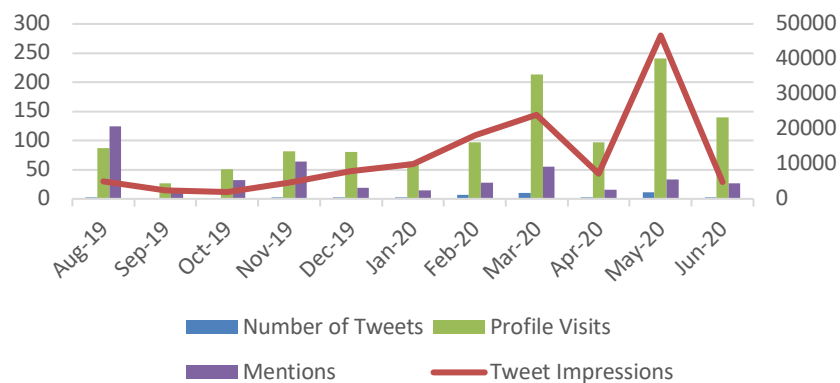


- Revamped AAAPC promotional flyer (see it at <https://aaapc.org.au/about>)
- Ongoing website improvements (e.g. streamlining home page, reducing jargon, adding Networks section)
- Webinar with Prof Felicity Goodyear-Smith (November 2019)
 - 25 attendees
- Development of the Annual Research Conference 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



	<ul style="list-style-type: none">• #ourprimarycare social media campaign (launched June 30, 2020)<ul style="list-style-type: none">○ 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Current small size (i.e. 4 members) of Subcommittee – <i>please consider nominating to join the subcommittee for the upcoming year</i>