

Unifed for excellence

AUSTRALIAN PODIATRY BRISBANE - MEEANJIN CONFERENCE 2023 22-24 JUNE

Community. Education. Purpose.

Post Show Report



Community. Education. Purpose

"Attending the APodA conference was an amazing opportunity to keep in touch with advances in the profession, celebrate those who are pushing the boundaries and taking podiatry to new heights, reconnect with colleagues young and old, and share the passion that is unique to the podiatry profession."

2023 delegate



Post Show Report

Australian Podiatry Conference *at a glance*



"As a practicing podiatrist, I highly enjoyed attending the Australian Podiatry Conference. It's a gamechanger for professional growth and patient care. The conference offers cutting-edge insights, networking with experts, and access to the latest technologies."

2023 delegate

The bi-annual Australian Podiatry Conference is Australia's largest gathering for the podiatry industry, attended by professionals from all over Australia and international presenters.

The theme for 2023 was 'United for Excellence – Community, Education, Purpose'; which directed important conversations about current practice standards and how these can be better informed by the latest research and improved by new technologies.

The Australian Podiatry Conference 2023 was highly successful with strong interest from delegates, exhibitors and sponsors to be involved.

965 Registered attendees (in-person and virtually)

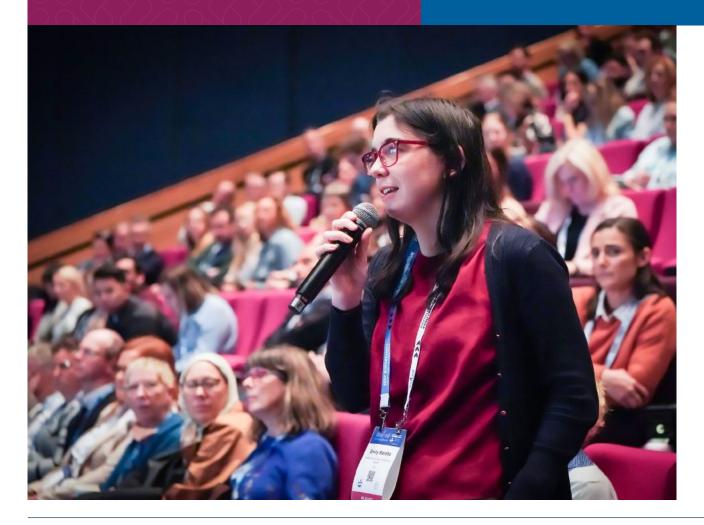
80 Exhibiting organisations

36 Presenters

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Bringing the profession *together*

"An invaluable experience to learn, network and connect with industry professionals. I highly recommend membership with APodA for unlimited access to knowledge, support and a sense of community in podiatry." 2023 delegate



The Australian Podiatry Conference provides an opportunity for podiatry professionals to come together to network, connect directly with suppliers and learn from national and international leaders. The event delivers a customised program covering the big topics in podiatry including new research, trends and expected future outcomes.

Over 950 delegates attended the Conference which was a great result as the industry had not met on a national scale since 2019. The energy was electric with delegates eager to connect and learn about changes in the profession to better inform their practice and support patients.

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Comprehensive program *delivering* on the big topics

In 2023, the program was filled with highly experienced presenters who are leaders within podiatry both here in Australia and around the globe. This led to a comprehensive program covering six important streams, including Exercise & Musculoskeletal, Business, Workforce & Education, Children & Adolescent Podiatry, Footwear, and Podiatric Medicine & Diagnosis. "This was my first time at a conference after 10 years of being a podiatrist. I wish I had attended one sooner. The depth and variety of education was outstanding. Everyone including world class presenters were so welcoming and happy to chat. I can't wait for the next one!"

2023 delegate

The Australian Podiatry Conference 2023 delivered:

"It's rare that we can glean such a variety of skills and knowledge at one event. It's a veritable one-stop-shop for networking & CPD."

2023 delegate



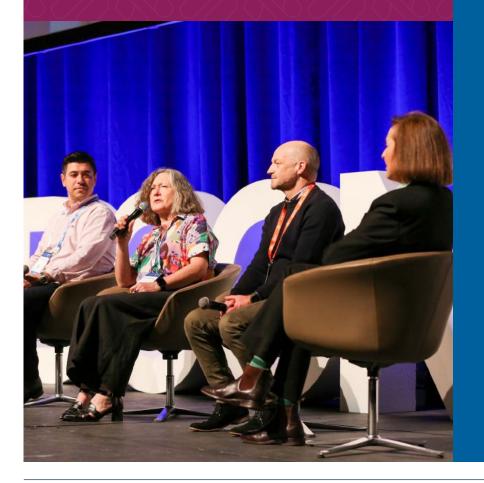
SIX Keynote sessions 60+ Presentations and Workshops

201 Hours of educational content

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Australian Podiatry Conference 2023 *keynotes*



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Opening Keynote

Dr Dinesh Palipana, Australian Doctor, Lawyer, Scientist and Disability Advocate

Should we consider colour when prescribing foot orthoses? Ian Griffiths, Sports Podiatrist at Pure Sports Medicine and Lecturer in Sports & Exercise Medicine at the Queen Mary University of London

Peripheral arterials disease made easy for all podiatrists – Early detection, effective triage and enabling life-long management

Martin Fox, Vascular Podiatrist, Manchester University NHS foundation trust, UK

Cultural capability in training and practice

Vivienne Chuter, Honorary Professor, School of Health Sciences, The University of Newcastle, and Professor James Charles, Director, First Peoples Health Unit, Griffith University

The patient experience of gout

Dr Sarah Stewart, Department of Podiatry, Auckland University of Technology, Auckland, New Zealand

Optimising performance and managing injury risks in runners: A wholistic approach from a sport club and coaching perspective

Dr Max R. Paquette, Associate Professor College of Health Sciences, University of Memphis

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Australian Podiatry Conference 2023 *networking events*



United AUSTRALIAN PODIATRY BRISBANE - MEEANJIN for excellence CONFERENCE 2023 22-24 JUNE "The conference was the most informative, yet fun experience. I learnt so much in two and a half days, and had so many great conversations with other podiatrists from other states and countries."

2023 delegate

The Australian Podiatry Conference provided ample opportunities for delegates, exhibitors, speakers and sponsors to connect, discuss the days' events and build valuable relationships.

The networking events included:

- Welcome Drinks
- Drinks in the Exhibition Hall
- Young Professionals Fiesta!
- Mizuno Run + Walk
- Bared Footwear Conference After Party
- On Running Run + Walk
- Sole Café

"A wonderful event, filled with opportunity to network and visit suppliers and exhibitors. Great speakers with excellent knowledge and ability to pass on information. Well worthwhile." 2023 delegate

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The Australian Podiatry Conference is promoted across multiple channels to a local Australian audience as well as New Zealand and South East Asia.

During the marketing campaign period, 17 enewsletters were distributed to APodA's database promoting various aspects of the Conference and Exhibition including social events, speakers, sponsors and exhibitors.

Social media posts were developed for a 5-month period promoting the content that was shared in enewsletters as well as sharing sponsor content.



85,000+

people were reached via APodA's Facebook, LinkedIn, Instagram and Twitter

259,300+

people were reached via our paid social media campaign

17 enewsletters were sent to APodA's <u>database of 5,000+ contacts</u>

52%

was the average engagement rate for our enewsletters



Australian Podiatry Conference 2023 delegate insights

APodA strives to provide delegates with a valuable, engaging experience that informs and inspires podiatry professionals.

92%

80%

& Musculoskeletal stream highly knowledgeable*

of delegates found the Exercise

of delegates would recommend the Australian Podiatry Conference to colleagues*

81%

of delegates found the Podiatric Medicine and Diagnosis stream knowledgeable*

85%

of delegates said the length of the conference was right *

*Based on the 2023 post event delegate survey



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Australian Podiatry Conference 2023 exhibitor & sponsor insights

The Australian Podiatry Conference is the largest gathering of podiatrists in Australia – making it the perfect place for organisations to speak directly to the profession and showcase their latest offerings.

The Exhibition included over 80 exhibitors, with many being first time attendees of the event. It is vital to the success of the Exhibition to showcase a large range of organisations working across podiatry and also business management.

93%

of exhibitors and sponsors were satisfied or extremely satisfied with the Australian Podiatry Conference^{*}

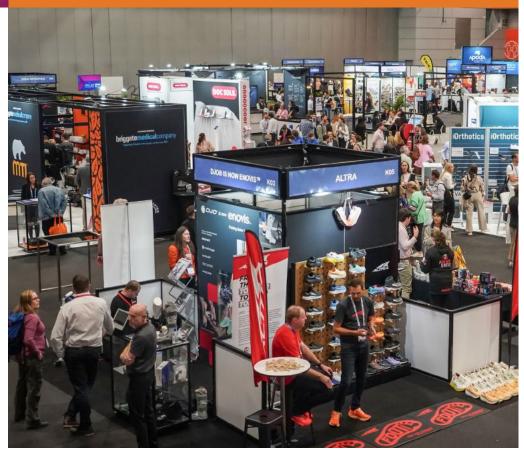
*Based on the 2023 post event delegate survey

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"As a podiatrist coming back to the profession after some time away, the conference was a fantastic opportunity to connect with colleagues and make new connections, hear from experts in multiple areas and check in with trade advancements. I found the event an excellent opportunity to do all of this in one place!"

2023 delegate



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Australian Podiatry Conference 2023 sponsors

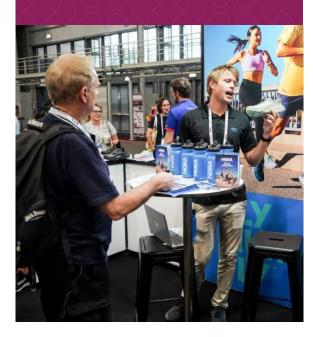


APodA thanks our valued sponsors for their support.



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Australian Podiatry Conference 2023 partnering organisations



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Active Casual	DOLA
Advanced Pressure Mapping	Domin - Asce
Ahpra	Emily I
Algeos Australia	EMS
APERF	Enovis
Asics	Fisioc
Australian College of Podiatry	Footm
Bared Footwear	Footw Labora
Bilby Shoes	Formla
Biomechanix	Freew
BlastX	Freeze
BMS Group	Global
BMS Insurance	Green
Briggate Medical Company	Herita Austra
Brooks	Hoka (
Cad Cam Orthotics	ICB Me
Cliniko	Inlagri
Coloplast	iSun3[
Crown Medical Orthotics	JPS Co
DBS Medical Supplies	K-Lase
Doc Sols	King G

Orthotics nion Cross ent Footwear Braidwood s rem nedics vork Podiatric atory abs orld Australia e Sleeve I Footcare Steps age Lifestyle alia - Altra One edical Distributors ing D orporation er See

Klouds Shoes Licensed Socks and Apparel Lunula Laser Mason Grogan Mizuno Modulign Munro Footwear Group Naboso Nail Lift New Balance On-Running **OOFOS Recovery** Footwear **OPC** Health Orthotech Laboratory Orthotics by Design Orthotiks Oz Health Paromed Plena Healthcare Podcad Industries PodiMe PodPlus Footwear

Propet Prosharp Queensland Orthotic Lab. Rehacare Restorate Foot Cream SFPA Steigen Strapit Medical Summit Global SynxBody **Tasmanian Health Service** Telic Footwear TEO The Athletes Foot Ultimate Podiatrist **URGO Medical** UWA VALD Workwear Group Xelero Ziera Shoes

Post Show Report

Save the date

You're invited to join us in 2025

Want to discuss how you can benefit from partnering with APodA at future events? Contact our events team at events@podiatry.org.au

We are looking forward to bringing the podiatry profession together to discuss new innovations and technologies that will be introduced between now and then; as well as continuing to foster important relationships between podiatrists, suppliers and other stakeholders.

Please save the date – 26 - 28 June 2025, Gold Coast, Queensland.

Join the Australian Podiatry Association to Advance your career, Connect with your peers

If you would like to join APodA, please view our membership options and information here:

podiatry.org.au/membership-info/membership



www.podiatry.org.au





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