

CEO Report:

Key achievements for the period Jan- Dec 2023

Membership Growth and Engagement

The overall financial members (2659) was slightly down by 1% on the year prior (2684).
The overall membership (including non-financial members) was 2863 (as at April 2024).

As at the end of the 2023/2024 membership year we had 358 new or rejoining members (members who had a break for 2 years or more).

Our churn rate is a low 7% in comparison to the average churn rate for member associations which is 22%.

Special Interest Groups (SIGs)

The new Medicines in Podiatry (MIP) SIG was formed in June and has 760 members at present. We now have 4 SIGs; medicines, paediatrics, business and aged care.

Institutional Membership Pilot

A pilot institutional membership category for public sector podiatrists was created. SA Health was invited to register for a half price membership with exclusions (invitation only). The target was 20 new members in this category, the net result to date is 5. A barrier to achieving this target was not having the public sector podiatrists in our APodA database to enable us to communicate directly. Institutional membership offering will continue to be considered.

Member Facebook Groups – Online Communities

The APodA Facebook Groups (member and non-member) were reviewed, state groups were closed, a non-member careers group was created to promote classified advertising and upcoming events. Scope of practice groups (member only) was renamed and now aligns with the SIGs.

Graduate Handbook

The digital [Graduate Handbook](#) (member only resource) was updated in the last quarter of 2023. The page views for that quarter were 78 unique users.

Member Resources Review

As part of our ongoing efforts to improve our online presence and member experience, we commenced a thorough review of the member resource section on our website. The review is ongoing. The objectives were to

- Simplify navigation and user experience
- Archive outdated pages and content
- Ensure easy access to relevant and up-to-date information

Advocacy

Billing guide project

This project took 18 months of collaborating between the Membership and the Private Health Insurance Industry to be the first Allied Health group to update the items and descriptors. This is due to be made public on 1 September 2024.

Medicare Benefits Scheme (MBS) Webinar and FAQs for members

This webinar was well attended and ran in conjunction with the MBS team. It was the only such session ran with an Allied Health group for the year and as consequence of the collaborative partnership, a resource with FAQs has been developed and shared with members.

Australian Digital Health Agency (ADHA) webinar on My Health Record (MHR) and Provider Connect Australia (PCA)

The APodA was the first of the Allied Health peak bodies to run a collaborative webinar for members on the use of MHR and what the ADHA product, "Provider Connect Australia", is and what could be some of the possible benefits for members.

Provider Connect Australia (PCA) partnership

As a result of the webinar and partnership, APodA became the first allied health peak group to partner with the ADHA on the Provider Connect Australia platform.

Reference groups

- Digital Health
- Allied Health Assistants
- NDIS / Disability

The APodA contributed to more than 30 submissions during 2023

Scope of Practice review – invited to participate

Value-based health care pilot – Cemplicity and the walking clinic

Education and Events

E-Course

We launched one new e-course in 2023, "Nail Surgery", which included templates and forms. This e-course was complimentary to members who renewed prior to 30 June and a fee for purchase resource after this date.

Webinars:

In 2023 we hosted a total of 25 webinars, attracting 4,208 participants. Of these, 12 webinars were dedicated to special interest groups, while the remaining 13 consisted of free member webinars covering a variety of core podiatry topics.

Career Framework:

The APodA currently has 6 members undertaking the Paediatrics career framework and 13 members undertaking the Sports/Biomechanics career framework

Australian Podiatry Conference 2023:

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

The theme for the 2023 Podiatry Conference 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 technology. The Australian Podiatry Conference 2023 was highly successful with strong interest from delegates, exhibitors and sponsors.

- 965 Registered attendees (in-person and virtually)
- 80 Exhibiting Organisations
- 36 Presenters
- 6 Keynote Sessions
- 60+ Presentations and Workshops
- 20+ Hours of educational content

A major achievement was the design, creation and effective delivery of an innovative and interactive trade display. Revenue from Sponsorship and Exhibition was more than 30% higher than the last 'in-person' National Conference (Adelaide 2019).

Research and Publications

Journal Club

The APodA launched the new online, member exclusive [Journal Club](#) which includes over 3 hours of video modules on how to effectively read, analyse and use research for professional growth. The Journal Club webpage has had more than 415 unique visits since the launch date in September 2023. We'd like to thank UniSA for their support with this project.

Journal of Foot and Ankle Research

The APodA supported the publication of 19 articles to the Journal of Foot and Ankle Research in 2023. A change in publisher, to Wiley, has occurred as at January 2024.

Australian Podiatry Education Research Foundation (APERF)

Donations collected during the 2023 membership campaign to support research grants resulted in \$3,500 to support APERF.

Stride Magazine

The APodA's digital magazine Stride produced 10 editions and became open access with member exclusive articles and content which require login. Readership has increased from the previous year with approximately 600 readers per month.

Endorsements

- The range of endorsed products grew as did the types of footwear open for assessment and endorsement.
- Sandals were added as a style which can now be assessed and endorsed with a range of Ziera sandals (Munro Footwear Group) being endorsed.
- Mizuno netball shoes were endorsed which expanded the pool of endorsed shoes.
- The endorsement process was further refined and strengthened to ensure more rigour and quality control regarding brand and reputational risk.
- Revenue from endorsement increased by 15% from 2022 and is anticipated to increase by a further 20% in 2024.

Marketing and Communications

The APodA engaged the services of Zadro Marketing Agency to develop five campaigns in 2023

- Back to School (Jan)
- National Conference (Jan-Jun)
- Membership campaign (May-Jul)
- Podiatry Week (formerly known as Foot Health Week prior to 2023)
- The Careers Toolkit

We removed the Foot Health Australia website as recommended by Zadro due to the confusion and cannibalisation of the APodA website and resources.

Commercial Partnerships

New partnerships for 2023 include:

- **Maurice Blackburn** who provide legal advice and services to members. Members have been able to access free legal advice on a range of valuable topics including privacy, patient consent and the sharing of clinical records.
- **Physitrack** who provide a discount of 30% on annual subscription fees for APodA members.

The APodA will continue to seek partnerships with strong benefits for members and alignment with APodA goals and visions.

Strategic Partnerships

The APodA continues to prioritise relationships with key stakeholders including:

- Australian Health Practitioner Regulation Agency
- Podiatry Board of Australia
- Allied Health Professions Australia
- The Australasian Council of Podiatric Deans
- Indigenous Allied Health Australia
- Sports and Exercise Podiatry Australia
- Rural Health Pro