

AAAPC Subcommittee Report for AGM 2022

Date: 17 August 2022

Subcommittee	Membership and Engagement
Name of co-chairs	Phyllis Lau and Belinda Parker
Activities and achievements over last 12 months (dot points)	<p><u>Members</u></p> <p>Phyllis Lau Chan, Belinda Parker, Shakira Milton, Katelyn Barnes, Flora Hui, Melis Selamoglu</p> <p><u>Key Achievements</u></p> <ul style="list-style-type: none"> • Supported the 2022 conference with twitter and comms activities • Streamlined our processes to share workload in the ME subcommittee so we can better support other subcommittees • Formalised connection with Society of Academic Primary Care (SAPC) in UK to collaborate in webinars and other projects (eg. education) for the mutual benefits of our memberships • Facilitated three webinars since last AGM • Identified academic PHC disciplines AAAPC would like to increase engagement and have begun targeted campaigns. Currently engaging with Optometry. • 1 application for the Aboriginal and Torres Strait Islander & Māori and Pacific Peoples scholarship • Twitter: <ul style="list-style-type: none"> ○ Over the last year we gained 161 <u>new</u> followers ○ We had 139,456 impressions (number of times our tweets were seen by someone) ○ We tweeted 172 tweets
Please highlight future plans and/or issues of concerns (dot points)	<p><u>Focus</u></p> <ul style="list-style-type: none"> • Continuing to finalise the Membership Engagement Strategy • Ongoing targeted recruitment strategy for disciplines other than general practice • Ongoing targeted recruitment strategy for New Zealand members • Continuing to develop promotional strategy for the Aboriginal and Torres Strait Islander & Māori and Pacific Peoples scholarships • To increase ME subcommittee capacity and size