

Australasian Association of Academic Primary Care Strategic Plan 2017	
VISION	VALUES
A multidisciplinary primary care oriented health care system underpinned by evidence and education. Fostering academic primary care to ensure a high quality health care system which is founded on patient-centred, primary care principles and developed through evidence and education.	<ol style="list-style-type: none"> 1. Equitable health outcomes and access to services 2. Interdisciplinary 3. Interprofessionalism 4. Collaboration or participation 5. Professional diversity and expertise
MISSION	GOALS
To be Australia and New Zealand's leading advocate for high quality primary care research, education, policy and practice.	<ol style="list-style-type: none"> 1. To become a visible, effective and sustainable organisation that is responsive to a broad primary care membership. 2. To increase linkages with other organisations with an involvement in primary care 3. To champion a vision of primary care oriented health care underpinned by evidence and education 4. To promote and nurture research and scholarly activity in primary care. 5. To promote primary care curriculum and placements in health professional education 6. To mentor the academic primary care workforce

Goals	Objectives	Actions
1. To become a visible, effective and sustainable organisation that is responsive to a broad primary care membership	1.1. To amend organisational governance to increase focus on key goals	1.1.1. Charge the 2017 Executive the task of reformulating the governance of AAAPC to allow it to better represent the needs of members and ANZ primary care. 1.1.2. To create working groups on: – Primary care research policy and advocacy – Membership and Marketing – ECR and Capacity development – Conference and professional development
	1.2. To develop and implement a robust marketing strategy	1.2.1. Develop a two-page flyer that summarises AAAPC's vision and membership benefits for dissemination to target organisations that are likely to host potential new members. 1.2.2. Improve and maintain a high quality website which is updated with relevant content monthly. 1.2.3. Expand AAAPC's visibility through Twitter and other appropriate social media streams. 1.2.4. Create a document that summarises marketing and membership support activities of major primary care academic bodies in North America and Europe to promote membership.
	1.3. To increase the benefits for members of the organisation	1.3.1. Negotiate AAAPC discounts for attendance at future national and international primary care research conferences. 1.3.2. Cosponsor regional workshops and educational events under the auspices of AAAPC.
	1.4. To increase student participation in the organisation.	1.4.1. Generate and promote a strategy where primary health care University Departments can subsidise discounted memberships for their higher degree by research students. 1.4.2. Develop a membership pack for new members with personalised welcome letter from the AAAPC President.
2. Promote and foster organisational linkages	2.1. Formalise organisational links between AAAPC and major primary care academic bodies	2.1.1. Explore the potential of reciprocal benefits from AAAPC membership with NAPCRG and the SACP. 2.1.2. Foster and publicise reciprocal awards with NAPCRG and SACP. 2.1.3. Become an organisational member of Research Australia. 2.1.4. Investigate benefits of membership of the Australian Clinical Trial's Alliance. 2.1.5. Identify New Zealand bodies for which membership could be of benefit for the organisation. 2.1.6. Build collaborative activities with regional training organisations (e.g. Australian Primary Health Nurses Association, Australian Medical Council). 2.1.7. Continue to strengthen relationships with primary health care related professional organisations in particular the RACGP, ACRRM, RNZCGP, APNA.
3. To champion a vision of primary care oriented health care underpinned by evidence and education	3.1. Meet new advocacy challenges and opportunities	3.1.1. Construct a core AAAPC position statement(s) based on our values to underpin all advocacy activities. 3.1.2. Develop a set of recommendations to bolster AAAPC's advocacy learning from existing strategies used by North American Primary Care Research Group (US) and the Society for Academic Primary Care (UK). 3.1.3. Generate a health advocacy database including a library of press releases that are ready to provide to policy makers and a publicly available list of key contacts with expertise on certain topics and how to find them.
	3.2. Promote the characteristics and principles of primary care research to lead health research funding bodies	3.2.1. Develop an AAAPC Policy Brief to outline the value of primary care research for health funding bodies and colleagues.
	3.3. Promote the opportunities for both Universities and primary care providers in expanding more secure positions for primary care academics.	3.3.1. Expand the number of opportunities provided for the recent graduates from PhD programs and casual primary care teachers to better engage in academic activities.
4. Promote and nurture research scholarship to strengthen primary care	4.1. Promote Trans-Tasman co-operation	4.1.1. Explore opportunities for new partnerships with Australian and New Zealand based primary care education organisations / providers / funding bodies to bolster support for primary care research scholarships.
	4.2. Increase AAAPC Involvement in primary care research conferences	4.2.1. Allocate \$1,000 funding to a disadvantaged student sponsorship grant to attend relevant conferences to bolster professional development and research translation.
	4.3. Seek to reactivate the Australian Primary Health Care Research Network	4.3.1. Develop a position paper from past APHCREN documents highlighting the opportunities of a linked up network of research-engaged practices.
5. Promote primary care curricula and clinical workplace experience in health professional education	5.1. Promote inter-professional education and training in primary care.	5.1.1. Collate and publicise information concerning training and career opportunities within academic primary care on the AAAPC website and social media streams i.e. Twitter.
6. Mentoring the future academic primary care workforce and clinician researchers	6.1. Commence a primary care mentorship program within membership of AAAPC	6.1.1. Engage with senior and/or alumni academics within AAAPC to act as mentors for early to mid-career primary care academics.
		6.1.2. Develop a collection of primary care mentor training resources.