

AAAPC Subcommittee Report for AGM

Date: August 2021

Subcommittee	Membership and Marketing Subcommittee												
Name of group lead/chair	Dr Lauralie Richard/Dr Kristi Milley												
Activities and achievements over last 12 months	<p><u>Current subcommittee members</u></p> <p>Lynsey Brown, Flora Hui, Katrina Long, Belinda Parker, Pallavi Prathivadi</p> <p><u>Key achievements</u></p> <ul style="list-style-type: none"> • Members only area of the AAAPC website launch in late 2020. • Improved student membership rates. • Updated pricing for New Zealand based members. • Created a promotional packet for the New Zealand Primary Health Care, General Practice and Rural Health Research Symposium. • Progressing revision of the marketing and communications strategy. • Begun development of a communications template suite and process document for use by subcommittees to streamline communications and promotions. • 4 student scholarships awarded • 0 applications for the Aboriginal and Torres Strait Islanders & Māori and Pacific Peoples Scholarship • 24% increase in Twitter followers (711 to 882). • Decrease in membership from 327 to 239 in 2021. <p><u>Membership summary 2021 (22/7/21)</u></p> <table border="1"> <thead> <tr> <th>Membership type</th> <th>n</th> </tr> </thead> <tbody> <tr> <td>Honorary life</td> <td>1</td> </tr> <tr> <td>Individual</td> <td>160</td> </tr> <tr> <td>Organisation</td> <td>0</td> </tr> <tr> <td>Student/post-grad/trainee</td> <td>59</td> </tr> <tr> <td>Total</td> <td>239</td> </tr> </tbody> </table>	Membership type	n	Honorary life	1	Individual	160	Organisation	0	Student/post-grad/trainee	59	Total	239
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Please highlight future plans and/or issues of concerns	<p><u>Focus</u></p> <ul style="list-style-type: none"> • Finalising the marketing and communications strategy. • Working on recruiting a communications intern to support AAAPC marketing & communications. • Ongoing targeted recruitment strategy for New Zealand members. • Targeted promotion of the Aboriginal and Torres Strait Islanders & Māori and Pacific Peoples Scholarship. <p><u>Concerns</u></p> <p>Current size (6 members) of Subcommittee – <i>please consider nominating to join the subcommittee for the upcoming year</i></p>												