

Annual Report 2023



Australian Association of
Practice Management

Annual Report

for the Year Ended 30 June 2023

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About AAPM

The Australian Association of Practice Management Ltd (AAPM), founded in 1979 is the nation's leading membership organisation representing the profession of Practice Management across the entire healthcare sector.

AAPM is an independent, not-for-profit, national association which provides an array of benefits for members including advocacy, education, resources, networking, support and advice.

The Association is actively sought after to provide information and expertise, drawn from its membership, including the provision of advice and assistance to a variety of government and industry organisations.

AAPM has a professional career development program in place. Practice Managers can achieve credentialing as a Certified Practice Manager, which recognises their management qualifications and experience, and can ultimately become a Fellow of the Association following suitable further experience in the industry.

OUR VISION

Practice Management is universally recognised and valued at the centre of effective healthcare systems and sustainable businesses for optimal patient outcomes.

OUR MISSION

Our mission is to lead, promote and support excellence in healthcare practice management.

AAPM FIVE PILLARS



ADVOCACY



MEMBERSHIP



EDUCATION



NETWORKING



OPERATIONS

AAPM key strategies

Key Strategies 2022–2025

The Board of the AAPM, on behalf of its members, provides a rigorous governance framework for the Association that includes an annual review of the strategic direction of our organisation.

This strategic review provides a roadmap for the national executive in developing and implementing approved business and operational plans.

The strategic planning process is conducted annually and includes the Board, State Committee Presidents and National Office Executive in reviewing and developing strategic direction and intent for the three year period.

- Strengthen AAPM's brand profile and national voice within industry, government, and stakeholder forums.

- Re-engineer member education, communications, and engagement activities to build practice leadership capabilities, national knowledge hub and professional information, news and advice and future workforce needs.

- Increase AAPM's value proposition and competitive advantage by developing revenue pathways for a sustainable future.

National President's Report

This year has been a successful year for AAPM in a number of ways. We have undertaken a number of projects and continued to pursue positive relationships with our various stakeholders; partners, other peak organisations and importantly with our members.

The Board has been very focused on moving on from the challenges of the last few years, which seem to have had a lingering impact.

This has only meant that AAPM has needed to increase its resolve in working towards building a resilient organisation that is capable of supporting its members to a high level.

The overarching strategic objective of reputation and relevance, which is designed to create a professional organisation has never been more important.

In order to enable us to continue this progress, it will require some changes to culture and possibly changes in what is accepted as we strive to create the level of professionalism required to enhance our ability to engage with government and other organisations. This will be vital to ensuring growth and our ability to engage in a range of forums.

The Board has continued to work in pursuit of our stated objective of building the association's reputation and relevance and have actively pursued this through our identified objectives and targets.

The Board undertook further work with your State Presidents to revise and further develop the priorities and objectives for the organisation.

Whilst also recognising the limitation of available resources.

This meant maintaining the focus on our main priorities.

We must also be prepared to adapt to changes in the healthcare landscape and ensure we are in a position to utilise the expertise that resides in key personnel as well as within our membership.

As an adjunct we will continue to review our membership structure and endeavour to ensure it aligns with needs of members and potential future members.

AAPM continues to advocate on behalf of our members and with increasing success.

The CEO and myself had meeting with the Federal Minister for Health and Aged Care, which resulted in our CEO being invited to be part of the Strengthening Medicare Taskforce.

We have continued to work strengthening our relationship with the Department of Health and Aged Care. Particularly in recent times with our work to support the implementation of MyMedicare.

As part of this strategy we continue to work closely with other peak bodies and partners strengthening our relationships and maintaining our influence.

In keeping with this we are always looking for opportunities to expand our reach.

We will look to continue reviewing and considering the relevance of current AAPM representation and its representatives, as well as identifying and prioritising opportunities for more involvement and building AAPM relevance.

This is an important area for the association and it is an area that remains a large focus for the organisation, and whilst we have continued to make progress there remains a deal of work to be done.

Jon Erwin FAAPM
National President

Chief Executive Officer's Report

The 2022/23 financial year was a positive one with the hosting of the 2022 National Conference being held in-person.

Operationally we budgeted for around 320 delegates noting the continued impact associated from the pandemic. We were encouraged by over 700 delegates in attendance and a real connectedness as we were all able to be together again.

The conference also was the platform for the announcement of the new membership benefit delivered between AAPM and UNE Partnerships. This enabled any new members from 01 January 2023 until 31 December 2023, to obtain complimentary enrolment in the "Fundamentals of Practice Management" online course. The course is valued at \$495, making the offer extremely attractive. To date, there have been 376 new AAPM members that have enrolled in the course.

The ongoing partnerships that AAPM has with industry bodies is highly valued and appreciated. Partnerships like that of UNEP assist both organisations but most importantly, our members, which are at the forefront of everything we do.

Our corporate partnership portfolio has remained strong, and we continue to work

together to enhance offerings to our members.

In this financial year, we launched our Practice Manager of the Year Awards program and Scholarship Program earlier than usual. This was to encourage more members to apply and give extra time to nominate before the judging is required. We received several applications from each State and Territory across Australia and over 40 scholarship applications. The winners of the State Practice Manager of the Year Awards were announced at the State Educare Days, that provided an opportunity to celebrate peers.

In April 2023, AAPM hosted its first national State Planning Day. This brought all AAPM State Committee members together, to discuss, plan and collaborate. Working alongside our State Committees informs the National Office on local activities, and we work together to build our education programs, promote networking and local activities.

Membership continues to be the primary focus of the Association. We have continued to be reactive to the latest information and resources to support you in your day-to-day activities. We also actively advocate for the profession and have built on our

relationships with the Federal Government.

AAPM had a private meeting with the The Hon Mark Butler, Minister for Health and Aged Care, in Canberra. The meeting enabled AAPM to provide a good overview of the Association, its history, and the importance of the role that Practice Management plays in the healthcare sector. The Minister is highly supportive of the work our members do and expressed his interest to further communicate and work together.

The above meeting led to AAPM being invited to join the Strengthening Medicare Taskforce in 2023. This was a great opportunity for AAPM to provide its voice to the vital work its members undertake. There was acknowledgment of the Practice Management profession and the understanding that Practice Managers and their teams are the nexus in the health care sector. Since this time, AAPM has and continues to be represented on more than 15 advisory groups, committees, or taskforces to continue providing our voice.

During this financial year, the impact of the new payroll tax system, staff award and

entitlement changes, risk management and good governance, remained on the radar. Coupled with that, AAPM understood the continued impact all the changes are having on the workforce. With many practices experience professional and personal challenges, AAPM included an important emotional wellbeing session in its education delivery. The Educare Events offered in-person education and the very important networking with peers. We also hosted several webinars to ensure the latest information was delivered by experts and were available to watch live or recorded to access at a later date.

The AAPM Peer to Peer Networking meetings remained a great opportunity to connect. We have seen a variety of networking offerings in addition to the regular on-line meeting. These include Breakfast, Lunch, Dinner, and Afterwork drink meetings. There have even been Dog-walking meetings. The vast variety of these networking meetings, and the various times, provides all members the ability to connect with local members in their community.

The AAPM National Office continues its commitment to delivering to its members and raising the profile of

the profession. We know that delivering excellence in healthcare practice management, will contribute to a successful and sustainable healthcare sector in Australia.

Miranda Grace
Chief Executive Officer

Scholarships

2022 AVANT SCHOLARSHIP RECIPIENTS

ANGELA HAKIM
(NSW/ACT)

Angela believes that the best possible Practice Manager needs to continuously learn all there is to know about the role. There's much to be gained by actively working in the role, but without the knowledge about all aspects of the subject, she feels there's a lot missing from what she can bring to elevating her position within the practice.

Three years ago, Angela started as an Administrative Assistant at her practice while studying Project Management. Since that time, she has worked hard and was promoted to the position of Practice Manager. Angela believes that through further education, she will become a subject matter expert, equipping her to manage the practice and influence the professionalism of her team.

TIANA MAXWELL
(SA/NT)

Tiana, as a new Practice Manager in a newly-established practice, wishes to gain further in-depth knowledge to help the practice reach its full potential and provide the best service to the patients. She has a passion for learning and strives to run the practice to the highest standard, promote growth, get the best of out of her team and gain a deeper understanding of leadership and management.

By taking part in the scholarship program, Tiana aims to make a real difference to her practice, its patients and the healthcare industry as a whole.

KARLI RUSSELL
(VIC)

Karli has been a Team Manager at her medical practice for three years, and working in the medical industry for five years. She has been fortunate enough to gain hands on experience by assisting the Practice Manager to lead the medical practice. Karli will greatly benefit through this scholarship by gaining formal education to supplement the practical experience she has gained.

Karli would like to build her confidence in leading the team in the right direction, facilitate continuous improvement in the practice, and appropriately manage legal and ethical compliance. She has a a drive to step into a Practice Manager role and to be able to manage the practice confidently.

2022 AAPM COLLEEN SULLIVAN SCHOLARSHIP

FIONA FREEMAN (SA/NT)

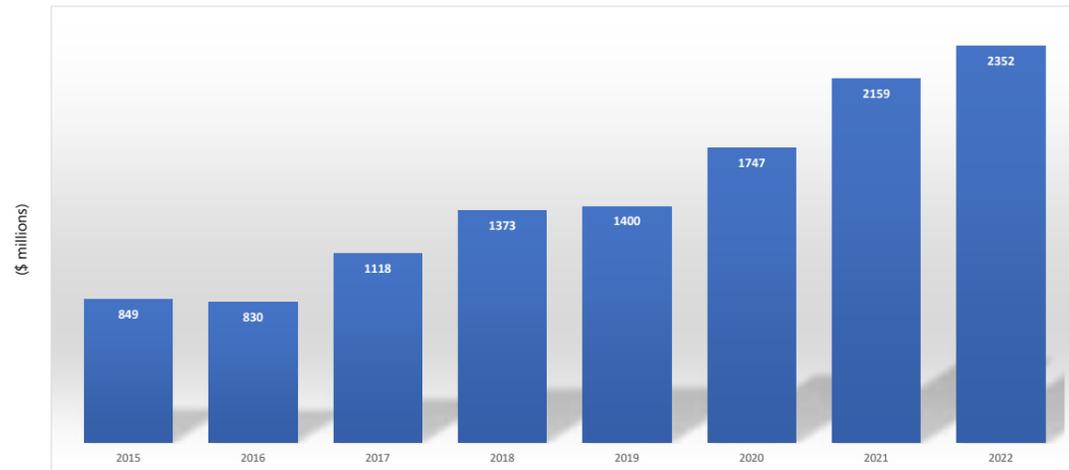
Fiona is an experienced Practice Manager at Active Life Therapies, which is a private allied health practice with three locations in South Australia. Fiona leads a team managing 12 physiotherapists and occupational therapists. The practice has a focus in paediatric disability, and treats a range of clientele from Medicare referrals and the Department of Veterans' Affairs. Fiona maintains a solid understanding of businesses operations and is a very dedicated and hardworking leader who receives a great sense of satisfaction from working in a busy environment. She finds her working environment extremely rewarding and is passionate about helping people. Receiving this scholarship will be of great benefit to Fiona, not only to support her in her role as Practice Manager, but also to her team and the practice.

AAPM Life Members

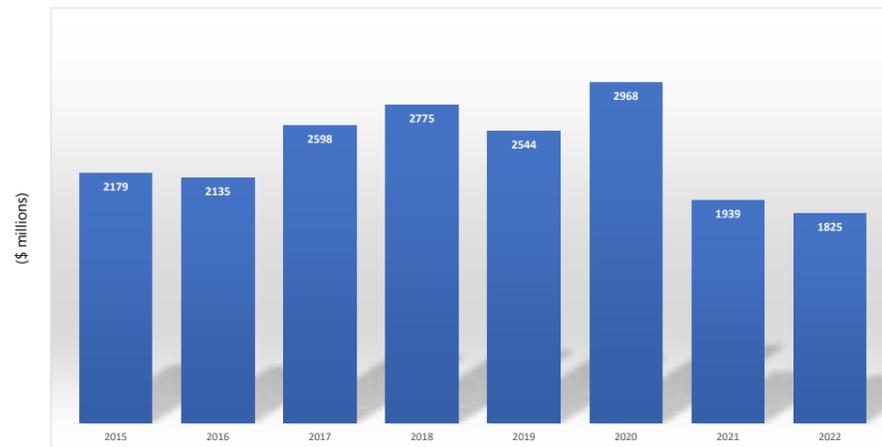
- Desmond Higgs
- Colleen Sullivan
- Gary Smith
- Jan Chaffey
- Louise Tindal
- Anthony Walch
- Brett McPherson
- Angela Mason-Lynch
- Marina Fulcher
- Linda Osman
- Elizabeth Jones

Financial overview

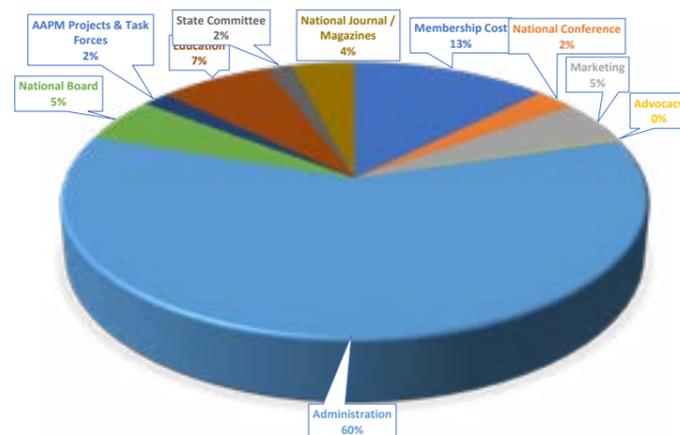
EQUITY



REVENUE



EXPENSES



2022 National Conference

After a two-year break during the COVID-19 pandemic, the 2022 AAPM National Conference was held in-person at the Gold Coast Convention and Exhibition Centre in Queensland from 11–14 October 2022.

Following the COVID-19 pandemic, it was important for AAPM to provide the opportunity for our members to learn and connect in-person at the 2022 AAPM National Conference.

Thirty-two presenters delivered content to the 656 delegates in attendance. Keynote presenters were Dr Jana Pittman, Dr Daniel Nour, Dr Norman Swan and Dr Richard Fejo. There were 59 Exhibition Stands at the Exhibition Hall.

Due to the inability to meet in person in the previous two years, on each day of the 2022 National Conference we recognised the AAPM Practice Manager of the Year and Meritorious Award winners, AAPM Scholarship recipients, AAPM Fellows and AAPM Life Members from 2020, 2021 and 2022.

In addition to the education content delivered, a number of social events were scheduled to provide opportunities for delegates to connect, an important part of the program that was missing throughout the pandemic. These events included: Happy Hour Networking Drinks, First Timers Dinner, Special Interest Group Breakfast, State Breakfast, Fellows Dinner and the Gala Dinner.

656
DELEGATES

59
EXHIBITORS

32
PRESENTERS

AAPM voice in the healthcare sector

AAPM has representatives on and engages with, a range of external committees and advisory groups including:

- Australian College of Rural and Remote Medicine (ACRRM) – eHealth Remote Digital Innovation Group
- SA Health – Disease Prevention, Health Promotion and Population Health Committee
- Department of Health and Aged Care, Practice Incentive Program Advisory Group (PIPAG)
- Practice Incentive Program Advisory Group – Data Governance Sub Committee
- Primary Care Practice Manager Advisory Group
- Australian Institute of Health and Welfare (AIHW), Primary Care Advisory Committee
- RACGP – Shaping a Healthy Australia Working Group
- RACGP Expert Committee, Standard for General Practice
- Services Australia Stakeholder Consultative Group
- Department of Veterans' Affairs – Health Provider Partnership Forum
- Department of Health and Aged Care, Primary Health Implementation Group

2022 AAPM National Practice Manager of the Year Awards

VIC STATE WINNER AND NATIONAL WINNER



RACHAEL HATZAPOULOUS

During her time as the Business Manager at Ballarto Medical Centre, Rachel has grown the organisation from one practice with five GPs to four practices with a team of over 65 health practitioners and staff. Rachael is an exceptional leader who supports and motivates all members of the practice team on a daily basis. As a three-time finalist for the Practice Manager of the Year Award, Rachel constantly strives to move the practices forward through continuing her professional development and initiating quality improvements throughout the organisation.

NSW/ACT STATE WINNER AND NATIONAL FINALIST



JOANNE MACKENZIE

Joanne has been in specialist healthcare for 24 years, primarily in ophthalmology, as well as teaching at TAFE NSW. Recently Joanne has joined a national corporate organisation as the Practice Manager of Bondi Eye Doctors at SMS Healthcare.

Since joining the practice, Joanne has actively built a positive work culture where employees are valued and supported. She is committed to raising the profile of Practice Management, evidenced by her teaching and representation at conferences. Joanne understands the importance of professional development which results in continuous improvement of the practice and ensures better care outcomes for patients.

QLD STATE WINNER AND NATIONAL FINALIST



CARLA AGOSTINO

Carla has worked as a Practice Manager within the allied health and dental sector since 2012. Carla joined Ochre Health in 2020 as the Assistant Practice Manager, but quickly moved into the Practice Manager role of the Ochre Caloundra Health Hub. Carla Leads an a team of receptionists, nurses and over 20 GPs. Within the Health Hub, Carla supports the business relationships of a pharmacy, audiologist, psychologist and radiology

As a leader in a very busy, multidisciplinary practice, Carla and has developed exceptional leadership skills that ensure the success of the practice.

WA STATE WINNER AND NATIONAL FINALIST



SHARON WILLIAMS

Sharon has worked in management roles for 18 years. She has been the Practice Manager for eight years at Peel Maternity and Family Practice, working previously as an Administration Manager of Peel Health Campus.

She has demonstrated strong business planning and financial continuous improvement which has resulted in better care for patients. Sharon has assisted the practice to adapt and remain viable, and is active in AAPM networking.

TAS STATE WINNER AND NATIONAL FINALIST



TIM TRAIL

After spending more than 15 years working in the public sector, Tim completed a Juris Doctor, specialising in corporate and commercial law, and moved into the private sector. Most recently, Tim was working as the National Legal Services Manager of a Sydney-based boutique law firm, which practiced principally in employment law and industrial relations.

Tim then moved into the role of Managing Director of Hobart Eye Surgeons, a business he had been serving on the board of for several years.

During his tenure, Tim has been responsible for improving the financial position of the practice, improving the staff attrition rate by creating a positive culture, and has supported professional development of staff at the practice.

Education and networking

2022/2023 saw the return to education and networking events delivered face-to-face.

AAPM continued to offer some networking and learning opportunities online for the convenience of members to continue to participate despite their location.

AAPM rolled out a rebranded education program – Educare. Delivered May to June in 2023, Educare events were held in metro cities around Australia (Darwin, Launceston, Brisbane, Sydney, Melbourne, Perth, and Adelaide) and delivered short, sharp content to Practice Managers and their practice teams. Nine sessions were delivered by 29 presenters to 208 delegates across the Educare series.

AAPM facilitated 94 networking meetings across the country. Post-pandemic, AAPM provided members with the opportunity to connect both face-to-face and online. Seventy-seven sessions were delivered in person, and 17 networking meetings were delivered online with a total of 790 registrations across these meetings.

As part of our education program, AAPM continued to deliver regular webinars to support the continuing professional development of our members. Eleven webinars were delivered through the period and 4,438 people attended. Topics covered included workplace and industrial relations, payroll tax, pay and superannuation updates, MyHealth Record, Medicare, and telehealth billing.

94

NETWORKING MEETINGS
THROUGHOUT AUSTRALIA

790

REGISTRATIONS ACROSS
NETWORKING MEETINGS



More than
4,600
registrations

AT AAPM
EDUCATION EVENTS

Membership

2,721 members

2,259 memberships

524

NEW MEMBERS

AAPM members come from every state and territory in Australia, Norfolk Island and New Zealand. They are represented in all areas of health care including General Practice, Specialist, Allied Health, Dental and Veterinary practices, Community health, Aboriginal Health Services, Hospitals, Primary Health Networks and healthcare industry businesses.

609

PRACTICE
MEMBERSHIPS

MEMBER RETENTION
RATE

75.15%

149

CERTIFIED PRACTICE
MANAGERS (CPMS)

67

FELLOWS

We congratulate members on attaining and remaining Fellows of AAPM.

32

AMBASSADORS

Ambassadors provide expertise and representation for AAPM on a variety of industry groups and committees. They also offer support and guidance to peers. The need for Ambassadors has increased during the pandemic, along with the changing workforce.

HR Advisory Service

The AAPM HR Advisory Service continues to be one of the most valued member benefits. The HR Advisory Service provides support to Practice Managers with the most common day-to-day HR challenges faced in a modern healthcare business.

The AAPM HR Advisory Service received 1,079 actions during the financial year.

Exclusive and free to members, the AAPM HR Advisory Service provides a dedicated hotline and email address for member enquiries and advice regarding HR matters. The service was accessed more during the pandemic with many Practice Managers needing to navigate through a constantly changing environment.

TOP 5

ADVISORY SERVICE ENQUIRIES

1. Employment Contracts
2. Awards Compliance
3. Personal/Carers Leave
4. Tax/Superannuation
5. Policies and Procedures

The service includes a comprehensive and growing suite of HR resources and templates that are available to members via our website, including:

EMPLOYMENT DOCUMENTATION	INDEPENDENT CONTRACTOR AGREEMENTS	SUPPORT SERVICES STAFF CONTRACTS
JOB DESCRIPTIONS	AWARD GUIDES	POLICIES
HEALTH PROFESSIONALS AND NURSES CONTRACTS	WAGE RATES	FACT SHEETS

Digital engagement

During the July 2022 to June 2023 period, AAPM's digital presence remained on the primary social media channels, email communication to members and website visits.

The primary focus for AAPM was to continue to communicate to members the changing landscape of the COVID-19 response as restrictions continued to ease and the resulting implications on healthcare practices. Additionally, in the second half of the financial year, AAPM partnered with the Australian Department of Health and Aged Care to communicate to members the details of the implementation of MyMedicare reforms.

A total of 44,292 users accessed the AAPM website to view events, access resources, membership information, and current vacancies.

SOCIAL MEDIA STATS JULY 2022 – JUNE 2023

Channel	Followers	Growth
Facebook	2,512	+9.22%
Instagram	610	+3.21%
LinkedIn	3,402	+13.29%
Twitter	698	-1.97%

GOOGLE ANALYTICS AAPM.ORG.AU JULY 2022 – JUNE 2023

Webpages	Pageviews
AAPM Website	287,785
Education and Networking Page	9,866
Positions Vacant	4,081

OVERALL

44.3K
USERS

78.4K
SESSIONS

42.5K
NEW

46%
RETURNING

Member Benefits

AAPM's Professional Development Program supports and promotes members' personal and professional growth through a system of:



CORE PRINCIPLES



QUALIFICATIONS



CERTIFICATION



CONTINUING PROFESSIONAL DEVELOPMENT

ADVOCACY

Your voice in the healthcare sector.

AMBASSADORSHIP

AAPM representation on government and industry stakeholder advisory groups.

FELLOWSHIP

A prestigious honour in recognition of significant commitment and contribution to the profession of Practice Management.

CERTIFIED PRACTICE MANAGER (CPM)

Recognition of years of experience and skill development in the profession of Practice Management.

HR ADVISORY SERVICE

Comprehensive HR support and advice through telephone, email and website resources and templates.

NETWORKING EVENTS

Share knowledge and information, and connect with your peers.

INDUSTRY PARTNERSHIPS

Exclusive access to resources, discounts and benefits from industry partners.

EDUCATION, EVENTS AND WEBINARS

Access to AAPM's education program at member rates.

ONLINE LEARNING MODULES

Self-guided learning through Practice Management topics.

PRACTICE MANAGER JOURNAL

The national journal of AAPM, circulated quarterly to members.

THE PRACTICE SPACE ENEWSLETTER

Receive industry updates and helpful advice in our fortnightly e-newsletter.

WEBSITE ACCESS

Access the latest news, useful links, knowledge hub, and member-only resources.

MEMBER ASSISTANCE PROGRAM

Confidential assistance to support health and wellbeing of members.

NATIONAL CONFERENCE

Premier annual conference for Practice Management at member rates.

PRACTICE MANAGER OF THE YEAR AWARDS

Prestigious state and national awards recognise and reward a Practice Manager for their contribution to the profession of Practice Management.

SCHOLARSHIPS

Expand your skills through AAPM-funded scholarships for selected Practice Management courses through UNE Partnerships.

PULSE IT SUBSCRIPTION

Asia Pacific's first and only eHealth and Health IT magazine.

MEMBERSHIP BADGE

Recognition of AAPM membership.

National Board



JON ERWIN

DIRECTOR
(01 JUL 22 – 30 JUN 23)
NATIONAL PRESIDENT

Jon Erwin is currently the Business Manager at Prospect Medical Centre in Launceston, Tasmania having joined the practice in early 2014.

Jon holds a Masters of Business and Bachelor of Business from Charles Sturt University and has worked in a range of private and public sector organisations. Originally from Sydney, Jon moved to Tasmania in 1995. He has experience in a diverse range of industries which include service, entertainment, construction and agricultural before joining the health industry in his current role.

Through his tertiary studies and industry experience, Jon has been successful in bringing an approach of systems management and innovation to organisations he has worked with. He has also undertaken small business advisory roles to assist businesses in regional Tasmania under the auspices of the Federal Government's Small Business Answers program. This has also provided a good insight into a range of challenges that impact businesses and the diverse solutions owners employ to meet these challenges.

Jon has a strong community involvement through his association with the Launceston PCYC (Police & Community Youth Club) where he is President.



JACKIE BEER

DIRECTOR
(01 JUL 22 – 30 JUN 23)
NATIONAL VICE PRESIDENT

Jackie Beer was a career banker for twenty years involved in Regional Manager, Senior Business Banking and Credit Manager Roles and served on National Taskforces.

Since starting her career in Practice Management Jackie has been instrumental in the establishment of two rural General Practices, which have had a significant focus on indigenous health while engaging a full range of General Practice services to the local community.

Jackie is currently a Practice Manager on the outskirts of Bundaberg at an accredited General Practice and Aboriginal Health Service.

Jackie has completed a Bachelor of Commerce (Accounting), Master of Management and the Leadership Journey Program through the Australian Graduate School of Management. She then completed a Diploma of Practice Management.

Jackie was the recipient of the Qld AAPM Practice Manager of the Year 2014 and following this joined the AAPM Qld State Committee including serving as the 2015 / 2016 Qld State President.

Jackie holds professional memberships being a Fellow of the Institute of Public Accountants, Fellow of the Institute of Financial Accountants, Fellow of the Financial Services Institute of Australia and a Fellow of the AAPM.



RAELENE TULLY

DIRECTOR
(01 JUL 22 – 30 JUN 23)
NATIONAL TREASURER

Raelene Tully joined the Murray Medical Centre, a large GP practice located in Mandurah, 70km South of Perth, Western Australia, in 2015 as their Business Manager. Prior to working in the GP industry, Raelene's management experience had been in the dental industry with approximately 20+ years management experience in the health sector.

Raelene is a Certified Practice Manager, has completed her Associate Diploma of Business and was the recipient of the WA AAPM Practice Manager of the Year Award in 2019. Raelene is actively involved in running networking groups, offers management support and consultancy, is the Chair of the WAGPET Practice Managers Advisory Committee, participates on multiple advisory groups, and has been a Committee Member of the WA AAPM State Committee since 2017. Raelene is passionate about Company Culture, Education, Networking and Continual Growth.

National Board



BRETT MILLER

DIRECTOR
(21 OCT 22 – 30 JUN 23)

Manager of North Adelaide Dental Care, Brett Miller was a previous SA/NT State President of the Australian Association of Practice Managers (AAPM) and was honoured to be recognised as the Australian Practice Manager of the Year in 2017.

Prior to entering healthcare, Brett worked as a sustainability consultant for nearly a decade across supporting global leading clients including Jurlique International, Accolade Wines, Lion Nathan and the UK's NHS during which time he completed his MBA.



DAVID OSMAN

DIRECTOR
(01 JUL 22 – 30 JUN 23)
COMPANY SECRETARY

David is a Practice Manager, healthcare trainer and has been working actively in General Practice, community health, specialist practice in both small and large organisations.

David is a Certified Practice Manager, Accreditation Surveyor and experienced facilitator in the development of leadership and teams.

Working to support a number of practices around Melbourne, David enjoys spending time hands-on in his practice whilst also being a strategic leader that works to ensure a balanced, high quality business management, and service delivery.

Having served on the AAPM Victorian State Committee for the past 8 years including previously as State President and Secretary, David enjoys contributing to continuing to develop education and networking opportunities for fellow Practice Managers.

Being Director of his own business since 2013, he is also member of the Australian Institute of Company Directors.

David believes in Practice Managers being the key to driving and supporting future directions of healthcare, through being the drivers of change.



DEB WALTER

DIRECTOR
(21 OCT 22 – 30 JUN 23)

Deb is an experienced Practice Manager and Practice Owner. She has been in general practice in the outer metro area of Newcastle, NSW since 2012. She is a Certified Practice Manager with AAPM, Accreditation Surveyor, and NDIS Auditor.

Deb holds a Bachelor of Science and Graduate Certificate of Health Promotion from the University of Newcastle and a Graduate Diploma of Accounting from Charles Sturt University. She is a certified Quality Auditor and Approved Quality Auditor (AQA) – NDIS Quality and Safeguards Commission.

Deb is very passionate about healthcare and disability standards and quality improvements in health-based businesses as well as accessibility to healthcare. She is passionate about improving systems that lead to better health and wellbeing outcomes for the diversity of patients that is inclusive and supported.

Deb has a strong commitment to her profession and to supporting Practice Managers. She has been a member of the AAPM since 2016 and joined as she saw the value in practice managers supporting each other, networking, and advocating for the profession and in turn, primary healthcare. This support extends to all roles in primary healthcare including GPs, Nurses, Allied Health, Medical Practice Assistants, and Receptionists.



BRUCE MCDONALD

INDEPENDENT DIRECTOR
(01 JUL 22 – 30 JUN 23)

Bruce has achieved an extensive career in Australia and overseas, primarily the United States. He gained the majority of his career experience with Ford Motor Company, specialising in marketing, sales and customer service roles.

His previous Board experience has been in the health, tertiary education and automotive sectors. He is a Graduate of the AICD Company Directors Course and holds a Bachelor of Economics from The Australian National University.

Bruce founded his own consultancy in 2011, specialising in strategy, leadership, employee engagement and customer loyalty. His clients cover a diverse cross-section of Australian business.

He was also CEO of a Victorian Government RTO and a national member based organisation, respectively.

He is currently a Senior Consultant with Directioneering, a leading Australian career strategy firm. He provides mentor support to RMIT Executive MBA students. Bruce is also Chair, The Future Circle and The EA Circle.

In recognition of his extensive marketing career, Bruce is a Fellow of the Australian Marketing Institute and a Certified Practising Marketer.



SOPHIE VALKAN

INDEPENDENT DIRECTOR
(21 OCT 22 – 30 JUN 23)

Sophie started her career as a lawyer in the mid 1980s and moved quickly into commercial roles in the building, finance, franchise, wholesale, retail, legal, automotive, health, education, alternative energy and mining sectors in GM/Corporate Services and CEO positions in companies including the Coles Myer group, GE Capital, Dial Before You Dig, RACS and others. Her expertise covers wide areas of business management and structure including strategic planning & facilitation, corporate structuring, marketing, IT, legal, risk, governance and finance with significant experience in due diligence, business acquisitions and divestitures.

She has held board and board committee roles since 1988 in various organisations including the Australian Government Solicitor, Neurosurgery Board, Lexvoco, Menzies Institute of Technology, Midas Asia Pacific, Retail Franchise Solutions and others. Her current board and committee roles include MOx Energy, a General Practitioner training board, the ANZSN (Nephrology) and the Royal Australasian College of Surgeons. Her qualifications and memberships include LLB, B.Com, Grad Dip CSP, CPA, MAICD.

State Committees

NSW/ACT

Catherine Ryan (State President)
 Donna Glenn
 Char McDonald
 Bek Hooley
 Gail Lloyd
 Heather Farlow
 Anne Parrott
 Dana Tse

QLD

Katrina Pyle (State President)
 June Hannan
 Di Sainty
 Kerry Emery
 Courtney Purse
 Annette Coleborn

SA/NT

Carolyn Sickerdick (State President)
 Sophie Piron
 Daniel Kellie
 Danny Haydon
 Prashiba Thavarajadeva
 Helen Schollenberger (nee Nagel)
 Syed Fahim

VIC

Kylie Payne (State President)
 Melinda Burgess
 Nadine Blyth
 Philipa Cowden
 Marly Spoddig

TAS

Tanya Barrett (State President)
 Cecily Igglesden
 Goran Mujkic
 Darcy Inglis
 Kat Martyn
 Leanne Cullen

WA

Sue Loader (State President)
 Claire Stocks
 Fiona Wong
 Dani Galus
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