

Annual Report 2022



Australian Association of
Practice Management

Annual Report

for the Year Ended 30 June 2022

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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 Practice Managers and the profession of Practice Management in all fields of healthcare.

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.

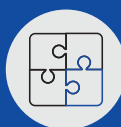
AAPM FIVE PILLARS



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 staff 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

It with a level of optimism that I reflect on the past year for AAPM. We were certainly in a period of transition throughout the 2021-22 period. Restrictions remained early in this period but they were changing, and thankfully easing. During this period AAPM managed to successfully complete a round of State Conferences, along with continuing to provide timely and relevant information to our members.

Various webinars were delivered, mostly at no cost to members, that provided further support to members. This was at a time when a range of challenges were being faced by healthcare providers as they endeavoured to maintain viability and ensure they could deliver the level of healthcare required by their communities.

As restrictions lifted further AAPM was able to provide educational opportunities and scheduled Practice Managers Education Days in each State. Additionally planning and organising the 2022 National Conference.

Early in 2022 the Board undertook a strategic planning workshop with the aim of refocusing and reinvigorating the goals for the future of AAPM. To ensure we maintained the ideals of AAPM these goals were aligned to the

mission, vision and values of the association.

The principle of "Reputation + Relevance = Revenue" was adopted. This then sits over the 5 pillars of Advocacy, Membership, Education, Networking and Operations to guide positive outcomes and to provide the resources to meet the expectations of members and drive the association forward. This philosophy and the strategic visions were shared with the various State Committees to obtain their input and look at how the plan may be achieved.

Through this strategy the Board aspires to continue to create a viable and professional Association. To raise AAPM's profile and to harness the knowledge and experience of its dynamic membership.

The Board also seeks to create an environment that is inclusive and provides opportunities for members to be involved in this process through having a broader range of representatives and building on the work of State Committees in engaging and supporting members.

As an adjunct to maintaining a professional association the Board tasked Professor Tony Love to review and revise the AAPM Code of Ethics. This work was undertaken by a taskforce

of AAPM members under the stewardship of Professor Tony Love. The paper was reviewed by the Board and will subsequently be forwarded to the wider membership for comment. The Board looks forward to receiving input from members and being able to implement the revised Code of Ethics in the near future.

The Board looks forward to a much less restrictive and successful 2022-23 providing greater opportunity to engage with AAPM members.

Jon Erwin FAAPM
National President

Chief Executive Officer's Report

The 2021/22 financial year was met with the continued impacts of the COVID-19 pandemic for AAPM National Office and indeed our membership. While we were navigating through lockdowns, we also began to plan for the ease of restrictions and the ability to re-connect with members in person for networking and other events. June through to December 2021 presented challenges for AAPM to deliver face-to-face events in person by the National Office team, and with the help and engagement of you, our local State members, we were able to support behind the scenes in the coordination, for you to be able to experience in-person activities, where possible, in your state and region.

Membership remained and continues to be the primary focus of the Association. We strive to deliver the latest reliable information and resources to support you in your day-to-day activities. We also actively advocate for Practice Managers and the profession of Practice Management, at a local, state, and national level. During the pandemic we were acutely aware of the direct impact you, your teams and all frontline health care workers were experiencing. AAPM worked

with the Black Dog Institute and the Federal Government, for Practice Managers to be recognised as frontline workers by the Australian Government and as such gain access to the "The Essential Network" program, provided by the Black Dog Institute. This important program offers free and personal consultations with psychologists to assist you with the emotional and mental challenges that have been endured over the past few years.

AAPM also considered what other member services we could incorporate, enhance, or develop as part of our delivery value for membership. This led to the inclusion of all webinars now as a member benefit. We wanted to ensure that all Practice Managers were able to access webinars, without the barrier of a fee. We also were in daily contact with the Federal Government during this period to enable AAPM to secure presentations and updates from the Deputy Chief Health Officer, Prof Michael Kidd, and other key personnel to keep you up to date. Recognising the on-going impact of the pandemic, AAPM offered virtual mental health webinars to compliment the hard work and provide an opportunity for members

everywhere to feel heard, connected and to remind you that you need to also take care of you.

The AAPM Peer to Peer Networking meetings remained a great opportunity to connect. Some of these networking meetings remain active today and we continue to encourage you to keep connected and support each other. We encourage all members to put forward topics of interest and contact the National Office if you would like to host a Networking meeting in your local area.

We value our corporate partners greatly, as they have continued to support AAPM prior to and throughout the pandemic. Their invaluable contribution has made it possible for AAPM to keep member fees stagnant for two years. Our partners stood by us and were agile in supporting virtual delivery of events as well as the continued scholarship and awards programs.

AAPM National Office was also impacted by the pandemic. As we had a few team members move on, our team and our members remained our focus.

We worked tirelessly behind the scenes to ensure no or minimal impact to our members. We are continuing to rebuild our team, have a clear direction on delivering our strategic plan and remain inspired by you, our members, that have and remain committed members of the Association. AAPM recognizes that there have been difficult times for our members and assure you we intend to recognize past difficulties and learnings from these and are sincerely committed to remain a forward looking and thinking organization with the membership at our heart.

Miranda Grace
Chief Executive Officer

Scholarships

2021 AVANT / AAPM SCHOLARSHIPS

SAM LONGWORTH (VIC)

With over 12 years' experience, Sam has gained a very well-rounded knowledge of administration and management, enjoying contributing to higher efficiencies to improve patient outcomes. Sam is a team leader with strong communication skills and has a strong work ethic with a passion for the industry.

She holds a passion to learn more and strive to be the best practice manager she can be. Sam sees the value of the contributions she makes and the opportunity to better improve patient care, access and outcomes through the activities she is able to lead and improve.

JANELLE VAN DYKE (VIC)

Janelle has worked in every role from medical reception, office administration and office manager for over 25 years.

Janelle has progressed her way up through a variety of roles and has gained extensive experience in all aspects of the workings of a medical practice from front reception, understanding Medicare, patient accounts, private health, dealing with conflict and patient complaints & being a team leader.

BELLE PATON (NSW)

Belle is a motivated, goal oriented and personable Practice Manager. She prides herself on being a team leader with good communication skills, the ability to establish a good rapport with members of the team and promote team bonding and teamwork.

Belle has been a Practice Manager at DMC Medical Centre for six years and prior to that was a Receptionist for four years. She enjoys every aspect of her role and her ability to help her local community to achieve the highest levels of healthcare.

2021 AAPM COLLEEN SULLIVAN SCHOLARSHIP

MONIQUE CLEAL (NT)

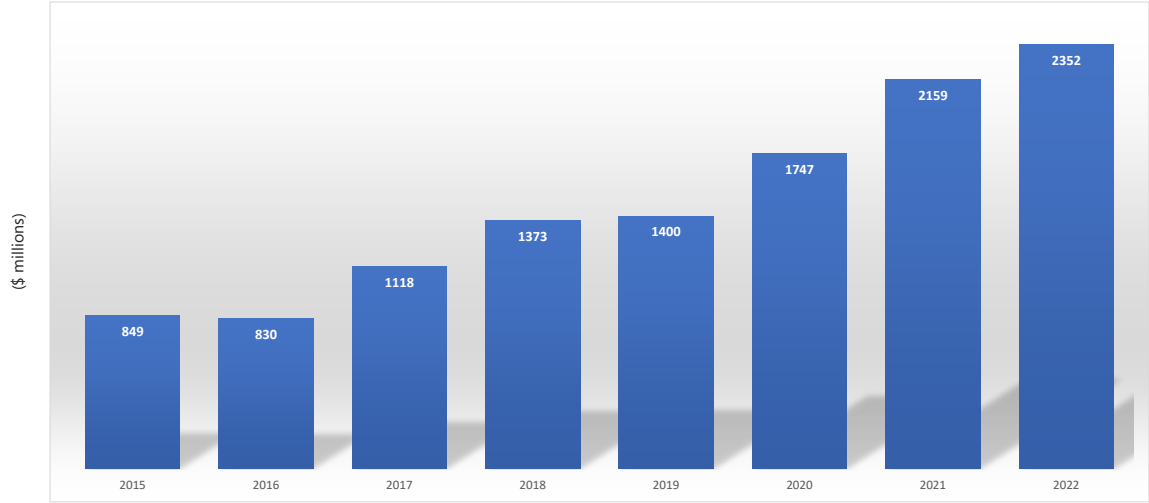
To hold a position where I am making a positive difference to the lives of others and be happy and successful by continuing to learn, support people to grow and be in a working environment that is serving the community, is my passion. As a quick thinker who is able to solve problems swiftly, whilst also supporting those around her to have a problem-solving mindset. Through this scholarship Monique will be able to further expand and enhance these skills.

AAPM Life Members

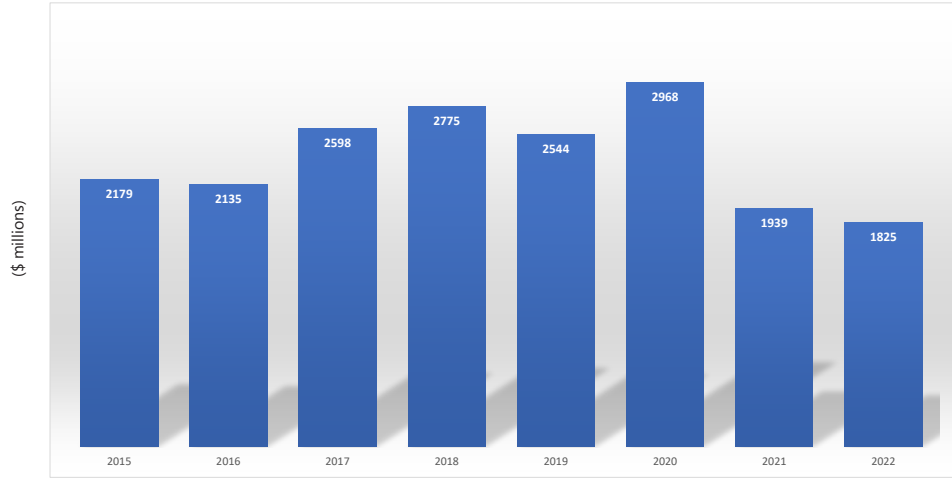
- Desmond Higgs
- Colleen Sullivan
- Gary Smith
- Jan Chaffey
- Louise Tindal
- Anthony Walch
- Brett McPherson
- Angela Mason-Lynch
- Marina Fulcher
- Linda Osman
- Elizabeth Jones

Financial overview

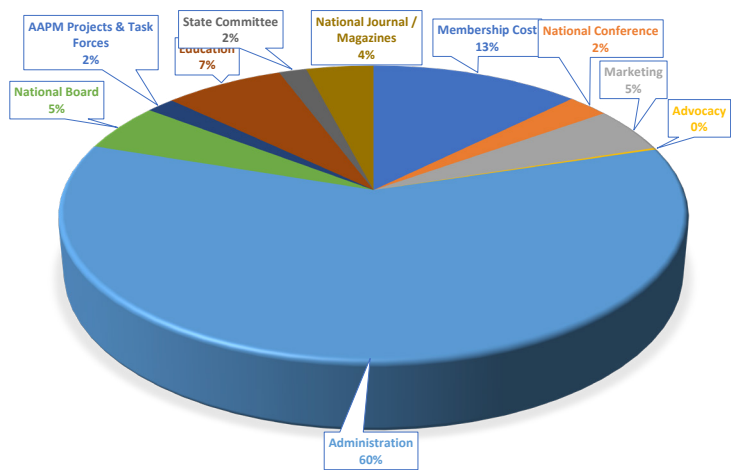
EQUITY



REVENUE



EXPENSES



2021 National Conference

The 2021 AAPM National Conference had to be postponed due the COVID-19 pandemic. AAPM was able to deliver a series of one day Practice Management State Conferences once borders opened.

The pandemic once again impacted the face-to-face delivery of a national conference. To overcome this, and ensure our members were able to continue to receive important education and networking engagements, AAPM delivered State based One Day Conferences.

The State Practice Management Conferences were held during June 2021, with the Victorian State Conference being delivered in March 2022, due to restrictions. It was important for AAPM to be able to offer these face-to-face opportunities, but most importantly, ensuring our members, staff, volunteers and anyone else associated with delivering education events remained safe and respected the restrictions within the State or Territory. Thanks to our incredible State Committee members, AAPM was able to successfully deliver these education events.

The program consisted of both in-person presenters, where possible, and virtual presenters. In addition to the education content was the very important networking opportunities that had been missing throughout the pandemic. These were welcomed and it was wonderful for so many of the greater AAPM community to reconnect.



393

DELEGATES
ACROSS THE SERIES



5 - 10

EXHIBITORS
PER LOCATION



15

PRESENTERS
ACROSS AUSTRALIA

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 Veteran Affairs - Health Provider Partnership Forum
- Department of Health and Aged Care, Primary Health Implementation Group

2021 AAPM National Practice Manager of the Year Awards

SA/NT STATE WINNER
AND NATIONAL FINALIST



GEMMA GOUGH

Gemma has an extensive healthcare career. Roles include Quality Manager leading Specialist teams in Obstetrics; Gynaecology and Paediatric healthcare, Senior Operations Manager, Board Member for AHA Clinics and AHA Recruitment.

Gemma has a Diploma in Professional Practice Leadership and leads healthcare teams to provide exceptional care for the community. Gemma leads two GP clinics, supported by a committed team of 19 General Practitioner's, 7 Registered Nurse's, plus casual and permanent administrative support team members.

NSW/ACT STATE WINNER
AND NATIONAL FINALIST



LESLEY REILLY

Lesley Rielly completed her schooling in the Sydney before relocating to the beautiful south coast of NSW. Lesley has been a Practice Manager for 11 years and is also an AGPAL accreditation surveyor.

Lesley currently works at the Queanbeyan GP Super Clinic and enjoys the challenges she is faced with on a daily basis in this role. She is passionate about quality improvement in general practice and making a difference.

QLD STATE WINNER
AND NATIONAL FINALIST



COURTNEY PURSE

Courtney has been in the healthcare industry for over 12 years with management experience in health equipment delivery, health service delivery and is now Chief Operating Officer for Queensland's largest private Gastroenterology practice. Courtney has an Adv. Dip. in Community Sector Management and is currently completing her MBA to complement her skill set. Courtney is passionate about promoting a healthy and supportive practice environment that allows staff to flourish while ensuring the business remains patient centric.

VIC STATE WINNER AND
NATIONAL WINNER



LAURA ROBINSON

Laura emigrated to Australia in 2009 and started working in General Practice in 2010. Laura is a Certified Practice Manager, and has a Diploma in Professional Practice Leadership. Always eager to learn, develop and keep up to date with industry changes through demographic pressures and new models of care. Laura brings effective leadership and strategies in an increasingly dynamic healthcare environment.

WA STATE WINNER AND
NATIONAL FINALIST



STEPHANIE MACKINNON

Stephanie leads a small family run General Practice Clinic in Armadale, Western Australia. With seven Doctors and an ever growing team of Nurses and Administration staff, she and the team, pride themselves on providing the highest level of clinical excellence.

Stephanie has worked in many leadership roles prior to opening and managing Skye Medical Armadale.

Education and Networking

The 2021 AAPM National Conference had to be postponed due to the COVID-19 pandemic. AAPM was able to deliver several of the Practice Management Education Days, which were well attended in the locations where face-to-face events were possible.

AAPM continued to focus on delivering virtual educational webinars and networking meetings to ensure our members were able to stay up to date and connected.

The 2021/22 webinar series covered various topics, however, content relating to managing through the pandemic remained primary content.

There were 22 dedicated AAPM delivered webinars, attended by over 3,900 delegates. AAPM also promoted other industry webinars to ensure our members were able to access the latest information in a timely manner.

The Practice Management Education Day (PMOY) series were originally scheduled to commence in the first half of 2021. Due to the various restrictions in each State, these dates were rescheduled, resulting in the 2021/22 PMOY series being delivered between October 2021 and March 2022.

There were over 390 delegates that attended the series which included the announcements of the State Practice Manager of the Year and Scholarship recipients.

The success of the 2021/22 PMOY series is attributed to the continued support from our State Committee members.

Networking remained an important membership benefit, providing a regular connection between peers.

The "Peer to Peer Support Meetings" were well attended across the country, and enabled metro, regional and remote locations to connect, share and support one another.

There were more than 65 individual virtual networking meetings held with more than 650 Practice Managers connecting weekly, fortnightly or monthly.

The networking meetings continue to be well attended and considered a valuable member benefit.

68

VIRTUAL
NETWORKING MEETINGS
THROUGHOUT AUSTRALIA



More than 4,250 registrations

AT AAPM
EDUCATION EVENTS

Membership

2,679 members

2,322 memberships

468

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.

345

PRACTICE
MEMBERSHIPS

MEMBER RETENTION
RATE

75.15%

168

CERTIFIED PRACTICE
MANAGERS (CPMS)

74

FELLOWS

We congratulated the following members on attaining Fellowship of AAPM in 2021 -2022:

Jareena Godugu (QLD), Tanya Barrett (TAS), and Fiona Wong (WA).

34

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.

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. Disciplinary/Conduct
- 3. Personal/Carers Leave
- 4. Wages
- 5. JobKeeper Allowance

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

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

Digital Engagement

During the July 2021 - June 2022 period, AAPM's digital presence remained on the primary social media channels, email communications to members and website visits.

The primary focus for AAPM was to ensure the COVID-19 updates received from the Federal Government were sent in a timely manner via electronic direct mail (eDM). This communication was monitored consistently to ensure our members received the information as soon as it was available. The eDM response rate was very high.

A total of 47,268 users accessed the AAPM website to view events, COVID-19 resources, membership information, and current vacancies.

SOCIAL MEDIA STATS

JULY 2021- JUNE 2022

Channel	Followers	Growth
Facebook	2,300	+14.14%
Instagram	591	+59.73%
LinkedIn	3,003	+26.17%
Twitter	712	+5.48%

GOOGLE ANALYTICS AAPM.ORG.AU

JULY 2021- JUNE 2022

Webpages	Pageviews
Home Page	295,919
Education and Networking Page	7,758
Positions Vacant	5,131

OVERALL

47.3k

USERS

85K

SESSIONS

45,200

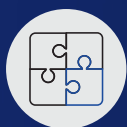
NEW

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

Recognition of the gold standard of membership

CERTIFIED PRACTICE MANAGER (CPM)

Members highlight and value their years of experience and the development of their skill base in practice management

HR ADVISORY SERVICE

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

WEBSITE ACCESS

Latest news, useful links, knowledge hub, community and Member only resources

INDUSTRY PARTNERSHIPS

Exclusive access to resources, discounts and benefits from industry partners

Education, Events and Webinars

Access to AAPMs education program at member rates

ONLINE LEARNING MODULES

Self guided learning through practice management topics

Practice Manager Journal

Quarterly publication

THE PRACTICE SPACE ENEWSLETTER

Keep current and updated, useful tips

NETWORKING

Share knowledge, information and connect with your peers

NATIONAL CONFERENCE

Premier annual conference for practice management at member rate

MENTORING

Support and development with the guidance of an experience Mentor

PRACTICE MANAGER OF THE YEAR AWARDS

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

SCHOLARSHIPS

Diploma of Professional Practice Leadership and Cert IV in Leadership and Management

PULSE IT SUBSCRIPTION

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

MEMBERSHIP BADGE

Recognition of Association membership

National Board



JON ERWIN

DIRECTOR

(01 JUL 21 - 30 JUN 22)

NATIONAL PRESIDENT

B. Bus, MBA

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 21 - 30 JUN 22)

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.

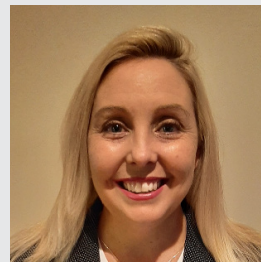
Since starting her career in Practice Management Jackie has been instrumental in the establishment of two rural General Practices, which have had a significant focus on indigenous health while engaging a full range of General Practice services to the local community.

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 21 - 30 JUN 22)

NATIONAL TREASURER

(21 OCT 21 - 30 JUN 22)

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 21 - 30 JUN 22)

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

COMPANY SECRETARY

(01 JUL 21 - 30 JUN 22)

AdDipMgt CPM MAAPM MAICD

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.



JAMES DOWNING

DIRECTOR

(01 JUL 21 - 30 JUN 22)

GAICD, FCPA, M.Bus (ACRM), B.Bus

James is an experienced chair and board director in not-for-profit organisations and has strong strategic planning and corporate governance understanding.

He has had an extensive career in the financial services sector which includes senior leadership roles in risk, operations, business development and general management. He also has a proven track record in the successful development and implementation of digital innovation and marketing strategies in member organisations, focussed on enhanced member experience and membership growth.

James is Chair of QTAC (Queensland Tertiary Admissions Center), a non-executive director of Maldon Hospital (where he is also Treasurer and a member of the Audit and Risk Committee), a member of the 'Uniting' Finance & Property Committee, and a member of AAPM's Finance, Audit and Risk Committee. His previous board experience includes being Chair of UnitingCare Knox and Chair of the CPA Corporate Committee.



BRUCE MCDONALD

DIRECTOR

(01 JUL 21 - 30 JUN 22)

GAICD, B.Econ (ANU), FAMI and Certified Practising Marketer

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.



DEB WALTER

DIRECTOR

(21 OCT 22- 30 JUN 22)

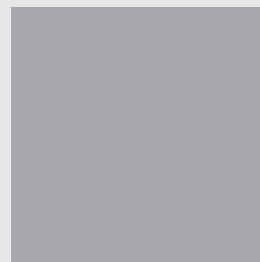
BSc, Grad Cert Health Promotion, Grad Dip Acc, CPMAAPM

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.



SOPHIE VALKAN

DIRECTOR

(21 OCT 21 - 30 JUN 22)

LLB, B.Com, GradDipCSP, CPA, MAICD

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
Deb Walter - Board Director
Donna Glenn
Char McDonald
Bek Hooley
Gail Lloyd
Heather Farlow
Anne Parrott
Dana Tse
Judy Taylor

QLD

Katrina Pyle - State President
Jacqueline Beer - Board Director
June Hannan
Jean Cleary
Di Sainty
Kerry Emery
Courtney Purse
Annette Coleborn
Sandy Robertson

SA/NT

Carolyn Sickerdick - State President
Brett Miller - Board Director
Sophie Piron
Danny Haydon
Prashiba Thavarajadeva
Helen Schollenberger (nee Nagel)
Syed Fahim

VIC

Kylie Payne - State President
David Osman - Board Director
Melinda Burgess
Nadine Blyth
Phillipa Cowden
Marly Spoddig

TAS

Tanya Barrett - State President
Jon Erwin - Board Director
Jessica Willis
Cecily Igglesden
Goran Mujkic
Darcy Inglis
Kat Martyn

WA

Sue Loader - State President
Raelene Tully - Board Director
Claire Stocks
Fiona Wong
Dani Galus
Karin Tatnell
Narelle Supanz
Bridget De Swardt
Matthew Westerside

Partnerships

NATIONAL PARTNERS



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MAJOR PARTNERS



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