



**Allied Health
Professions
Australia**

Invitation to Partner



About Allied Health Professions Australia

Allied Health Professions Australia (AHPA) is the national voice for allied health professions. 2021 marked 15 years since our organisation became known as Allied Health Professions Australia, having had previous names and formations dating back to 1977.

We are the national peak and advisory body providing a collective view of the allied health sector. We advocate on behalf of, and are informed by, our allied health member organisations.

Our stakeholders include our [Member Organisations](#), allied health professionals, peer health professional organisations, Federal and State Governments and their agencies, and consumers.

Our key advocacy premise is to achieve full integration of allied health services into the Australian health system to ensure consumer access to allied health services across the nation. This will be done by the sector participating in the development of future models of care and funding systems, the collection of workforce data and the gathering of economic evidence to attest to the value of allied health.

COVID-19

Allied health professionals have been working on the frontline in hospitals in Australia's response to COVID-19 and adapting to new methods of service delivery in primary care. From the ICU to community-based rehabilitation, allied health professionals have an important role to play in physical and mental recovery for COVID-19 survivors. AHPA has provided an important leadership role and advocacy voice throughout the pandemic.

The allied health sector is essential to the health and wellbeing of Australians.

Below is a list of the Allied Health professions in Australia. They provide a broad range of preventive, diagnostic, technical, therapeutic and direct health services to improve, treat and manage the health and wellbeing of the consumers they support.



About Allied Health

As a sector, allied health is positioned for growth:

- Allied health is the second largest workforce in Australia's healthcare system after nurses.
- Allied health professionals represent almost a third of the country's health care workforce.
- Allied health professionals deliver over 200 million health services annually.

The allied health workforce is growing rapidly as demand grows across the aged care, mental health, disability, rehabilitation, health, education and social service sectors.

Allied health professionals work alongside medical practitioners, nurses and an assistant workforce in a range of settings.

Services are provided as part of a treatment plan within hospitals, but most services are provided in the community, often by practitioners operating in private practices.

Access to services may be funded through a number of systems such as Residential and Home-based Aged Care Programs, or community health services.

In many cases there is significant out of pocket expenditure for consumers.

Our audience

AHPA offers a single point of access and visibility to the allied health sector.

Members of our members

Via AHPA's communication channels and those of our members, we are able to reach a large audience of our member's members. (150,000+ professionals) with partner offers and resources.

Allied health stakeholders

AHPA reaches a range of stakeholders, including consumer groups, government and its agencies and politicians, via our stakeholder e-updates, public submissions; and our website and social media channels.

Key decision makers in AHPA member organisations

The key decision makers from each of our member organisations participate in a range of fora to discuss, share, and collaborate.

They are connected by our fortnightly eNews, member portal, working groups, networks and symposiums.

Allied health professionals and others closely aligned with allied health

The allied health workforce, including the members of our members, is estimated to be in excess of 200,000 allied health professionals, with an estimated further 30,000 working in roles closely aligned with allied health.

Great reasons to partner with us

We're ready to work with you to create a partnership that best suits your company's needs. Other benefits of working with us include:

- Brand exposure: Expose your company's brand and messages to the breadth of the allied health sector and closely aligned professions.
- Business development: Identify new business opportunities, drive sales and gain insight into the attitudes and needs of the sector.
- Demonstrate your company's commitment to, and support of the sector.

Next steps

We look forward to exploring the opportunities with companies who align with our objectives.

For more information or to arrange a meeting, please [contact](#) Melanie Dooley, Manager Members and Corporate Services.

Partnership opportunities

AHPA's partnerships are individually co-created to deliver maximum value. Features of a co-created partnership may include:

- Brand exposure on AHPA's website and social media platforms including [Twitter](#), [LinkedIn](#) and [Facebook](#)
- Featuring in AHPA's member communication channels including e-Communications, Members Portal and AHPA Members Communication Network;
- Co-branding / sponsorship of online educational resources or events;
- Acknowledgment as a sponsor of AHPA's policy symposiums, AHPA's [website](#) and campaigns;
- Promotion as a supporter of advocacy, research or project activities;
- Exclusive positioning as the only partner in a particular sector;
- A hybrid package providing tangible non-cash value to AHPA or AHPA's members;
- Early access to other opportunities arising.