

Physiotherapy
New Zealand

Strategy

2021-2025



**PHYSIOTHERAPY
NEW ZEALAND**
Kōmiri Aotearoa

Physiotherapy New Zealand Strategy

To achieve our purpose of *supporting physiotherapists to lead improved health outcomes for Aotearoa*, our strategic plan has five initiatives:

- Supporting equity for Māori
- Leading voice in healthcare
- Optimally skilled physiotherapists
- A healthy PNZ
- Engaged and connected members





Our Strategic Initiatives

Supporting equity for Māori

Tae Ora Tinana equitable and respected partner in PNZ (a double hulled waka)

Cultural Safety embedded in PNZ and Tae Ora Tinana relationship

PNZ members are supported to deliver culturally safe services

Physiotherapy achieved primary health funding; focus improved access for Māori

Leading voice in healthcare

The contribution of physiotherapy to achieving health gains is recognised

Data and information supports our advocacy

PNZ is recognised as the voice of physiotherapy by key stakeholders

Physiotherapists working at top of scope in tier one services and recognised as key contributor to health gains

Raise the profile of physiotherapy among the public and stakeholders

Supporting Branches and SIGs develop and implement advocacy programmes

Transdisciplinary health leaders

Global networks

Optimally skilled physiotherapists

PNZ provides CPD quality assurance and endorsement process for members

Professional advice & support valuable and well used member resource

Career framework in train from new grad through to expert physiotherapists

Award programmes recognise physios

Physiotherapy research in New Zealand contributes to value of physiotherapy

A healthy PNZ

Increased Revenue

Increase value of insurance programme

PNZ Governance is strong

PNZ Exec, office staff and members have confidence in PNZ direction

PNZ Office is a desirable place to work

Engaged & connected members

Increase membership numbers

Successful national events

Clear and consistent member communication

Engagement across the membership

Operate as a unified organisation

Supporting equity for Māori



Our Goal	2021-2022	2022-2023	2023-2024	2024-2025
Tae Ora Tinana equitable and respected partner in PNZ (a double hulled waka)	Hui August 2021 Cultural safety training for PNZ Exec Tae Ora Tinana co-Chairs governance training	Connected two year strategy developed, including review of PNZ naming and branding Reviewed partnership agreement	Hui August 2023 Cultural safety training for PNZ Exec	Connected two year strategy developed Review partnership agreement
Cultural Safety embedded in PNZ and Tae Ora Tinana relationship	Embedded into business symposium	Embedded into conference	Embedded into business symposium	Embedded into conference
PNZ members are supported to deliver culturally safe services	Promote existing resources (eg PWCC) Provide links to training, including through Branches and SIGS	Work plan steps to achieve PNZ cultural safety	Implement work plan	Embedded in strategy and business operations
Physiotherapy achieved primary health funding; focus improved access for Māori	NZIER, primary models of care demonstrate ways to address equity		Physiotherapy is funded in primary care and outcome measures show improvement in health equity for Māori Develop baseline data on Māori access to physiotherapy	

Leading voice in healthcare



Our Goal	2021-2022	2022-2023	2023-2024	2024-2025
The contribution of physiotherapy to achieving health gains is recognised Data and information supports our advocacy	Outcomes Project is developed and implemented if feasible		Outcomes data reporting supporting advocacy work Explore options to extend to include other health providers	
	Engage external support to evidence and support advocacy (eg NZIER reports)			
Physiotherapists working at top of scope in tier one services and recognised as key contributor to health gains	Continued advocacy for physiotherapy to health agencies and ACC to ensure physiotherapy funded	PNZ and Branch SIG representatives at multiple “tables” promoting physiotherapy in primary care Case studies of models of primary care with physiotherapy as key contributor	Physiotherapists working in first point of contact roles across NZ	Data demonstrating improved health outcomes and funding efficiencies
	PNZ active member of interagency groups OA working parties			
Raise the profile of physiotherapy among the public and stakeholders	PR linked to advocacy strategy Advertising to maintain public profile			
Supporting Branches and SIGs develop and implement advocacy programmes	Gather case study examples of local initiatives Investigate development of advocacy tools resources	Align PNZ Office, Branch and SIG advocacy work		
Transdisciplinary health leaders	Explore options for providing services for other organisations	Focus group formed to research options and develop approach	Implement plan	
Global networks • PNZ is an active contributor at regional and international level including World Physiotherapy		PNZ delegation to World Physio Congress		
	Support PNZ member’s contributions to World Physiotherapy Regional partnership work with APA, CPA and APTA Attend APA events			
	PNZ representation to APA Conference	PNZ representation to APA Business Symposium	PNZ representation to: • World Physiotherapy Congress and quadrennial meeting • APA Conference	PNZ representation to APA Business Symposium

Optimally skilled physiotherapists



Our Goal	2021-2022	2022-2023	2023-2024	2024-2025
PNZ provides CPD quality assurance and endorsement process for members <ul style="list-style-type: none">• Member satisfaction with CPD increases from current 54%• More than 10% of member's use library service	Create annual events calendar for all Branches and SIGs Explore APA CPD delivery partner	Determine future CPD role for PNZ	Create a quality assurance & endorsement programme for all CPD including Branch & SIG programmes Consider/explore the potential for revenue from all CPD	
	Branches and SIGs running CPD courses consistent with Business Plans Library service linked to Otago University maintained			
	CPD recertification recording & support tool options are provided to members		Review recording & support tool options	
Professional advice & support valuable and well used member resource	FAQ web pages continually updated to meet current requirements			
Career framework in train from new grad through to expert physiotherapists <ul style="list-style-type: none">• Retention and attrition• Physio burnout	Professional supervision <ul style="list-style-type: none">• Update resources (PPC/PDC)	Member of APP implementation working group	Commence development of career framework with APP resources	Develop physio well-being resources
Award programmes recognise physios	National awards, Branch & SIG Awards are run annually according to Business Plans			
Physiotherapy research in New Zealand contributes to value of physiotherapy	NZJP supported (x3 per annum) Physiotherapy Scholarship Trust supported in delivering annual scholarship programme			

A healthy PNZ



Our Goal	2021-2022	2022-2023	2023-2024	2024-2025
Increased Revenue <ul style="list-style-type: none">• Diversified income streams including membership• 35% of income from non-subscription revenue• Active investment portfolio achieving market place returns	Business case for income diversity <ul style="list-style-type: none">• Leverage database• Product endorsement• Sponsorship Mandate from members Review of member subscription model	Implement if feasible	Implement <ul style="list-style-type: none">• Aim for return on investment Horizon scan additional revenue streams	Review and revise revenue streams <ul style="list-style-type: none">• Value add
	Review of investment partner & SIPO		Manage investment portfolio to ensure consistent returns consistent with SIPO	
Increase value of insurance programme	Maintain current insurance programme with quarterly review			
		Review of insurance offerings <ul style="list-style-type: none">• Additional options for members		
PNZ Governance is strong PNZ Exec, office staff and members have confidence in PNZ direction			2023 AGM acknowledges 100 years of society	Review of strategy
	Governance and risk training for Exec members			
PNZ Office is a desirable place to work	Succession planning for key PNZ Office staff Te Tiriti o Waitangi embedded in office culture and work			
		Biennial review of health, safety and well-being policies		Biennial review of health, safety and well-being policies

Engaged and connected members



Our Goal	2021-2022	2022-2023	2023-2024	2024-2025
Increase membership numbers <ul style="list-style-type: none"> • More than 80% of physios are members • More than 75% of members perceive value in membership 	% increase in membership year on year % increase in perceived membership value year on year Communications to non PNZ member physiotherapists re benefits of joining PNZ			
Successful national events <ul style="list-style-type: none"> • Increased event attendance and revenue 	Business Symposium 2021 (300 attendees) Leadership Days	Physiotherapy Conference 2022 (600 attendees) Leadership Days	Business Symposium 2023 (350 attendees) Leadership Days	Physiotherapy Conference 2024 (750 attendees) Leadership Days
Clear and consistent member communication <ul style="list-style-type: none"> • Increased awareness of PNZ activity 	Regular communication to connect members and demonstrate value			
Engagement across the membership <ul style="list-style-type: none"> • Increased perceived membership value 			Review membership engagement to identify opportunities among segments	Increase engagement among target segments
Operate as a unified organisation	Complete unification process	Aligned business plans and budgets		Review PNZ group structure