



Put your values into practice

RACGP partnership opportunity



Healthy Profession.
Healthy Australia.

Partnering with
the RACGP is a unique
opportunity to tap
into the unparalleled
trust and expertise of
Australia's GPs.

**It's also one of the most powerful
ways you can put your organisation's
values into practice.**



Healthy Profession.
Healthy Australia.

As the representative of over 90% of the profession, we connect with GPs at every stage of their career – from students in their first years of learning, all the way through to respected senior leaders.

47,730+

RACGP Members

2 million

Patients per week

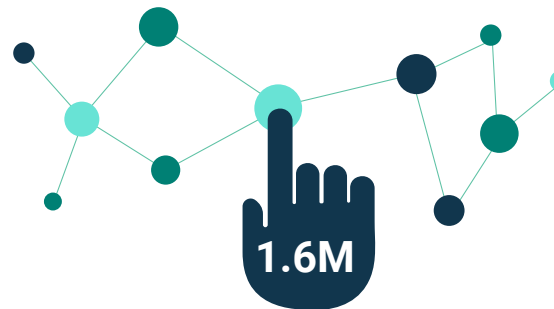
90,000

Hours of care given by members every week



9 out of 10 GPs are members of RACGP

Put simply, a partnership with the RACGP gives you unrivalled access to over 46,000 GPs and GPs in training. GP for individualised care and expert health advice.



1.6 million digital touch-points



RACGP covers all states and territories in Australia

Australia's trusted health advisors

GPs are a fundamental part of what makes our healthcare system truly world-class.

When looking for medical advice, the GP is usually a patient's first step.

It's this unique relationship that makes General Practice one of the most trusted professions in our community. And, as the governing body, it's what makes a partnership with the RACGP so influential.

Every week across Australia, two million people turn to their GP for individualised care and expert health advice.



Healthy Profession.
Healthy Australia.

Why partner with the RACGP?

Through our network, you'll have unrivalled access to a community of over 46,000 GPs and have the opportunity to:

- > Improve the lives of GPs personally and professionally
- > Help solve some of the biggest issues facing general practice
- > Improve patient-centred & continuity of care across the Australian healthcare system
- > Put your organisation's values into practice



What could a partnership with the RACGP look like?

We look to build long-term partnerships that can make a meaningful impact within the general practice profession and the Australian community.

Every partnership is different. But some of the benefits we often bring to our partners include:



Brand exposure



Advertising and marketing activities



Content creation



Commercialisation



Community impact



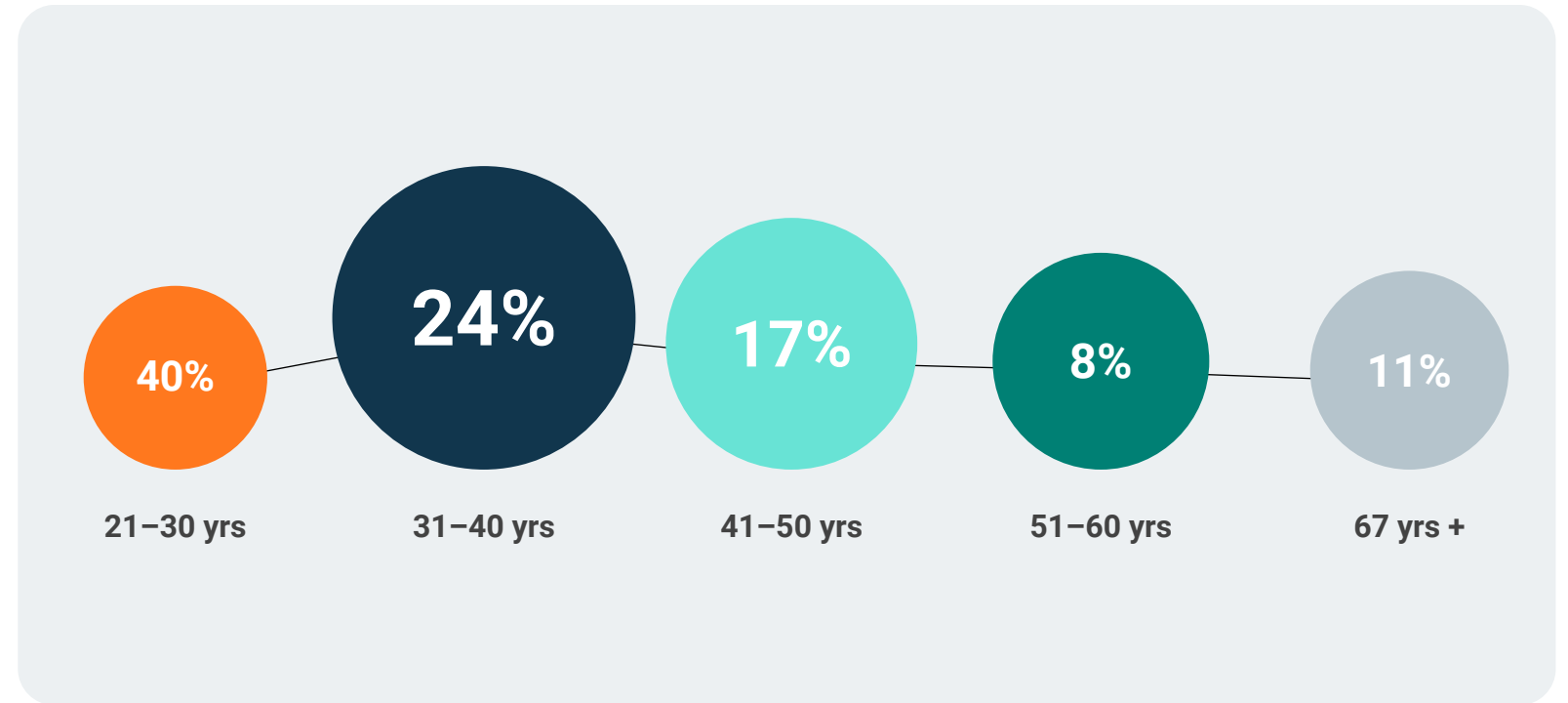
Events and experiences



Education programs

We're seeking a partner who can bring innovation, drive and investment to help us solve some of the major issues facing general practice.

Getting to know our members

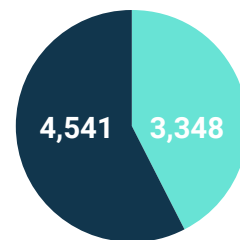


52%

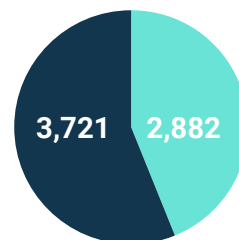
Female members

48%

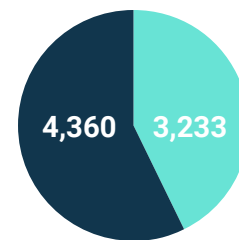
Male members



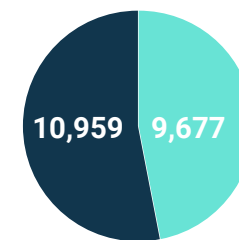
Students



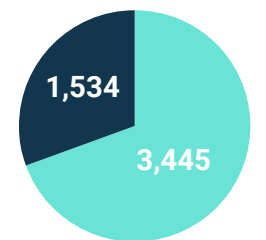
Pre-Fellowship



New Fellow



Mid-Career



Late-Career

● Female ● Male

Our members come from all parts of Australia.

And all walks of life.

Here are 3 personas to give you a better insight into who GPs are and the challenges they face.



Pre-fellows

Needs: Financial support in preparing for exams and fellowship, cheaper events and conferences, career guidance and networking opportunities.



New Fellows

Needs: Non-clinical education or business skills to set up her practice, financial support to set her young family up in a regional township, networking with new fellows.

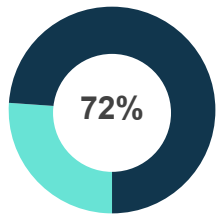


Practice Owners

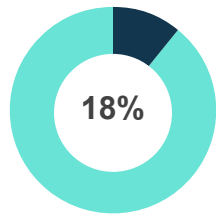
Needs: Quality CPD and timely, relevant information that suit his busy life, stronger lobbying on key issues and business and leadership skills to expand his practice.

Where our members live and work

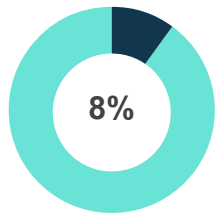
Our network stretches across the country to include metro, regional, rural and remote communities.



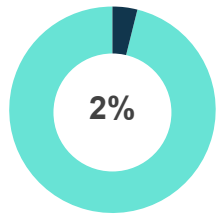
Metro



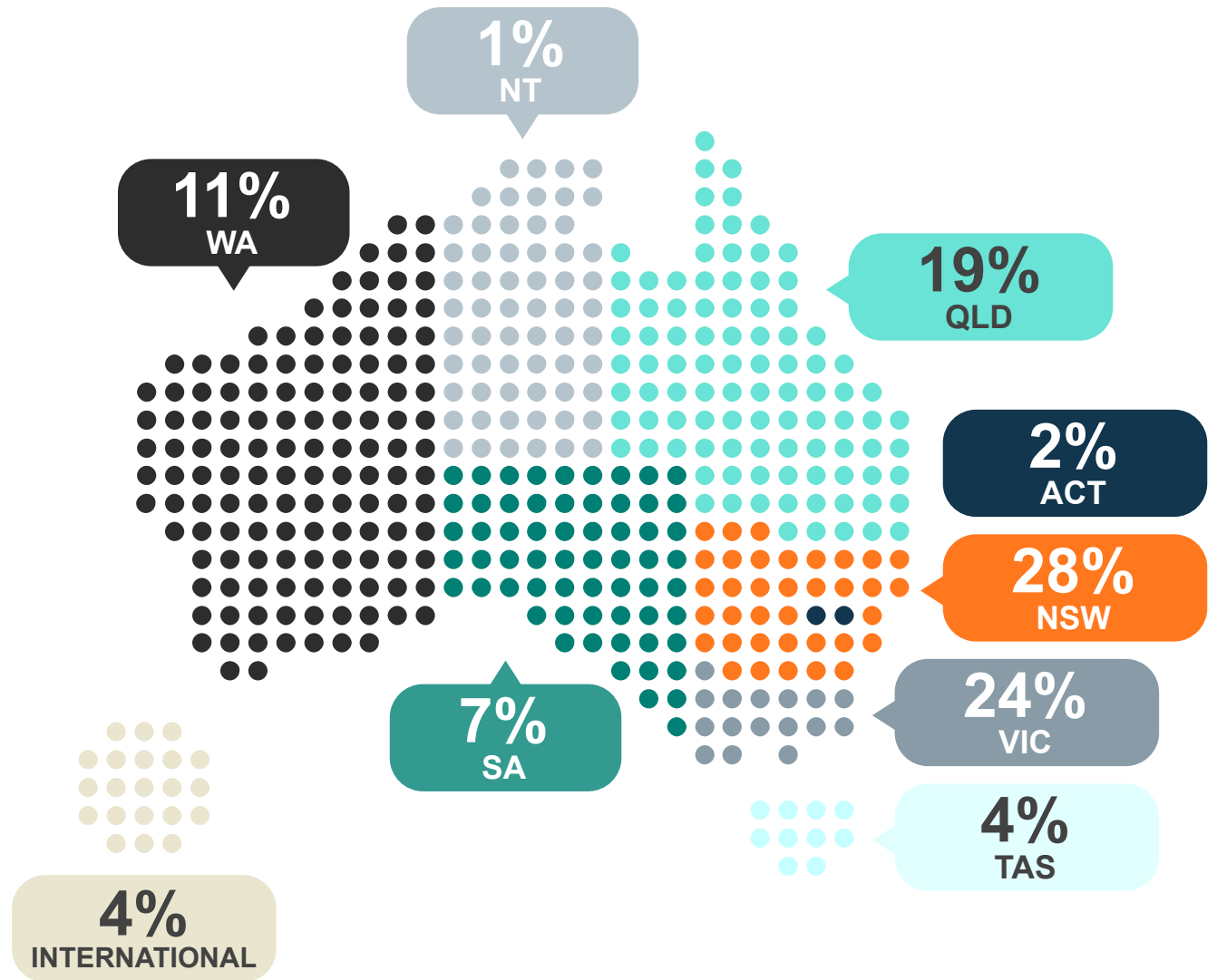
Regional centres



Rural towns



Remote



Let's build something unique together.

To build a bespoke program to meet
your specific measures of success,
get in touch with the **Partnerships Team**
on Partnerships@racgp.org.au

racgp.org.au

