



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.

Put simply, a partnership with the RACGP gives you unrivalled access to over 50,000+ GPs and GPs in training. GP for individualised care and expert health advice.

Source

<https://hwd.health.gov.au/resources/data/gp-primarycare.html>
www.racgp.org.au/the-racgp/about-us/annual-reports
www.racgp.org.au/general-practice-health-of-the-nation
Suc.sent: newsGP eDM 811,690, AJGP eTOC 39,396, check eDM 39,508
Print: AJGP 35,995, check volume 3666 (11,000/3 quarterly)



50,497+

RACGP Members

22,332,199

GP services provided in 2023



9 out of 10 GPs are members of RACGP



930K print and eDM touch points each month



RACGP covers all states and territories in Australia

Healthy Profession.
Healthy 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 50,000 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



Marketing activities



Community impact



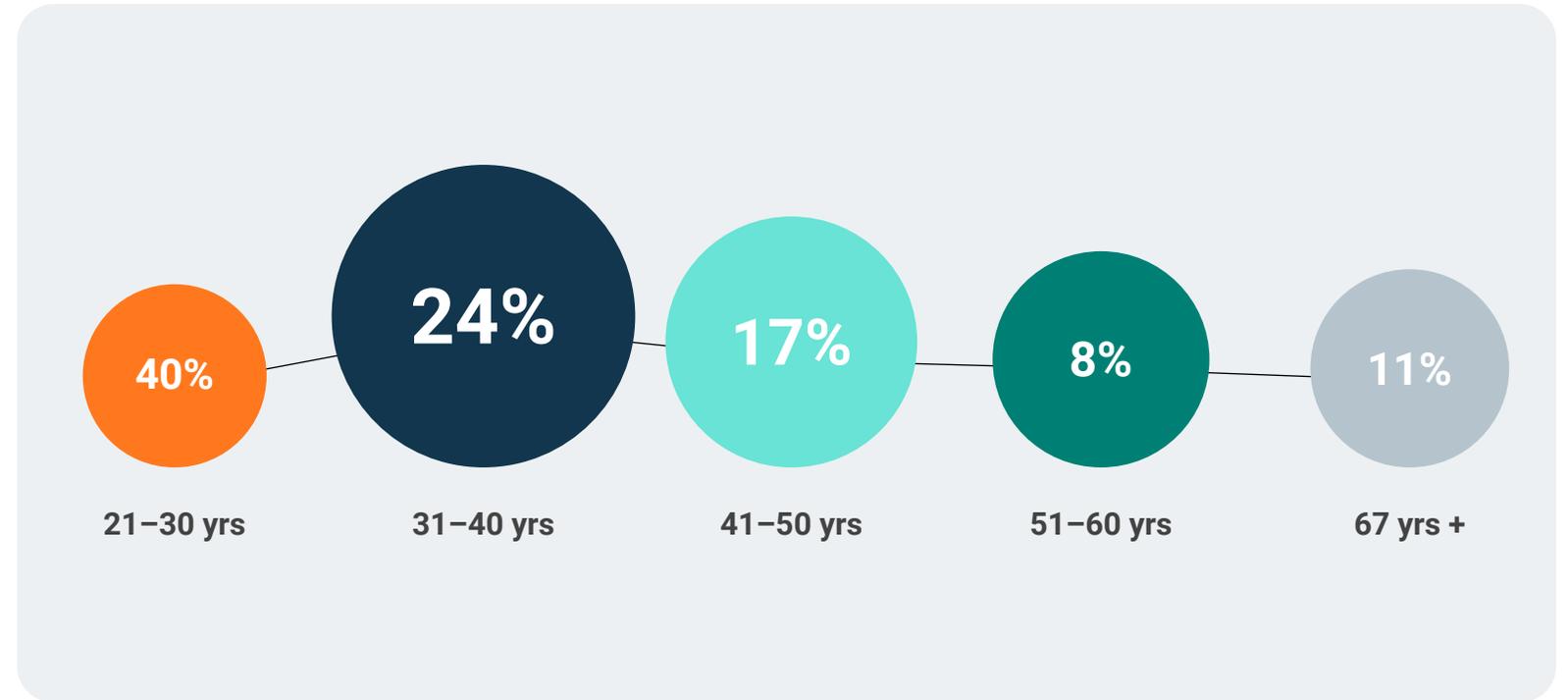
Events and experiences



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

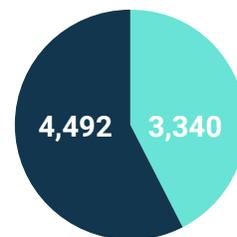


53%

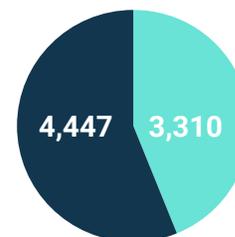
Female members

47%

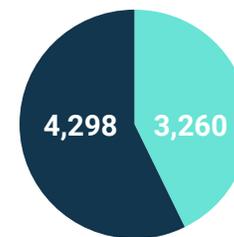
Male members



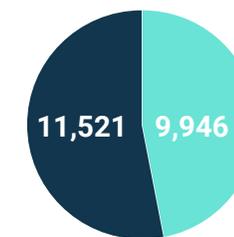
Students



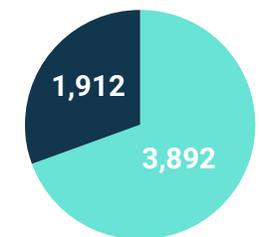
Pre-vocational



New Fellow



Mid-Career



Late-Career

● Female ● Male

RACGP Member Journey

GP Career Stages

Junior doctors

Completed medical school and moving through internship into hospital Residency. Completing clinical rotations and beginning to consider a medical specialty. In post-graduate year 2, doctors are starting to apply for specialist colleges such as RACGP and considering offers.



New Fellow

Achieved Fellowship and building career. Putting down roots in a community. Continuing professional development and keeping up to date.



GP Registrars

Undertaking 3-4 years training with RACGP working in a variety of training placement locations. Preparing for, and completing, Fellowship exams.



Mid-Career

Developing long term relationships with patients, connecting with other GPs and exploring sub-specialties. Seeing a broad range of patients and completing a variety of tasks.



Late-career

Growing interest in sub-specialties and may be working part time. Aligning career with family commitments and lifestyle. Considering retirement.



Disclaimer

The information set out in this publication is current at the date of first publication and is intended for use as a guide of a general nature only and may or may not be relevant to particular patients or circumstances. Nor is this publication exhaustive of the subject matter. It is no substitute for individual inquiry. Compliance with any recommendations does not guarantee discharge of the duty of care owed to patients. The RACGP and its employees and agents have no liability (including for negligence) to any users of the information contained in this publication.

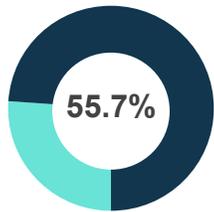
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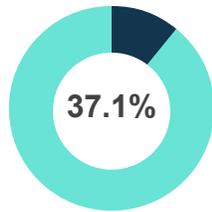
We acknowledge the Traditional Custodians of the lands and seas on which we work and live, and pay our respects to Elders, past, present and future.

Where our members live and work

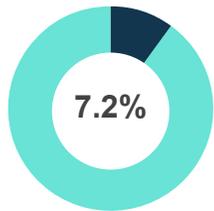
Our network stretches across the country to include metro, regional, rural and remote communities.



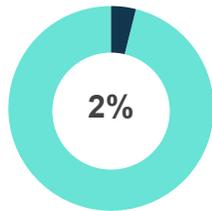
Metro



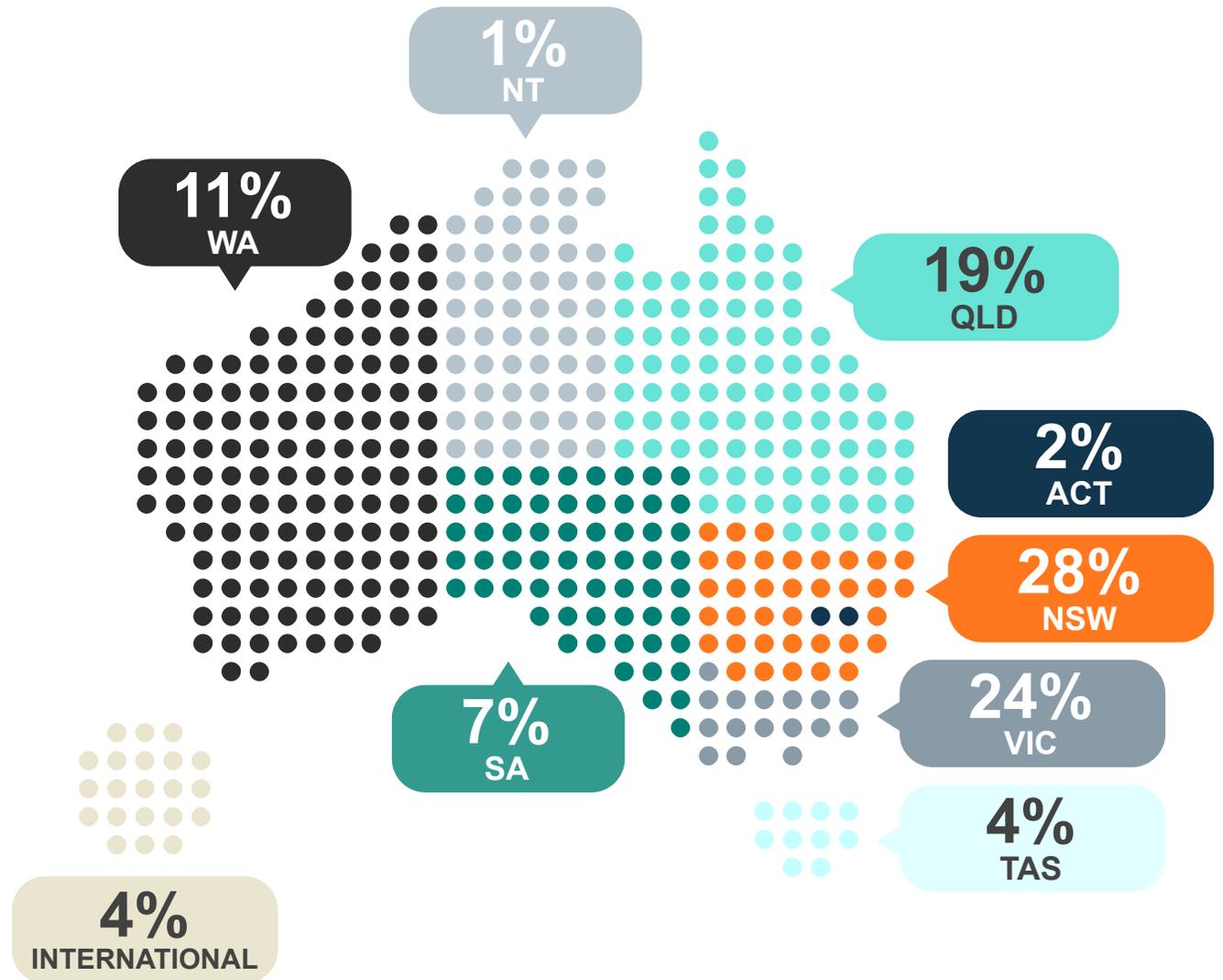
Regional centres



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

