

Put your values into practice

RACGP Partnership Opportunity

April 2021

Healthy Profession.
Healthy Australia.



A woman with dark hair, wearing a green button-down shirt, is smiling and looking towards a man whose back is to the camera. The man is wearing a white lab coat and a dark cap. They appear to be in a clinical or professional setting. A large blue circle is overlaid on the left side of the image, containing text.

*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.

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 RACGP gives you unrivalled access to over 41,000 GPs and GPs in training. GP for individualised care and expert health advice.

41,000+

RACGP Members

2 million

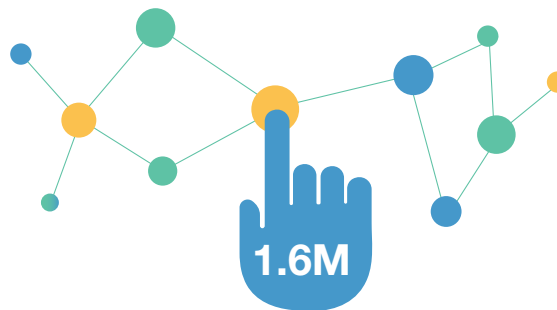
Patients per week

90,000

Hours of care given by members every week



9 out of 10 GPs are members of RACGP



1.6 million digital touch-points



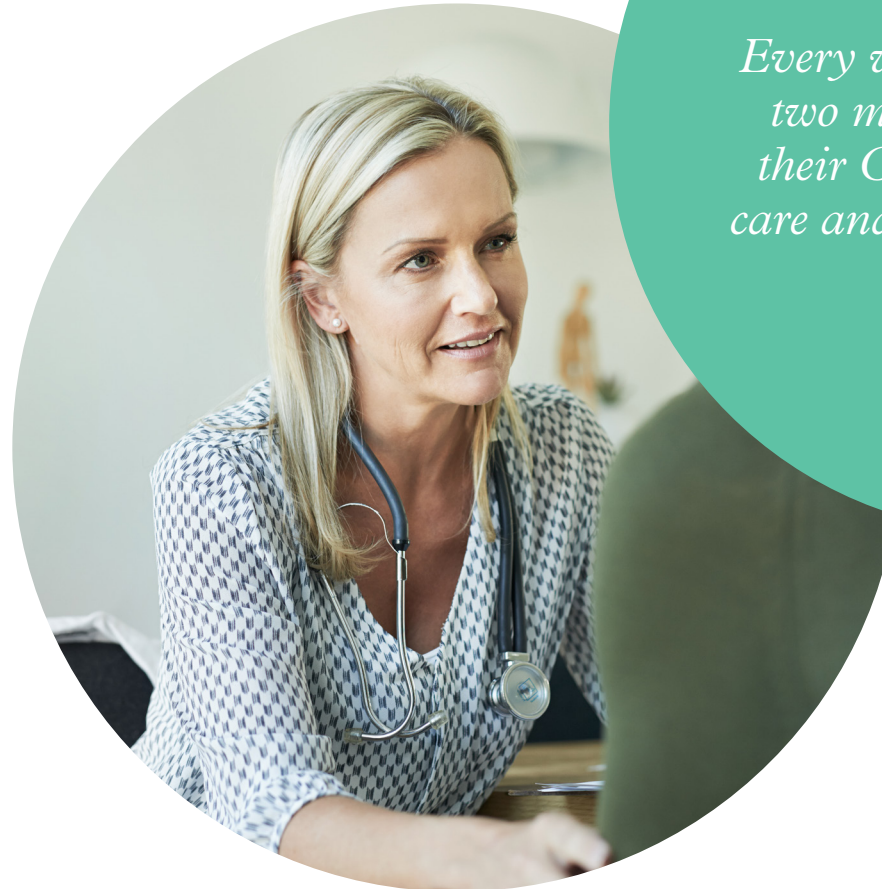
RACGP covers all 7 states in Australia

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.



Why partner with The RACGP?

Through our network, you'll have unrivalled access to a community of over 41,000 GPs and have the opportunity to:

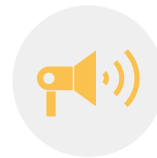
- > Improve the lives of GPs personally and professionally
- > Help solve some of the biggest issues facing General Practice
- > Improve patient-centred & continuity of care across the Australian healthcare system
- > Put your organisation's values into practice



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

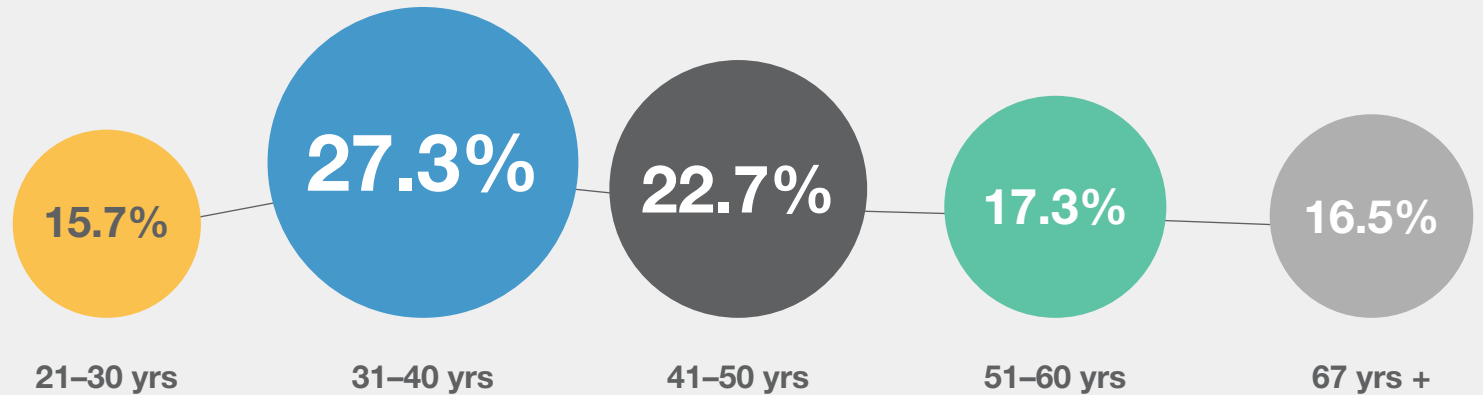


Education programs

*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

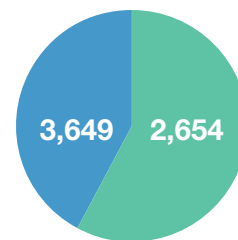
Men and woman are represented equally at RACGP, with GPs working across all age groups.



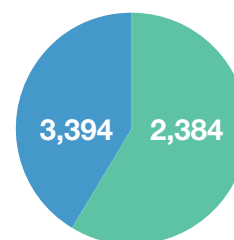
49% 51%

Female members

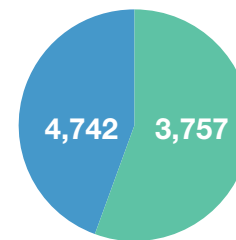
Male members



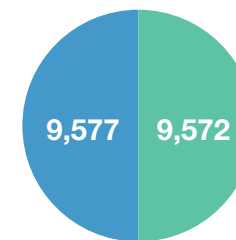
Students



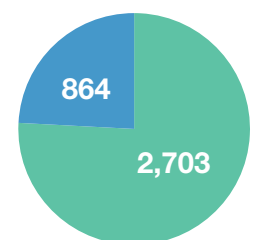
Pre-Fellowship



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.

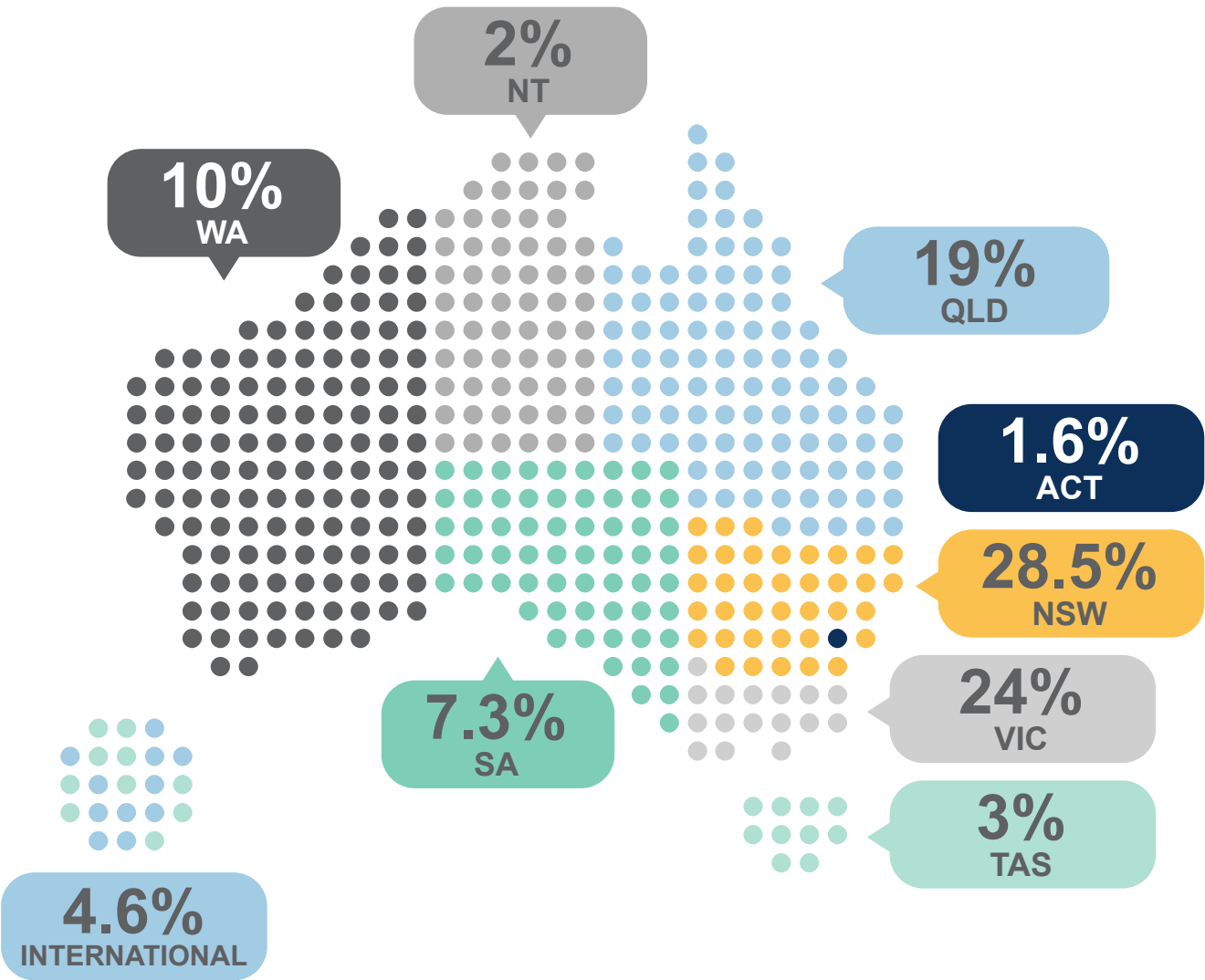
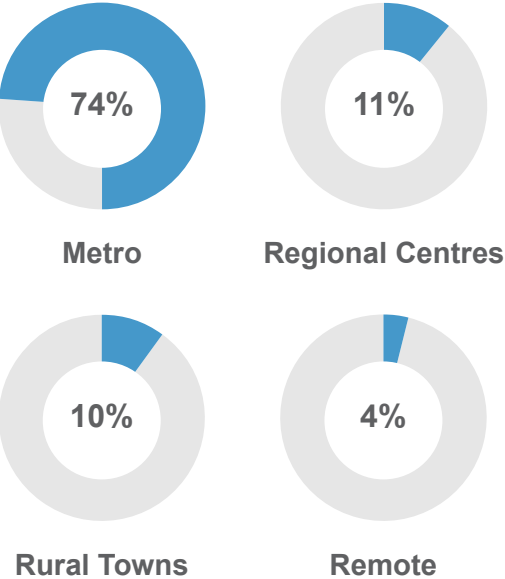


Practice Owners

Needs: quality CPD and timely, relevant information that suit his busy life flexibly, stronger lobbying on key issues, 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.



Let's build something unique together

To build a bespoke program to meet your specific measures of success, get in touch with Katherine from our National Partnerships Team.

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RACGP

