

Australasian Association of Academic Primary Care Strategic Plan 2017	
VISION	VALUES
A multidisciplinary primary care oriented health care system underpinned by evidence and education. Fostering academic primary care to ensure a high quality health care system which is founded on patient-centred, primary care principles and developed through evidence and education.	<ol style="list-style-type: none"> Equitable health outcomes and access to services Interdisciplinary Interprofessionalism Collaboration or participation Professional diversity and expertise
MISSION	GOALS
To be Australia and New Zealand's leading advocate for high quality primary care research, education, policy and practice.	<ol style="list-style-type: none"> To become a visible, effective and sustainable organisation that is responsive to a broad primary care membership. To increase linkages with other organisations with an involvement in primary care To champion a vision of primary care oriented health care underpinned by evidence and education To promote and nurture research and scholarly activity in primary care. To promote primary care curriculum and placements in health professional education To mentor the academic primary care workforce

Goals	Objectives	Actions
1. To become a visible, effective and sustainable organisation that is responsive to a broad primary care membership	1.1. To amend organisational governance to increase focus on key goals	1.1.1. Charge the 2017 Executive the task of reformulating the governance of AAAPC to allow it to better represent the needs of members and ANZ primary care. 1.1.2. To create working groups on: <ul style="list-style-type: none"> Primary care research policy and advocacy Membership and Marketing ECR and Capacity development Conference and professional development
	1.2. To develop and implement a robust marketing strategy	1.2.1. Develop a two-page flyer that summarises AAAPC's vision and membership benefits for dissemination to target organisations (WHO) that are likely to host potential new members. 1.2.2. Improve and maintain a high quality website which is updated with relevant content monthly 1.2.3. Expand AAAPC's visibility through Twitter and other appropriate social media streams. 1.2.4. Create a document that summarises marketing and membership support activities of major primary care academic bodies in North America and Europe to promote membership
2. Promote and foster organisational linkages	2.1. Formalise organisational links between AAAPC and major primary care academic bodies	2.1.5. Identify New Zealand bodies for which membership could be of benefit for the organisation
		2.1.7. Continue to strengthen relationships with primary health care related professional organisations in particular the RACGP, ACRRM, RNZCGP, APNA
3. To champion a vision of primary care oriented health care underpinned by evidence and education	3.2 Promote the characteristics and principles of primary care research to lead health research funding bodies	3.2.1 Develop an AAAPC Policy Brief to outline the value of primary care research for health funding bodies and colleagues.
6. Mentoring the future academic primary care workforce and clinician researchers	6.1. Commence a primary care mentorship program within membership of AAAPC	6.1.1. Engage with senior and/or alumni academics within AAAPC to act as mentors for early to mid-career primary care academics.
		6.1.2. Develop a collection of primary care mentor training resources