

**PRIMARY CARE  
QUALITY &  
INNOVATION**



**Awards 2023**

**FRIDAY EVENING 23 JUNE 2023**

Newcastle City Hall

**SPONSORSHIP PROSPECTUS**

Hunter New England and Central Coast (HNECC) PHN acknowledges the traditional custodians of the lands we walk, live and work upon, and respect First Nations continuing culture and the contribution they make to the life of this vast region.

Aboriginal Nations within our region include: Anaiwan and Nganyaywana; Awabakal; Biripi; Darkinjung; Dunghutti; Geawegal; Kamilaroi; Kuring-gai; Ngarabal; Wonnaru; Worimi.



The Wakagetti Group



2022 exhibitor stand



2022 attendees



2023 location

## WELCOME TO THE PRIMARY CARE QUALITY AND INNOVATION AWARDS 2023

The PHN Primary Care Quality and Innovation Awards returns for its third year promising to be bigger and better than ever.

As in previous years, the 2023 Primary Care Quality and Innovation Awards evening brings together a large range of representatives from the primary care sector to recognise and celebrate outstanding contribution from providers and individuals. Attendees include GP's and general practice staff, after-hours services, rural health services, mental health services, allied health providers, Aboriginal Medical services, and residential aged care facilities as well as representatives from government, universities, local health districts and other key stakeholders.

Each award category raises awareness, and recognises continuous improvement through use of technology, innovation, teamwork, and knowledge sharing across the primary health care sector.

Over the last two years the event has continued to grow and is highly regarded across the primary care sector. 2022 saw three hundred attendees and inclusions such as a First Nations Art Exhibition, Sponsor stalls and a Service Provider showcases.

Planning is already underway to deliver another unique and engaging program for 2023.

Over one night of celebrations, the Primary Care Quality and Innovation Awards connects the primary health care sector to professionals, community members and sponsors, providing a forum to build and strengthen beneficial relationships, all in recognition of the ongoing dedication of our primary care providers and what they give to the community.

A special thank you to our 2022 Sponsors **EBOS Healthcare** and **Honeysuckle Health**. We could not have put on such a wonderful evening without your support. The 2022 Awards brought together a diverse range of primary care providers, professionals, and practices from across the sector for a gala event

## PRIMARY CARE QUALITY & INNOVATION Awards 2023

Join us at the historic Newcastle City Hall for an evening of inspiration, celebration, and innovation.

FRIDAY 23 JUNE 2023

SCAN TO WATCH WRAP UP VIDEO





## A MESSAGE FROM OUR CEO, RICHARD NANKERVIS

The PHN considers the Quality and Innovation Awards our flagship event which continues to grow year on year. After a very successful 2022 Awards event, I look forward to the opportunity to celebrate our primary health care providers and recognise their accomplishments in 2023.

We welcomed sponsors to our event for the first time in 2022, and we are excited for the opportunity to continue build long lasting and mutually beneficial relationships with our sponsors and to seek new connections. We welcome your organisation to help shine a light on the important work our primary health sector does and how it supports our community.

Our sponsor packages have been designed to provide the highest level of exposure and acknowledgement to not only attendees at the Awards but to our over 4,000 engaged stakeholders across the Central Coast, Hunter and New England regions.

The Awards are an opportunity for our community to come together and acknowledge the benefits of primary care providers and thank them for the value they add to the people living in the Hunter, new England and Central Coast regions.

I would like to thank you for your interest in working together to promote this year's Primary Care Quality and Innovation Awards and the outstanding individuals and businesses who are committed to improving services in the primary health sector.

Richard Nankervis **HNECC PHN CEO**



## ABOUT THE HUNTER NEW ENGLAND & CENTRAL COAST PRIMARY HEALTH NETWORK (HNECC PHN)

The Primary Health Network (PHN) is an independent not for profit organisation dedicated to helping improve the efficiency and effectiveness of the primary health system for communities and patients living in the Hunter, New England and Central Coast regions of NSW.

The PHN covers a 130,000 square kilometre land mass and with a population of 1.2 million residents. Our diverse communities include those who live in rural and remote villages, in regional towns and in populated urban centres.

Our vision is to create healthy people and healthy communities through the delivery of innovative services that measurably improve health outcomes. We achieve this by understanding the region's health needs to inform:

- ✓ Funding of services to meet population health needs.
- ✓ Integrating local services and systems to improve coordination of care; and
- ✓ Supporting the development of a local sustainable health care workforce through quality improvement and professional development.

We work with all facets of primary health care including general practice, allied health providers, Aboriginal medical services, residential aged care facilities and pharmacy, to deliver support to the community in areas of need including mental health, Aboriginal health, GP after hours, pandemic and disaster response, domestic violence, rural primary health services and workforce recruitment among others.

Community is at the heart of primary care and everything we do.

### The 2023 Primary Care Quality and Innovation Awards event will promote the following themes:

#### - Embracing culture and community

PHN believes in celebrating diversity and taking every opportunity to bring the community together to share experiences, learn from and better understand each other.

#### - Reaching rural and regional areas

The Hunter New England and Central Coast PHN covers a large number of rural and regional areas. We want to ensure that our healthcare professionals from these regions are acknowledged for their hard work, and to also offer small businesses an opportunity to be recognised.

#### - Celebrating innovation

Many of the healthcare providers, professionals and organisations across the region have implemented new and innovative ways of working to improve how they can deliver for our community. PHN wants to celebrate these innovations and share them with others across the sector.

#### - First Nations health

PHN pays tribute and respects the Traditional Owners of the land, past, present and future. The Awards event provides an opportunity to celebrate achievements in First Nations health

#### - Leveraging technology for better care

PHN wants to shine a light on how technology has the power to provide the region's professionals with better tools for providing care, and our communities with better accessibility to healthcare.

### OUR VISION

Healthy People and Healthy Communities

### OUR PURPOSE

To deliver innovative, locally relevant solutions that measurably improve the health outcomes of our communities

### OUR VALUES

#### Respect

We listen to and value the perspectives of others and use them to inform and strengthen everything we do.

#### Integrity

We employ the highest ethical standards demonstrating honesty, transparency, open communication and fairness.

#### Innovation

We invest in new and better ways to improve the health system so people stay well and out of hospital.

#### Cooperation

We work with others towards common goals, encouraging collaboration, support and compassion.

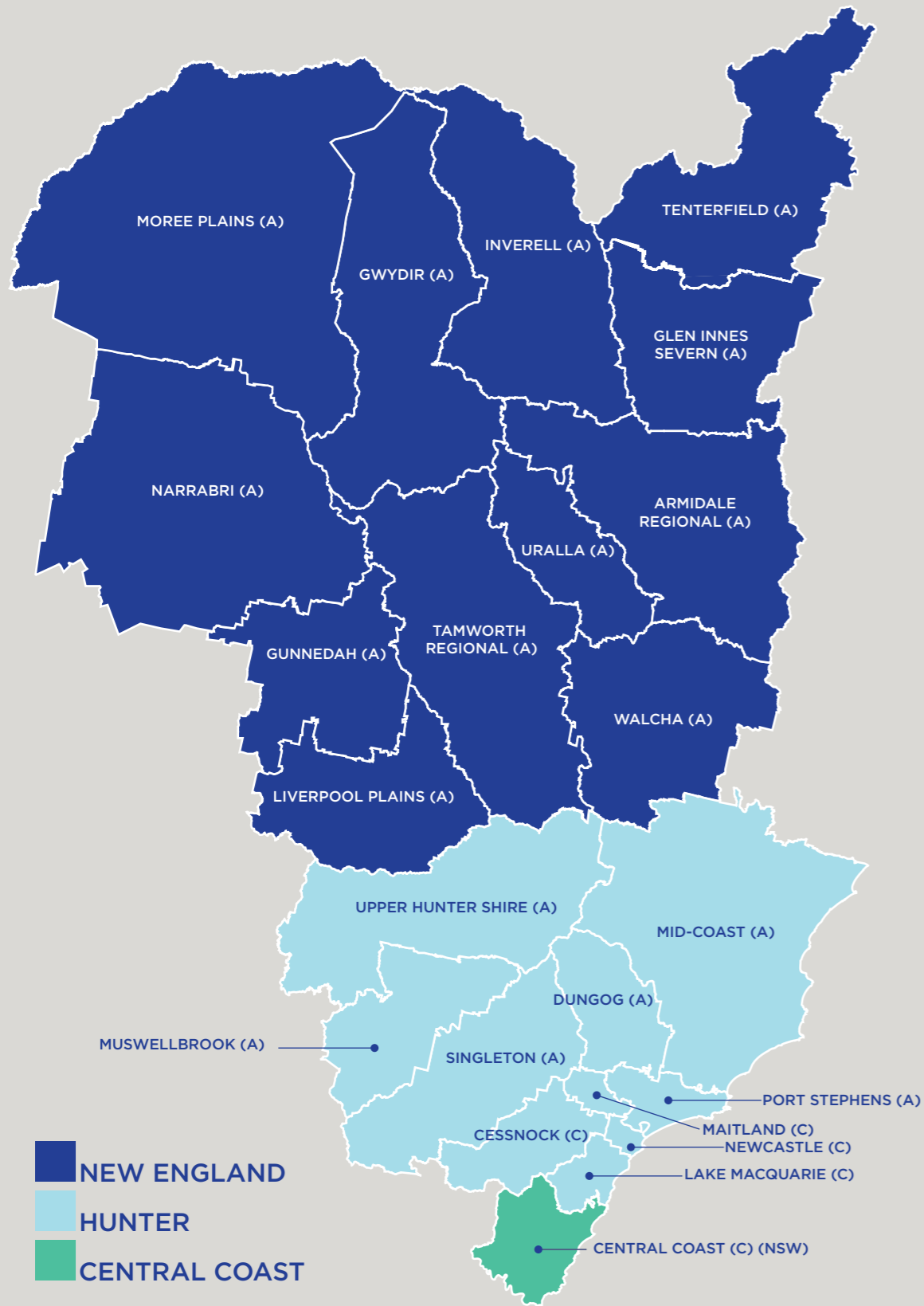
#### Accountability

We keep our promises and take ownership to get things done. We interact constructively.

#### Recognition

We acknowledge and share individual and team achievements and successes.

# OUR REGION



2022 attendees



2022 awards

## WHY SPONSOR OUR PRIMARY CARE QUALITY AND INNOVATION AWARDS?

Our sponsorship options will help you connect with our attendees and the PHN network in a whole new way.

It's a powerful opportunity for sponsors to achieve their strategic goals by helping to highlight the importance of quality and innovation in the primary health sector and position themselves as supporters and partners of PHN and its network.

We will create an exclusive sponsor activation that aligns with your brand's values, connects meaningfully with our audience and community, and optimises brand awareness and return on investment.

As a sponsor we look forward to helping you draw on our primary health care sector audience, by:

- ✓ Connecting you with our community
- ✓ Supporting a long term partnership with PHN and its network
- ✓ Providing insights into our audience to help your brand
- ✓ Growing your business and achieving your strategic goals
- ✓ Supporting quality and innovation in the primary health care sector

### THIS YEAR'S DETAILS

This year there will be six awards for our primary health care professionals to enter:

1. Patients first award
2. Closing the Gap award
3. Supporting patients through technology award
4. Primary care innovation award
5. Primary care leader award (service provider & individual)
6. Dedication to primary service award

\*Please note these categories are subject to changing prior to submissions opening.

When: Friday evening 23 June 2023

Where: Newcastle City Hall, Newcastle NSW



Supporting over 400 general practice

Over 1000 allied health professionals

190 Residential Aged Care Facilities

10,000+ individuals reached

20,000 visits to the PHN website per month

Average organic 3,000 + reach on social media

EDM subscriber list of 4,900+ primary care clinicians

17,000+ health professionals participating in 166 PHN education related events (2022)

23 Local Government Areas



2022 attendees



2022 attendees

## WHO WILL BE ATTENDING

**General Practitioners and Practice staff**

- Those who have provided doctor to patient service and understand community needs

**Allied Health**

- Healthcare professionals who are not part of the medical, dental or nursing professions. E.g., Social work, physiotherapy and rehabilitation

**Regional and rural service providers**

- Healthcare professionals across regional and rural Hunter New England and Central Coast

**Culturally diverse groups**

- Culturally and linguistically diverse groups of healthcare professionals and practices

**The PHN**

- Employees
- Executive
- First Nations Health Access Team
- Board members

**VIPs and decision makers who will be invited to attend:**

- Members of parliament
- Senior Health Executives
- Business managers of General Practices
- CEOs and executives of health care organisations
- Government representatives and leaders in health care



2022 attendees



## SPONSORSHIP OVERVIEW

As a sponsor for the Primary Care Quality and Innovation Awards 2023 your organisation will have the opportunity to connect with the HNECC PHN, their network of professionals, providers and approximately 300+ attendees. Our sponsorship packages provide engagement and promotional opportunities over a 12-month period incorporating pre-event and post-event activations.

We have created five categories of sponsorship opportunities to best suit your organisation. These include,

- major sponsor,
- gold, silver, bronze and
- Dedication to Service category sponsors.

### Sponsors will have the opportunity to:

- ✓ Engage and network with attendees
- ✓ Promote your organisation across PHN owned digital external and internal channels
- ✓ Establish an ongoing relationship with PHN and their network.

We will work in collaboration with you to create meaningful and curated content that will help you promote your brand.

### Sponsors will have the opportunity to participate in:

- Interviews for content
- Filming for promotional videos
- Inclusion of your logo across marketing, event activities and branding
- Award naming rights
- Inclusion in event brochure

### Channels for promotion:

- Email marketing
- Primary Care Improvement Officers (face to face)
- Social media (Facebook and LinkedIn)
- Local and industry media opportunities
- The PHN Website
- Event management platform



## SPONSORSHIP TIERS

Our sponsorship options have been segmented into the below tiers.

To help meet your sponsorship goals, contact us to see how we can tailor your sponsorship option to align with your brand and objectives.

	MAJOR	GOLD	SILVER	BRONZE	DTS
Recognition in pre-event socials and EDM's	x	x	x		
Highlighted in Network News distribution list of 5,000+ primary care providers	x	x	x		
Recognition on website event page	x	x	x	x	x
Recognition on invitations	x	x			
Meeting with PHN Executive	x				
Sponsor Exhibit Space	x	x	x		
Event Tickets	8	6	4	2	2
Recognition on Media Wall	x	x			
Spotlight in event program	Full	Half	1/4	1/4	Award only
Choice of strategic seating	x	x			
Acknowledgement by MC	x	x			
Award Presenter opportunity	x				x
Speaking Opportunity	x				
Inclusion in event video wrap up	x				
Opportunity to brand and provide gift	x				
Delegate list - subject to permission of delegates	x				
Post event acknowledgement across all channels	x	x			
Opportunity to discuss other PHN events and opportunities	x	x	x	x	x

## THE 2022 AWARD WINNERS & FINALISTS

Congratulations to all winners and finalists.

### Patients First Award

Recognising practices, health centres and/or service provider who put people and communities first and demonstrate engagement strategies to support best practice outcomes for the centre, the community, and their patients.

- Coast and Country Primary Care
- Plena HealthCare
- Tobwabba Aboriginal Medical Service
- **University of New England Medical Centre - WINNER**
- Providence Medical Belmont

### Closing the Gap Award

Awarding the practice, health centre and/or service provider who has demonstrated a deep understanding of the diversity of, and differences in, our communities to address health inequalities.

- Hunter Primary Care
- **Tobwabba Aboriginal Medical Service - JOINT WINNER**
- Peel Health Centre
- **Elden Street Medical - JOINT WINNER**
- Healing Works

### Supporting Patients Through Technology Award

Recognising the practice, health centre and/or service provider that demonstrates leadership in the use of technology to support their patient cohort.

- **The Moove & Groove Program - JOINT WINNER**
- Next Practice Erina
- PharmOnline
- **Hunter Primary Care - JOINT WINNER**

### Primary Care Innovation Award

Awarded to the practice, health centre and/or service provider that demonstrates outstanding innovation in primary care.

- Pius X Aboriginal Corporation
- ProCare Mental Health Services
- **Coast and Country Primary Care: Health on the Streets - WINNER**
- Plena Healthcare
- Life Medical Centre

### Primary Care Leader Award (service provider & individual)

Recognising the service provider and individual that has best demonstrated innovation and leadership in primary care and/or the values of respect, innovation, accountability, integrity, cooperation, and recognition.

#### Service Provider:

- Optimum Intake Dieticians – Central Coast
- Rural Fit – Tamworth
- **HealthWISE – Ezidi Program – Armidale - WINNER**
- Barton Lane – Tamworth
- Community Therapy – Newcastle

#### Individual

- Dr Joanne Woods Hunter GP Association
- Rhonda Lang, Associate Medical Practice
- **Dr Simon Holliday, HealthHub Taree and Harrington - WINNER**
- Dr Jenny May, Peel Health Care

### Dedication to Service Award

A peer nominated award for an individual who has displayed outstanding dedication to providing quality primary care over many years, is well respected by peers and patients, and actively participates in the community and professional bodies.

These individuals now hold an honorary place in our regions' Primary Care Hall of Fame.

- ✓ Dr Andrew Kwong
- ✓ Dr Nicholas Boyd
- ✓ Dr Terry Parkin
- ✓ Dr Delma Mullins
- ✓ Dr Richard Abbott



WINNER, UNE Medical Centre



JOINT WINNER, Elden Street Medical



JOINT WINNER, The Moove & Groove Program



JOINT WINNER, HealthWISE



JOINT WINNER, Hunter Primary Care

**phn**  
HUNTER NEW ENGLAND  
AND CENTRAL COAST

An Australian Government Initiative

[THEPHN.COM.AU](http://THEPHN.COM.AU)