

Strategy on a page

February 2024 – May 2025

Purpose

(Why do we exist?)

The IGPTN exists to assist Aboriginal and Torres Strait Islander people to become General Practitioners (GPs).

By working to increase the representation of Aboriginal and Torres Strait Islander GPs, the IGPTN positively contributes to:

- Improve health outcomes for Aboriginal and Torres Strait Islander people
- Promoting a health system responsive to patient needs, including increasing the comfort of Aboriginal and Torres Strait Islander people when seeking medical assistance
- Promoting positive role models to Indigenous and non-Indigenous people
- Training and workforce equity for Aboriginal and Torres Strait Islander GPs

Value proposition

The IGPTN provides support and mentoring to Aboriginal and Torres Strait Islander medical doctors wishing to become GPs (achieve Fellowship with ACRRM/RACGP).

Our point of difference is our shared understanding, outlook and lived experience seeking and gaining Fellowship as Aboriginal and Torres Strait Islander GPs.

Target customer / audience

(Who are we trying to serve/target?)

Our primary focus is Aboriginal and Torres Strait Islander medical doctors wishing to become GPs.

Our broader audience includes non-Indigenous GPs and primary health medical workforce, Aboriginal and Torres Strait Islander communities, including those interested in a medical career, state, territory and federal health Ministers and their departments.

Goals and metrics

(How will we know we are winning?)

Goal	What	Target	How to assess
Maximise reach to Aboriginal and Torres Strait Islander medical students and doctors seeking to become GPs.	Level of awareness of IGPTN (IGPRN) to assist achieve Fellowship	80% of Aboriginal and Torres Strait Islander medical doctors seeking Fellowship are aware of IGPTN.	Analyse data from DoHA, ACCRM, RACGP, AIDA. Annually Commencing 2024
Health system responsive to patient needs (culturally sensitive, shared understanding and outlook)	Increase number of GPs identifying as Aboriginal and Torres Strait Islander servicing the whole health sector.	10% growth year on year	Analyse data from DoHA, ACCRM, RACGP, AIDA. Annually Commencing 2024
Key stakeholders understand and promote services provided by IGPTN	Level of understanding of role and services offered by IGPTN. Rebranding IGPRN to IGPTN.	100% of key stakeholders contacted explain rebranding and update on activities of IGPTN (wins, aims)	Database of key stakeholders and outreach activities Annually Commencing 2024
Improve long term financial viability	Additional funding from sponsors and philanthropists	\$100K external income in 2024 \$150K external income in 2025 (actual or pledged by May 2025)	Financial reports