Physiotherapy Conference
2018 Report
Held by Physiotherapy New Zealand every two years, Physiotherapy Conference is the country’s largest physiotherapy event.

This year’s conference was held from 14–16 September 2018 at The Dunedin Centre. In addition to the core programme, the conference included several pre and post conference paid workshops, PNZ Special Interest Group meetings and the PNZ AGM.

The event had a number of supporters including Presenting Partner ACC, Gold Sponsor Whiteley Allcare and Silver Sponsors DJO Global, Elastoplast & Leuko and Permobil.
Physiotherapy Conference 2018 attracted 451 registered attendees. Of the 356 Delegates, 29% came from Dunedin or the wider Otago region, 16% from Christchurch or Canterbury and 15% from Auckland.
Invitations to complete an online survey were emailed to all current PNZ members, as well as registered conference delegates and speakers.

The survey was open for 10 days, from 1 October 2018.

Survey responses were received from 51% of all delegates and speakers, and 10% of members who didn’t attend Physiotherapy Conference 2018.
Most delegates and speakers assessed the conference as excellent, with all aspects of the organisation and programme rated highly – particularly the venue, registration process and keynote speakers.

Q. Overall how would you rate Physiotherapy Conference 2018 on a scale of 1 to 10? N=188
Q. Please indicate your overall satisfaction with the elements of the conference organisation / programme (from 1: very dissatisfied to 5: very satisfied). N=188.
Conference was mostly attended for CPD hours, to connect with colleagues, the location and to go to specific presenters or sessions.

Q. What were your main reasons for attending Physiotherapy Conference 2018? N=188.

WHAT’S IMPORTANT

Reasons For Attending

- 65% CPD hours
- 56% Location (Dunedin)
- 44% Sessions
- 59% Connect with colleagues
- 46% Presenters
- 26% SIG Meetings
It's important that conference meets the needs of individuals and employers, with each at least part-funding over 40% of all tickets.

Q. How was your registration at Physiotherapy Conference 2018 funded? N=188.

- Completely funded by myself: 38%
- Complementary ticket: 11%
- Other (please specify): 10%
- Fully funded by private sector employer: 16%
- Fully funded by public sector employer: 16%
- Part funded by private sector employer: 6%
- Part funded by public sector employer: 3%
- At least part-funded by individuals: 47%
- At least part-funded by employers: 41%
WHAT WAS ATTENDED

Keynote speakers were by far the most attended aspect of conference, followed by ACC sessions.

Q. Which of the following did you go to at Physiotherapy Conference 2018? N=188.

- One or more Key Note Speaker: 96%
- One or more ACC session: 46%
- Friday Cocktail Function: 41%
- One or more SIG meeting: 36%
- PNZ AGM: 32%
- One or more Paid Workshop: 17%
Conference ACC sessions were rated well – particularly the Services Contract Redesign workshop.


46% of delegates & speakers went to one or more ACC session

Attended by:
- 14% of delegates & speakers
- 20% of delegates & speakers
- 23% of delegates & speakers
SATURDAY NIGHT SOCIAL FUNCTION

While the Conference Social Function was well attended and rated highly for many delegates and speakers, there is opportunity for improvement.

Q. Overall how would you rate the conference Saturday Night Social Function on a scale of 1 to 10, where 1 is poor and 10 is excellent. N=41.

Q. Did you attend the conference Saturday Night Social Function, at the Distinction Dunedin Hotel? N=188

22% of delegates & speakers went to the Social Function
PAID WORKSHOPS

With the primary reason for not attending a paid workshop being time off work or away from home, including these in the main days of conference may increase attendance.

Q. Why did you not attend a Pre or Post Conference workshop? N=155.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unable to take that much time off work or away from home</td>
<td>65%</td>
</tr>
<tr>
<td>Workshops were too expensive</td>
<td>36%</td>
</tr>
<tr>
<td>No workshop topics which interested me</td>
<td>27%</td>
</tr>
<tr>
<td>Didn’t need any additional CPD hours</td>
<td>6%</td>
</tr>
<tr>
<td>Wasn’t aware of the Pre/Post Conference workshops</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>13%</td>
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“Other” reasons for not attending included the additional time required and lack of awareness.
CPD hours, connecting with colleagues, location and specific presenters/sessions are core drivers for attending Physiotherapy Conference.

High overall ratings for Physiotherapy Conference 2018 suggest attendee needs were largely met this year.

Key areas of consideration for planning future conferences are location and the programme, including social functions and the timing of paid workshops.
Based on their experience, most of this year’s attendees are likely to go to future Physiotherapy Conferences. Very few non-attendees indicate they’re unlikely to attend in the future, indicating an opportunity to attract more members to conference.

Q. Based on past experience and/or what you know of conferences delivered by PNZ, how likely are you to attend future Physiotherapy Conferences? N=189 attendees and 329 non-attendees.
Across all members there is a preference for the existing conference format of a single event held in one of the main centres (Auckland, Wellington or Canterbury).

Q. If a Physiotherapy Conference is held by PNZ in 2020, in a similar format to this year’s, in which branch region / city would you ideally like this to be? N=517.

Q. If a Physiotherapy Conference is held by PNZ in 2020, what is your preferred format? N=517

- Single event held in one region: 78%
- Smaller events across the country: 17%
- Neither (no conference): 1%
- Other: 3%
PROGRAMME

Less streams than this year is preferred, with high profile speakers – mostly from within the profession and some from outside.

Q. If a Physiotherapy Conference is held by PNZ in 2020, which of the following would you like offered? N=517

- **Preferred Speakers**
  - 88% High profile speakers from within physiotherapy
  - 49% High profile speakers from outside physiotherapy

- **Preferred Number of Streams**
  - 39% 4 – 5 streams of speakers
  - 38% 1 – 3 streams of speakers
  - 4% 6 – 8 streams of speakers
Key barriers to attending this year’s conference were the location, cost of tickets and timing. Beyond programme changes, additional comments highlight a preference for less streams and cost as a barrier.

Q. What were your main reasons for not attending Physiotherapy Conference 2018? N=338.
Q. Are there any additional comments you’d like to make about Physiotherapy Conference 2018? N=517
While the majority of this year’s attendees are likely to come again, there is room for improvement to attract more members.

There’s preference for a single event similar to this year – improved by being held in a main centre, with high profile speakers and less streams.

Improvements will ideally increase the value of conference for members and reduce the total cost (impacted by location and timing).
Without prompting, over half of delegates and speakers could recall Presenting Partner ACC as a conference supporter. One-third could recall Gold Sponsor Whiteley Allcare.

28 organisations supported this year’s Physiotherapy Conference – including 24 exhibitors, 3 advertisers and 1 satchel sponsor.

Most indicate they’re likely to support future Physiotherapy Conferences.

Q. Do recall any exhibitors, presenting partners and/or sponsors of Physiotherapy Conference 2018? N=188
Q. Supporter Survey: Based on your experience at Physiotherapy Conference 2018 in Dunedin, how likely is your organisation to support future Physiotherapy Conferences as an exhibitor, sponsor and/or presenting partner? N=13.
Members were encouraged to follow the conference feed and tag their own posts using #PNZConf2018

The reach of Physiotherapy Conference 2018 was extended through social media – achieving over 3,300 organic (unpaid) daily Twitter impressions on average during the main three days of conference.

@PhysioNZ had just over 5,000 followers at the time of conference
Physiotherapy Conference 2018 worked well for most supporters, with the majority indicating future support.

Like with members, there is room for improvement and an opportunity to work more closely with supporters to deliver what they need.

Social media proved an effective engagement channel, potentially increasing the appeal of conference for supporters.
KEY INSIGHTS

For the majority of delegates, speakers and supporters the experience at Physiotherapy Conference 2018 was positive.

There’s opportunity for improvement, to attract more members and deliver on supporter needs.

High profile speakers, from both within and outside the profession, paid workshops during the main days of conference and less streams are key areas to improve for members.

Location and timing of conference are central in members’ decision to attend, so should be carefully considered.
MOVEMENT FOR LIFE