

GPSA SPONSORSHIP:

A strategic partnership that provides unparalleled access to Australia's healthcare professionals and most influential decision-makers

General Practice Supervision Australia (GPSA) is the national peak body for supervision, supporting GP supervisors and training practices across Australia. With over 10,500 members, our mission is to enhance medical education and promote high-quality healthcare through effective supervision.

We provide a platform for professional development, advocacy, and community engagement. Become a valued partner of GPSA and help us support the vital work of GP supervisors across Australia.

Established communication channels make it easy for your brand to connect

GPSA's established communication channels and resources provide a unique opportunity for visibility and engagement within the current - and future - healthcare sector.

Partnering with GPSA puts your organisation in front of a highly engaged, influential audience of general practice supervisors and training practice teams across the country. Our trusted reputation and extensive national reach provide a strategic opportunity to align your brand with the development of Australia's next generation of GPs.

Elevate your reach and gain access to an established and engaged audience

Membership:

10,500+ GP supervisors, practice managers and practice owners

Website Traffic:

Over 1,300,000 visits annually

Educational Resources:

1,000+ resources accessed 250,000 times per year

Newsletter Reach:

Monthly newsletter distributed to 10,000+ members and stakeholders

Community Engagement:

All members have access to the 'GPSA Community', fostering connections among members and providing exclusive member benefits and unique educational content

Events:

Well-attended educational webinars and information sessions delivered year-round, both live and via YouTube and podcast recordings

A partnership that provides a valuable return for your investment

Enhanced Visibility:

Gain exposure to a targeted audience of healthcare professionals involved in medical supervision programs

Direct Engagement:

Connect with key stakeholders and decision-makers in general practice education

Thought Leadership:

Establish your organisation as a leader in the field through participation in educational initiatives

Networking Opportunities:

Engage with members face-to-face at sector events and conferences alongside GPSA

SPONSORSHIP TIERS

We offer four sponsorship tiers, each designed to maximise your exposure and engagement opportunities:

Platinum Sponsor - \$50,000

- Top-tier branding on the GPSA website and the majority of digital communications
- Dedicated banner ad placement on the GPSA Community platform and website homepage
- Full page advertisement in all online Guides (18 in total as at April 2025)
- Featured article in four editions of our monthly newsletters
- Acknowledgement of sponsorship in all monthly newsletters
- One brand message/post on our social media platforms each month (12 times per year)
- Opportunity to promote your brand message in three member information sessions
- Shared brand promotion on GPSA exhibitor booth at two health sector events/conferences
- Acknowledgement of sponsorship during major events

Gold Sponsor - \$30,000

- Second-tier branding on the GPSA website and selected digital communications
- Dedicated banner ad placement on three secondary pages of the GPSA website/Community platform
- Full page advertisement in six online Guides of your choosing
- Featured article in three edition of our monthly newsletters
- Acknowledgement of sponsorship in all monthly newsletters
- One brand message/post on our social media platforms six times per year
- Opportunity to promote your brand message in two member information sessions
- Shared brand promotion on GPSA exhibitor booth at one health sector event/conference
- Recognition during major events

Silver Sponsor - \$15,000

- Brand displayed on the GPSA website with a featured listing
- Full page advertisement in two online Guides of your choosing
- Featured article in two editions of our monthly newsletters
- Acknowledgement of sponsorship in all monthly newsletters
- Brand message/post on our social media platforms three times per year
- Opportunity to promote your brand message in one member information session

Bronze Sponsor - \$7,500

- Brand displayed on the GPSA website
- Featured article in one edition of our monthly newsletters
- Acknowledgement of sponsorship in all monthly newsletters
- Brand message/post on our social media platforms one time per year
- Acknowledgement of sponsorship in the GPSA Community platform

For more information:

Visit www.gpsa.org.au/support-us or contact Carla Taylor: M: +61 448 636 646, E: carla.taylor@gpsa.org.au

Note: All activity is for the length of the sponsorship only. Brand messaging must align with the GPSA brand, values and professional standard. Content will be published at the discretion of GPSA. GPSA has the right to request alterations to content should it be deemed inappropriate. All artwork must be supplied to GPSA at the correct specifications (which will be supplied) or GPSA can generate artwork for an additional fee.