



OUR VISION

Everyone has universal access to quality physiotherapy services where and when needed



OUR PURPOSE

To represent physiotherapy across the globe, advancing our profession and advocating access for all, to improve health and wellbeing

OUR VALUES



CONNECTING

We bring our community together through our member organisations, regions, subgroups, and the wider physiotherapy profession



EMPOWERING

We support our member organisations, regions, and subgroups to work in the service of others and create lasting change and impact



BELONGING

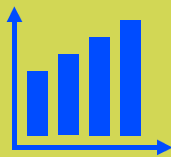
We recognise and embrace the diversity in our community and our actions create a sense of belonging



COLLABORATING

We partner with our member organisations, regions, subgroups, and other stakeholders who share our values and objectives

OUR STRATEGIC PILLARS



EVOLVING AND SUSTAINABLE

World Physiotherapy is a mature, financially sustainable organisation, with a tailored member offering that supports and builds the capacity of member organisations and regions



INFLUENCE, REACH, AND IMPACT

World Physiotherapy works collaboratively with member organisations, regions, subgroups, and other stakeholders to advance the profession, increase access to physiotherapy services, and improve outcomes for consumers



KNOWLEDGE CONNECTOR

World Physiotherapy supports effective advocacy and evidence informed best practice by connecting our member organisations, regions, subgroups, and other stakeholders to high quality sources of knowledge, data, and insights

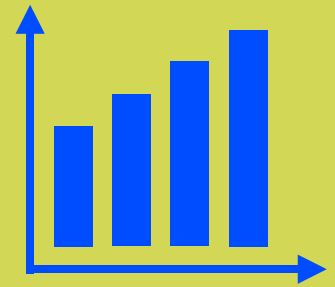
ACHIEVING THE STRATEGIC PLAN

2022 and beyond

EVOLVING AND SUSTAINABLE

By 2026, World Physiotherapy will:

1. Strengthen member organisations by developing differentiated products and services, reflective of member organisations' needs, maturity, and resource availability.
2. Provide targeted support to member organisations in the domains of advocacy, education, clinical standards development, and organisational governance.
3. Continue to safeguard World Physiotherapy financial sustainability to ensure continued capacity to invest in member organisations and regional support.
4. Diversify income streams to increase organisational capacity without increasing the burden on member organisations.



INFLUENCE, REACH, AND IMPACT

By 2026, World Physiotherapy will:

1. Advocate for policy and practice changes that benefit the communities in which physiotherapy operates.
2. Support and equip member organisations to advocate for local advocacy priorities including:
 - direct access to physiotherapy services
 - advanced and expanded scopes of practice
 - telehealth and digital practice
 - rehabilitation, including post-COVID rehabilitation
3. Use evidence of the economic value of physiotherapy to strengthen the case for service funding.
4. Act as a broker to further the connections between member organisations and regions and facilitate the sharing of knowledge and expertise.
5. Collaborate with international agencies to achieve affordable, equitable access to physiotherapy services.
6. Improve global health outcomes by upholding, advocating, and amplifying the United Nation's Sustainable Development Goals.



KNOWLEDGE CONNECTOR

By 2026, World Physiotherapy will:

1. Play a lead role in evaluating and supporting access to global physiotherapy data to enable advocacy that has influence and impact locally and globally.
2. Establish a fit for purpose knowledge hub featuring high quality sources of knowledge, data, and insights that supports the work of member organisations, regions, subgroups, and individual practitioners.
3. Reimagine congress to ensure contemporary evidence, research, and knowledge is accessed, shared, and utilised across the global physiotherapy community.
4. Connect key stakeholders in the physiotherapy community to achieve advocacy influence and impact in local markets.
5. Continue to develop World Physiotherapy engagement and communications capacity to ensure accessibility, transparency, and timely and effective messaging with our stakeholders.

