



# Empower and Engage Your Members with a Thriving COMMUNITY OF PRACTICE

**Welcome to The Allied Health Academy** – your partner in transforming how your association connects, educates, and grows.

Are your members fully leveraging the networking opportunities your organisation provides? Are you maximising the impact and reach of your community?

Our dynamic online training platform and community of practice are designed to elevate the way you engage with your members, host impactful training sessions, and conduct workshops and events. Discover a suite of tailored solutions that not only meet your current challenges but also add meaningful value for your members and ensure the long-term success of your association.

Join us in creating a connected community of health professionals and health workers, where every event is an opportunity for growth, and every resource is within easy reach. Let us help you make excellence in member engagement and professional development a reality for your association.

## **At The Allied Health Academy, we can help you achieve more.**

- The Academy is an interactive community of practice platform which allows you to communicate directly with your members as a group, as individuals, or by identified subgroups.
- Host a range of interactive and facilitated sessions, such as round-table workshops, continuing professional development and townhalls, in real time or asynchronously and make recorded content available to your members for future use.
- Gain access to a rapidly growing, international community of health professionals.
- Run and host seminars or webinars for your members.
- Create an exciting event calendar and integrate with your chosen product (e.g. Zoom/Teams).
- Send newsletters to your members, promoting your activities and upcoming events.
- Develop, promote and sell online courses and events to your members.
- Bundle our content (designed for an interdisciplinary health audience) into your offering.
- Expand your audience by marketing your products through The Allied Health Academy.



## ABOUT THE PLATFORM

With a substantial investment in design and functionality, we've crafted an exceptional online environment that's as elegant as it is powerful. Our platform stands out not only for its aesthetic appeal but also for the comprehensive network of members it supports.

At The Allied Health Academy, we offer versatile spaces where you can effortlessly establish communities and courses, both free and premium, tailored precisely to your needs and goals. Choose who you invite and accept into your community, share engaging content, and forge stronger connections with your members and stakeholders. Each dedicated space is designed to enhance interaction and learning, ensuring a rich and rewarding experience for all participants.

**Get up and running quickly** – we have taken all the hard work out of setting up a new platform and have a team available to support you.

### Take a Tour

Watch our platform tour [here](#).

If you are not already a member of The Academy, you will be prompted to join (at no cost).



### Our Communities

We have built The Academy with a focus on connection through communities of practice regardless of jurisdiction and discipline, role or sector. The hallmarks of our communities are opportunities to engage, share and learn together:

- As health professionals and other stakeholders in health (overall Academy);
- On specific topics or learning programs; and
- Within exclusive communities, established with our partners for the benefit of their members.

By joining The Allied Health Academy, **your community will thrive** through collaboration, innovation, and shared success.

### Courses and One-Off Events

The Academy is focussed primarily on *interdisciplinary training* – skills and knowledge that benefit health professionals, or workers, regardless of discipline. A range of programs and one-off events are available for purchase throughout the year. You can also opt to include modules of The Academy's training in your organisation's package, instantly adding value to your offering.

## COMMUNITY KICKSTARTER

Transitioning from one learning management system, or from a more manual way of managing your membership resources, can be time-consuming. We can help make the move as short and smooth as possible.

**Build your community while you earn revenue** – elevate your organisation's impact and revenue potential with The Academy.

Our platform is designed to empower organisations to foster a vibrant community of practice, where members can connect, share insights, and grow together.

With The Academy, your organisation has the unique opportunity to not only produce and deliver a mix of free and premium content to directly your members but also to tap into a wider audience for appropriate offerings, to significantly expand your revenue streams. Beyond content creation, The Academy offers unparalleled access to a rich ecosystem of high-quality courses and resources. Your association can both contribute to and benefit from this collective pool of knowledge, enabling the sale and purchase of courses among associations. This not only amplifies your revenue opportunities but also greatly enhances your value proposition to members, providing them with a broad spectrum of learning options.

COMMUNITY INCLUSIONS	STARTER \$7,000 P.A.
Dedicated space for your members to meet and connect including: <ul style="list-style-type: none"><li>• "Feed" showing the latest posts and community activity</li><li>• Ability to feature most relevant content and articles</li></ul>	Included
Limited in-community branding (logo, title) – your resources retain your brand	Included
Chat and messaging functions	Included
Launch quick polls and questions to prompt discussion	Included
Post and share articles, resources and recordings (hosted on Vimeo or YouTube)	Included
Platform Artificial Intelligence to support you to draft great content, quicker	Included
Host webinars and round tables in your community, using your existing Zoom/Teams account, with in-platform RSVPs	Included
Advertise your conference and other in-person events to your members, and take RSVPs, in the platform	Included
Manage the engagement and content within your community, by choosing your space moderators and hosts from your association	Included

(See optional extras on following page).



OPTIONAL EXTRAS	COST
Regular member newsletter using your content: <ul style="list-style-type: none"> <li>• Newsletter template tailored with your organisation branding</li> <li>• We will do the editorial and design work, collate and send</li> <li>• Ability to promote your content, organisation, jobs etc.</li> <li>• Limited to 5 content blocks</li> <li>• Newsletter mailed to members of your Academy platform space</li> <li>• Newsletter archived on your Academy platform feed</li> </ul>	\$1000 per newsletter
Monitor member engagement with quarterly reports	\$600 p.a.
Moderation for inappropriate content, daily	\$100 per week
Coordination of online member events, including: <ul style="list-style-type: none"> <li>• Marketing designs and promotion to your members</li> <li>• Hosted with tech support</li> <li>• Video recording, editing and hosting on our Vimeo platform</li> <li>• Video uploaded to your page within one week of event</li> </ul>	\$1000 per event

By negotiation we can tailor our arrangement to:

- Provide your members with access to selected modules of our content.
- Support you to run conferences or online events through or with resources on our platform.
- Develop your income potential by running your paid programs and events through our platform (to your members and the wider TAHA community).
- Include discounted member access to The Academy-owned learning products.
- Add a new revenue stream, with a percentage of revenue from purchases by your members of our courses directed back to your association.
- Elevate your association's profile with electronic badges for your members to share on social media (e.g. LinkedIn) and in their signature blocks.



# CREATE VALUE FOR YOUR ASSOCIATION

## Conference and Event Hosting

With our platform, you can create a separate space specifically for one-off or recurrent paid events – a one-stop-shop for attendees where you can house key documents and resources (i.e. conference papers, abstracts, recordings) before the event, and recordings post-event.

You have the option to invite your members only, or open the event to a broader attendance. Use the platform to promote your event to your members on your community space. If your events have broader relevance to our community, we can also promote them to our global audience.

## Develop Your Passive Revenue

We can provide your members access to exclusive discounts to The Academy's events and products, further enriching your offerings and ensuring your members have access to the best possible resources at a preferential rate. Your association will directly benefit from your members' take-up of our courses, with a percentage of product sales being returned to your association. Step into a realm where creating, sharing, and monetising content goes hand in hand with elevating your members' professional growth –all within a larger ecosystem dedicated to the advancement of allied health professionals.



## Our Content for Your Members

The Academy offers high quality continuing professional development and premium programs designed for an interdisciplinary health audience. Supercharge your membership offering by including agreed modules or programs to your community, at no additional cost to them.

## Monetise Your Content

Maximise the value for your association of your continuing professional development program by offering paid programs and courses on The Allied Health Academy. Learning can be provided in real-time (with events, supported by resources) or can be evergreen, and supported by credentials recognising completion.

These can be offered to your members only. If interdisciplinary and compliant with our course framework and style requirements, we can discuss opening up to our global audience.



## MANAGING OUR PARTNERSHIP

We would have an initial meeting with you to determine your needs and show you through the platform, making recommendations about what could work for your association. If, after initial discussions, both parties would like to continue exploring the relationship we will send you a non-disclosure agreement to protect both parties. If the parties decide to proceed we will sign an agreement settling rights and responsibilities.

*Please note: regardless of the offering/s you choose, you retain ownership of all of your intellectual property (and so would your members).*

## CONTACT US FOR MORE INFORMATION



Email [info@thealliedhealthacademy.com](mailto:info@thealliedhealthacademy.com) to reach Lauren Schneider, Chief Operating Officer, to discuss how we can help your association foster a more engaged membership with The Academy.

