



## Media Invite

### Primary Health Care Research Conference, Darwin

Members of the media are invited to participate in the 2010 annual Primary Health Care Research Conference, at which national and international speakers will be in attendance.

**The Hon Warren Snowden MP, Minister for Indigenous Health, Rural and Regional Health and Regional Services Delivery** will be officially opening the conference and launching two national publications, *Snapshot of Australian primary health care research 2010* and *the Central Australian Practitioners Association (CARPA) Standard Treatment Manual, 5th edition*.

Over a 3 day period more than 370 primary health care researchers, practitioners and policy makers will attend to share best practice about primary health care research from across the globe.

Delegates and members of the media have the opportunity to hear from **Dr Colin Tukuitonga, Chief Executive of the Ministry of Pacific Island Affairs** from New Zealand, about the challenges faced by primary health care practitioners in the Pacific Region. Dr Tukuitonga will highlight that the low levels of GDP spent on health care on different Islands varies drastically and is often lower than the recommended levels of 5%. The consequences of this have produced a shortage of skilled health care workers, outdated information systems and infrastructures, unreliable drug and medical supplies and inconsistent policy and regulatory frameworks across the Pacific Island Countries and Territories.

**Dr Jim Primrose, Chief Advisor in Primary Health Care for New Zealand Ministry of Health**, will explore the primary health care environment in New Zealand since the publication of the Primary Health Care Strategy in 2001 and will consider how this, along with the recently endorsed plan to bring primary care closer to the populous - an approach described as 'Better Sooner, More Convenient Primary Care' - is improving the delivery of primary health care services and reducing pressure on the hospital system in New Zealand.

Attendees will learn how Aboriginal and Torres Strait Islander communities in Queensland have better access to primary health care services, thanks to the government funded **Inala Indigenous Health Authority (IIHA)**, led by **Clinical Director, Associate Professor Noel Hayman**. Associate Prof Hayman's research, which included community consultations to engage the Indigenous population, has contributed to a pledge by the State government to commit funding to a Centre of Excellence in

Indigenous Primary Health Care. Queensland Health is providing \$7 million toward the building and \$2 million toward staffing the Centre.

Finally, **Dr Stephen Campbell, Senior Research Fellow at University of Manchester, England**, will talk about his role and experience in a pay-for-performance scheme which was introduced by the UK government in 2004 for general practices to generate revenue. Known as the Quality and Outcomes Framework, this scheme accounts for 25% of practice income and currently, 99.6% of practices participate in it. Dr Campbell will present the potential highlights and pitfalls of introducing a similar scheme to Australia, as identified from the experiences of other countries.

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**All media interviews with keynote speakers must be booked in advance by calling the media contact, Fae Heaselgrave, on 08 7221 8526 or 0432 971291.**

Minister Snowden will be available to speak about the *CARPA manual, Snapshot*, or primary health care research at a short press conference held 09:35-09:45 at the conference venue.

Keynote speakers are available for interview by phone or in person after these times, as indicated in the table below. **All media interviews must be booked by 12:00 the day before the interview is to occur.**

|  | 10.45 | 11.00 | 11.15 | 11.30 | 11.45 | 12.00 |
|--|-------|-------|-------|-------|-------|-------|
| <b>Wednesday</b>                       |       |       |       |       |       |       |
| <a href="#">Dr Colin Tukuitonga</a>    |       |       |       |       |       |       |
| <a href="#">Dr Jim Primrose</a>        |       |       |       |       |       |       |
| <b>Thursday</b>                        |       |       |       |       |       |       |
| <a href="#">Assoc Prof Noel Hayman</a> |       |       |       |       |       |       |

|                                     | 09.15 | 9.30 | 9.45 | 12.15 | 12.30 | 12.45 |
|-------------------------------------|-------|------|------|-------|-------|-------|
| <b>Friday</b>                       |       |      |      |       |       |       |
| <a href="#">Dr Stephen Campbell</a> |       |      |      |       |       |       |

Keynote biographies are attached to this email. If you wish to attend this event you must register for an ID badge prior to the event. Keynote presentations will be held 09:00 – 10.30, except for Stephen Campbell who will be speaking 10.30 – 12 Noon.

Details of the venue and interview room will be made available once the interview has been scheduled.

**Notes to Editors**

**Primary Health Care Research and Information Service (PHC RIS)**

The Primary Health Care Research Conference (formerly the GP & PHC Research Conference) is hosted by the Primary Health Care Research and Information Service, and run in partnership with the Australian Primary Health Care Research Institute, the Australian Association of Academic General Practice and the Human Resources for Health Knowledge Hub, one of four knowledge hubs funded by AusAID. The conference is funded by the Australian Government Department of Health and Ageing.

PHC RIS is a national primary health care organisation based at Flinders University in South Australia in the Discipline of General Practice. PHC RIS is responsible for generating, managing and sharing information and knowledge to inform, influence and enhance primary health care practice, policy and research by working in partnership with its key stakeholders: the Divisions of General Practice Network, primary health care researchers and primary care policy advisors.

More information is available at the [PHC RIS website](#) or by calling 1800 025 882.