



# NEWS RELEASE

Australian Divisions of General Practice Ltd.

20 October 2005

## And the winner is .... The Illawarra Division of General Practice!

The Illawarra Division of General Practice based in Wollongong, New South Wales last night was recognised nationally for their creative partnership approach to health care in the Illawarra region.

The Prime Minister John Howard, awarded the Illawarra Division the National Award for Excellence in Community Partnerships in the small business category. The Awards are the flagship of the Prime Minister's Community Business Partnership.

Kate Carnell, Chief Executive Officer of ADGP today congratulated the Division saying, "the award is well deserved and highlights the very positive contribution the Division has had to a healthier community. ADGP is very proud of the Illawarra and its achievements. It is an example of the brilliant work being done in divisions across Australia."

The Illawarra Division continues to work in partnership with local media outlets WAVE FM and PRIME Television to provide key health messages in the local community. The people of the Illawarra have, through this initiative a greater understanding of the role that GPs and general practice play in primary health care. As a result of the media partnership between the division and its partners the Illawarra is recognised as a leader in the promotion of better health and community awareness.

Perhaps the greatest example of the partnership has been the development of a local media strategy that identified key health priorities such as domestic violence in pregnant women, risk taking behaviour in adolescents and the promotion of the key role GPs play in the supporting people's health via Community Service Announcements (CSAs). CSAs aired by PRIME Television and WAVE FM radio have become a vehicle for improved health promotion strategies that reach families all over the Illawarra and surrounds.

"A fantastic example of the strength of the Divisions Network and their ability to collaborate locally, forming partnerships that promote the role of General Practice in the Community" said, ADGP's Chair Dr Rob Walters.

"The Illawarra Division has lead the way in this area and has been fittingly recognised. All Divisions should consider promoting the good work they are doing to the broader community."

We congratulate the Illawarra Division for their achievement and know they will continue to excel in delivering services to improve the health of the community.

**For more information call Kate Carnell on Mb: 0415 66 22 66 or Dr Andrew Dalley on Mb: 0418 20 15 76**

### WHAT IS ADGP?

- ADGP is the peak body representing 119 Divisions of General Practice and eight State-based organisations (SBOs) around Australia. The Divisions Network supports general practice and their practice teams and drives the implementation of innovative health strategies.
- ADGP, through the Divisions Network, works to integrate general practice with other sectors of the health system, both government and non-government, to deliver high quality care to the Australian community.
- ADGP is committed to promoting the health of all Australians by supporting the role of Divisions in the nation's primary health care system.



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