



# Physio Practice Competition Trends

An analysis of 1,140 Australian physiotherapy practices and 1,039 Australian patient perspectives.

2022

# CEO Statement

**Dear Colleagues,**

**It's been trying times the past two years, especially for healthcare professionals. Alongside the enormous physical burden placed on healthcare workers, businesses have been forced to navigate an enormity of restraints. Meanwhile, physio practice business owners and managers find themselves in a more competitive market than ever before—both online and in-person.**

The average Google star rating among physio practices in Australia is 4.8 stars and almost one half (48%) of practices are rated 5 stars. Ninety-three percent of Australian physio practices have a website and more than three quarters (76%) have a Facebook page. The average practice is working 5.4 days a week and more than half (58%) of practices open Saturday. For the physio practice owner and/or manager, the stakes have never been higher.

But you're not one to shy away from a challenge. This is evident by the fact you're reading this very report. And it's a good thing because the findings in this report are not designed to paint a monster. This document is better seen as a cheat sheet; a map to find opportunities in your local market, and a way to compare your own activities to what Australian patients actually want.

Good luck on your journey! I hope you find the insights valuable. And if at anytime you need help, or a team of marketing specialists to do the leg work for you, reach out and we can assist. We've helped hundreds of healthcare businesses rise to the top.



A handwritten signature in black ink, appearing to read 'Ellie Bakker'.

**Ellie Bakker**  
CEO, Splice Marketing

## About the Survey

### ON JULY 24, 2022, SPICE MARKETING ANALYSED DATA ON 1,140 AUSTRALIAN PHYSIO PRACTICES.

The purpose was to unearth competition trends between practices. On August 30, 2022 we then surveyed 1,039 Australian patients to get their perspectives on how physios market themselves. The goal was to compare what physio practices are actually doing to what patients want them to do.

For the first part of the survey we looked at data from a randomised selection of physio practices listed on Google in or near the major Australian cities: Brisbane, Sydney, Melbourne, Adelaide and Perth. For each of these practices (1,140), we analysed their Google star rating, quantity of Google reviews, whether they had a website or not, whether they used Facebook and/or Instagram, their average opening hours etc.

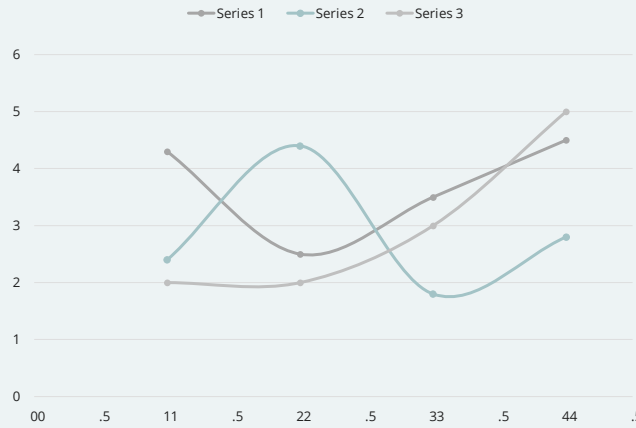
We compared trends between physio practices across Australia as well as within the major cities. We also compared the top performing 20% of physio practices, measured by Google star rating and number of reviews, against the average performing practice.

The second piece of the report involved surveying 1,039 Australian patients to get a better understanding of patient expectations when seeing a physio. The respondents included a wide range of locations and age groups to ensure an equal voice was given to all demographics.

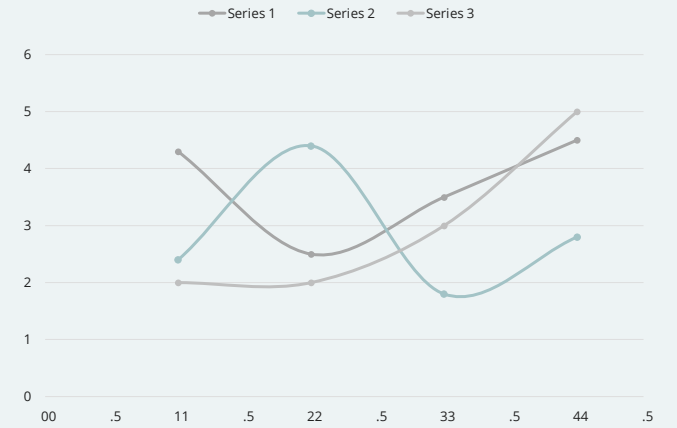
The following report showcases our most interesting findings on competition among physio practices in Australia with a key focus on comparing patient expectations to actual practice performance. The purpose of the report is to enable physio practices to compare their performance to other practices, as well as patient expectations, so they can find opportunities for growth.

# Pactice & Patient

## ABOUT THE 1,140 PRACTICES



## Respondents by nearest metro location

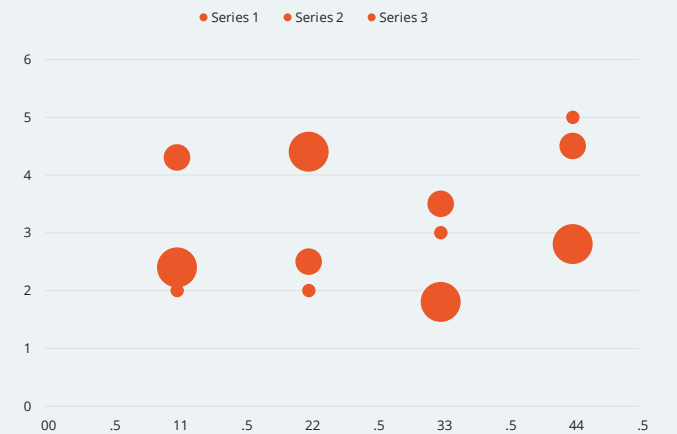


## ABOUT THE 1,039 PATIENTS

### Respondents by age



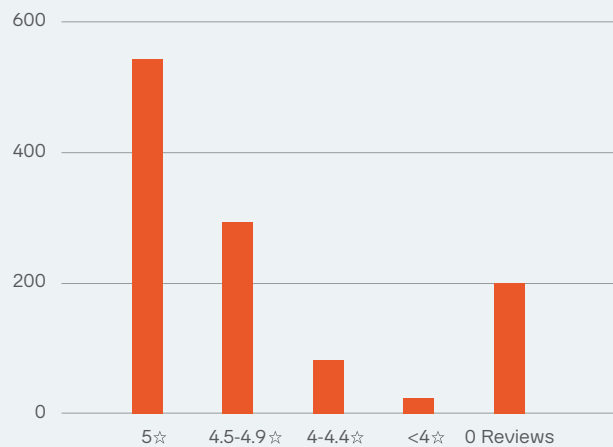
### Respondents by frequency of visits



# Google Reviews

## THE AVERAGE AUSTRALIAN PHYSIO PRACTICE IS RATED 4.8 STARS ON GOOGLE

Of those practices who have at least one review on Google, the average star rating is 4.8 stars. This is true for Melbourne, Adelaide and Brisbane (all 4.8 stars). In Sydney and Perth the average star rating jumps to 4.9 stars.



Average Google star ratings for physio practices in Australia.

### Almost one in two practices have a 5 star rating

Forty-eight percent of all physio practices have 5 stars on Google. Of all the major cities, Perth (55%) has the most practices with 5 stars, followed by Brisbane (51%), Sydney (48%), and Melbourne and Adelaide (both 42%).

### Almost three in four practices have 4.5 stars or more

Seventy-three percent of practices have 4.5 stars or more on Google. This jumps to almost four out of five practices in Sydney (79%), the major city with the most 4.5 star or more Google reviews. Sydney is followed closely by Brisbane (78%), then Perth (75%), and Melbourne and Adelaide (both 69%).

### One in five practices have no reviews

Eighteen percent of physio practices in Australia have no reviews on Google. In Adelaide this jumps to almost one in four (24%). Melbourne (22%) has the second highest number of unreviewed practices, followed by Perth (18%), Sydney (14%) and Brisbane (12%).

### Perth has the most 5 star practices

Fifty-five percent of Perth physio practices are rated 5 stars on Google. Next is Brisbane (51%), Sydney (48%), then Melbourne and Adelaide (both 42%).





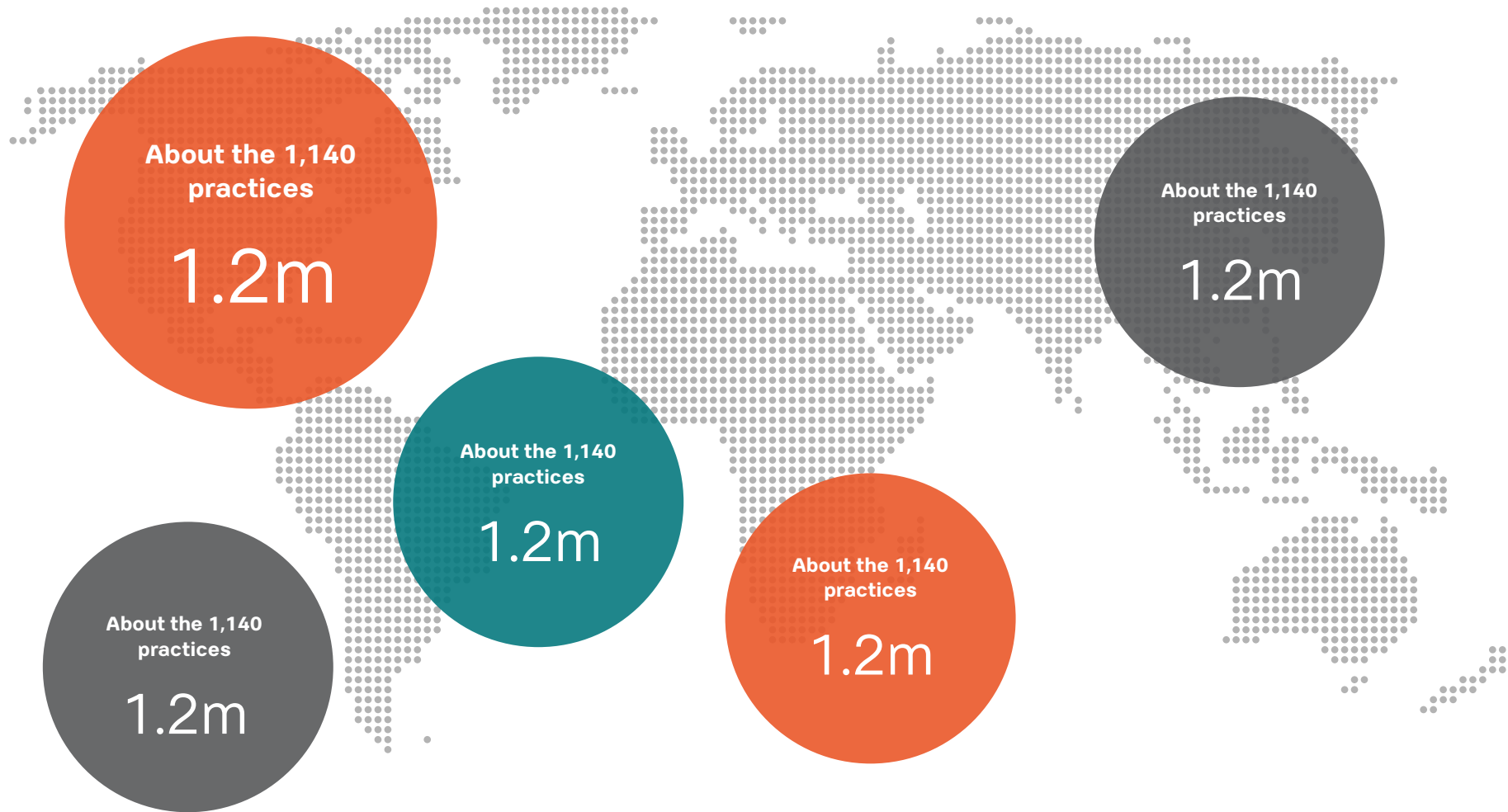
## Highlights

Australia's highest performing **5 star** practice (as of September 2022) is located in Sydney and has 342 reviews.

A practice in Adelaide is twice as likely to have no reviews than a practice in Brisbane.

Sydney has half as many <4 star practices than any other major city.

# Global Market



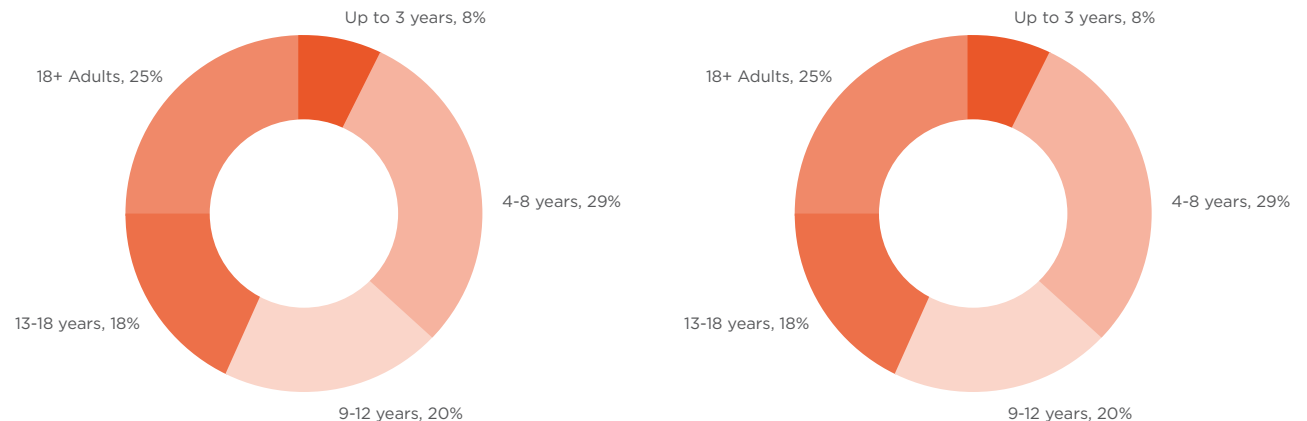
# Patients

## Instagram is the second most popular social media platform among Australians.

Twenty-three percent of Australians use Instagram more than any social media platform, making it the second most popular social media platform among Australians. Facebook is the most popular (31%). After Facebook and Instagram is TikTok (17%), YouTube (16%), Pinterest (3%), LinkedIn (3%), Twitter (3%) and Reddit (2%). The remaining 2% of Australians selected 'Other'.

## Instagram is the second most popular social media platform among Australians.

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**NUMBER OF PARTICIPANTS**



# 80

**ACTIVE COUNTRIES**



# 4

**PUBLICATIONS ONLINE**







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