

## Context

A culture of knowledge exchange engages researchers and research users from the outset to inform research directions. It seeks a diversity of contributions and appreciates that knowledge is not restricted to research. The consequent levels of engagement with research users facilitate the uptake of research findings to improve health outcomes through implementation.

## Aims and Rationale

Knowledge exchange is not a skill or a mindset that is commonly taught. The strong academic emphasis on publication can overshadow the potential wider impact and influence of research. Opportunities for researchers and research users to meet face-to-face in a culture of knowledge exchange can motivate people to incorporate knowledge exchange thinking and strategies into their core business.

## Methods

The annual National Primary Health Care Research Conference held in Canberra in July 2014 has the theme, Integrating Knowledge exchange to improve primary health care outcomes. Over 400 delegates are expected to attend. A voluntary, pre-conference survey will be sent to the 200 people presenting at this conference. The survey will include questions about the presenters' research, knowledge exchange strategies, plus impact and influence (actual/perceived/potential) of their research. An invitation to participate in a post-conference interview will be included. These semi-structured interviews will provide the opportunity to attain expanded explanations of participants' understanding of knowledge exchange.

## Outcomes

Thematic findings from the survey will inform the context of the Conference, particularly through the Opening and Closing Ceremonies. This will foster a culture of new learning, centred on the value of knowledge exchange between people with different skill sets and information bases to improve health care outcomes.

A practical model for knowledge exchange will be developed that details the range of strategies used by established, mid-career and emerging researchers. This will be disseminated as guidelines to enhance the influence and impact of research and facilitate implementation.