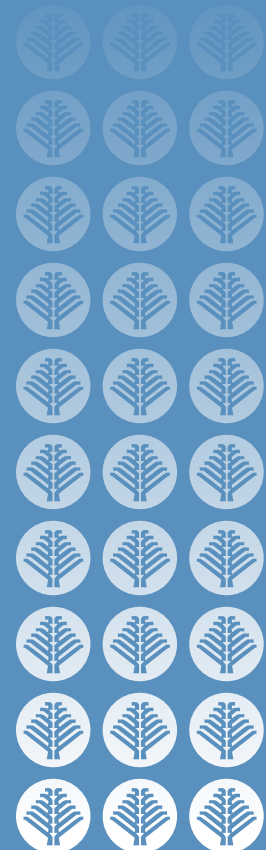


APS Strategic Plan



2008–2011



The mission of the Australian Psychological Society is to represent, promote and advance psychology within the context of improving community wellbeing and scientific knowledge.

Strategic Objectives

- 1. Enhance the standing and profile of the APS**
 - Enhance the profile and recognition of the APS as the leader in psychology in Australia
 - Ensure the profile of the APS is always associated with high standards and quality
 - Improve the international recognition and influence of the APS
- 2. Strengthen member satisfaction with the Society**
 - Enhance the sense of member belonging and participation
 - Increase membership recruitment and retention
 - Improve member service at point of contact with the Society
 - Review the governance of APS Units to ensure the structure meets member needs
 - Increase the externally derived revenue of the APS to support the work of the Society
- 3. Improve support for the discipline and profession of psychology**
 - Promote the breadth and diversity of psychology across all specialisations
 - Review the Australian psychology education and training model and pursue increased funding for university psychology programs
 - Increase the quality and profile of APS journals and other publications
 - Encourage research and project partnerships
 - Engage in advocacy for the development and improvement of psychological services
- 4. Actively contribute psychological knowledge for the promotion and enhancement of community wellbeing**
 - Ensure community wellbeing is always prominent in APS policy and decision making
 - Enable the development of clear APS positions on issues of public interest
 - Ensure the APS has a major role in supporting the environment and responding to natural disasters
 - Improve access to services for disadvantaged community groups



STRATEGIC OBJECTIVE 1:



Enhance the standing and profile of the APS

Key strategy 1.1 Enhance the profile and recognition of the APS as the leader in psychology in Australia

Activities

- Seek out leadership roles for the APS in national initiatives
- Promote psychological solutions to existing community issues
- Conduct an annual oration by a prominent APS speaker on an issue of major public concern to a high profile audience
- Develop a bank of media release templates on likely topical issues based on current psychological research
- Develop the public profile of APS media spokespeople and establish relationships with key media sources
- Facilitate psychologists as community leaders who can increase Australia's social capital through the establishment of the APS Psychologists Leaders Program
- Ensure the image of the APS is associated with high standards and quality through its branding and explore changing the APS logo and name to better match the 'brand image'
- Purchase a building to house the APS National Office and investigate naming rights for the building
- Investigate the feasibility of establishing an office of the APS in Canberra

Key strategy 1.2 Ensure the profile of the APS is always associated with high standards and quality

Activities

- Encourage the new National Psychology Board for psychologists to adopt the APS Code of Ethics as the national code for psychologists
- Develop a short statement on the role of the APS to go on multiple publications which highlights its role in setting standards
- Develop targeted promotional packs for the profession and community, highlighting the role of the APS in setting standards and ensuring quality

Key strategy 1.3 Improve the international recognition and influence of the APS

Activities

- Establish an International Liaison Committee to promote greater engagement with regional neighbours and international psychology associations
- Develop Position Statements in relation to international issues
- Submit abstracts to international psychology conferences on Australian psychology and extend the distribution of APS publications into Asia
- Facilitate staff swapping with regional psychology associations for training purposes
- Facilitate reciprocal recognition of Australian qualifications through enhanced links with the BPS, APA, NZPpS and PsySSA
- Enhance cross-cultural understanding within the APS through the development of PD units on cross-cultural practice
- Promote the International Congress of Applied Psychology to be held in Melbourne in 2010



STRATEGIC OBJECTIVE 2:



Strengthen member satisfaction with the Society

Key strategy 2.1 Enhance the sense of member belonging and participation

Activities

- Develop targeted communications with member segments (particularly public and non-government organisation, private practice and university sectors)
- Organise more Meet the Members forums and meetings with Committees around Australia coinciding with Board meetings and other visits by Board members and National Office staff
- Facilitate greater recognition of APS Branch Chairs

Key strategy 2.2 Increase membership recruitment and retention

Activities

- Establish an effective and regular member feedback mechanism through surveys of segmented members and a routine follow-up call of new members six months after joining
- Activate the Membership Standards Committee to undertake a review of grades of membership and pathways to facilitate the transition to full membership
- Enhance the membership experience of younger psychologists through providing less expensive conference and PD opportunities and a webpage for early career psychologists
- Establish a greater differentiation of benefits for members versus non-members through substantial differential costs for PD and some events exclusively for members
- Establish accurate APS membership statistics for academics and aim to increase these numbers through supporting academics and raising awareness of the APS role and advocacy in the academic area
- Improve access to PD for rural and remote members through implementing videoconferencing and podcasting, and making these available to members through a DVD/CD library
- Increase tangible benefits to members

Key strategy 2.3 Improve member service at point of contact with the Society

Activities

- Establish a customer service call centre at National Office to provide more immediate attention and more accurate information in response to queries from members
- Monitor calls to quantify issues and conduct random surveys of callers to evaluate satisfaction

Key strategy 2.4 Review the governance of APS Units to ensure the structure meets member needs

Activities

- Undertake a broad review of the structure and roles of the Units (State Committees, Branches, Colleges and Interest Groups) within the APS
- Construct a Taskforce to review the Generic Rules of Branches, Colleges and Interest Groups for consistency with APS goals

Key strategy 2.5 Increase the externally derived revenue of the APS to support the work of the Society

Activities

- Establish a 'non-psychology' business arm of the APS to create revenue
- Continue to seek externally-funded projects relevant to the education and training of psychologists, standards for psychological practice, and the development and improvement of psychological services



STRATEGIC OBJECTIVE 3:



Improve support for the discipline and profession of psychology

Key strategy 3.1 Promote the breadth and diversity of psychology across all specialisations

Activities

- Promote the diversity of the discipline and profession of psychology, including specialty areas
- Develop an internal and external communications strategy to promote the breadth of what psychologists have to offer across sectors
- Develop public statements about the excellence in training and high level of competence of APS psychologists across a wide range of specialty areas
- Support psychologists in the range of contexts in which they work

Key strategy 3.2 Review the Australian psychology education and training model and pursue increased funding for university psychology programs

Activities

- Establish a Reference Group (including members of the APS, HODSPA, APAC, CPRB and Carrick) to review the education and training model for psychology
- Review the APAC accreditation standards
- Continue to advocate for increased funding for university psychology programs

Key strategy 3.3 Increase the quality and profile of APS journals and other publications

Activities

- Promote APS journals internationally
- Enhance other APS publications to directly support the discipline and profession of psychology

Key strategy 3.4 Encourage research and project partnerships

Activities

- Identify research and project opportunities for APS involvement
- Investigate grants and partners for identified opportunities
- Assist in research project participation

Key strategy 3.5 Engage in advocacy for the development and improvement of psychological services

Activities

- Develop a lobbying/advocacy strategy for proactive involvement in government/community/professional groups
- Establish partnerships with consumer and carer groups



STRATEGIC OBJECTIVE 4:



Actively contribute psychological knowledge for community wellbeing

Key strategy 4.1 Ensure community wellbeing is always prominent in APS policy and decision making

Activity

- Establish community wellbeing criteria that need to be considered for all APS policy and decision making

Key strategy 4.2 Enable the development of clear APS positions on issues of public interest

Activities

- Commission literature review papers on particular issues, then, where appropriate, develop APS Position Statements and Tip Sheets
- Supply Position Statements and Tip Sheets to media spokespeople, the popular press, government and the community, as appropriate

Key strategy 4.3 Ensure the APS has a major role in supporting the environment and responding to natural disasters

Activities

- Continue to fulfil Australian psychology's commitment to an effective response to the challenge of climate change
- Enhance APS involvement in local disaster response through the development of a calendar/map that highlights the disaster seasons for various regions and steps for preparing for disasters
- Develop a 'psychological first aid' package for responding to disasters

Key strategy 4.4 Improve access to services for disadvantaged community groups

Activities

- Develop and promote a range of models to support and increase the number of rural and remote practitioners
- Support psychologists working with Indigenous clients and communities, and in culturally different environments, to enhance services
- Establish networks within Indigenous services and CALD services and link to transcultural mental health groups
- Support the formation of an Indigenous Psychologists Association