



The New Zealand Psychological Society

*Te Rōpū Mātai Hinengaro o Aotearoa*

## **Strategic Plan 2011-2016**

Completed August 2011

### **Purpose of the strategic plan**

To guide the development of the New Zealand Psychological Society in relation to its vision, mission and values.

### **Vision**

To improve individual, community and societal wellbeing by representing, promoting and advancing psychology and psychological practice.

### **Mission**

The New Zealand Psychological Society (NZPsS)

1. Will serve the membership by raising the profile of psychology and enhancing its standing as a discipline and a profession through all sections of New Zealand society
2. Is committed to ensuring that all its policies and practices are responsive to Te Tiriti o Waitangi and to New Zealand's cultural diversity
3. Will be a highly valued, proactive and successful professional body that operates to best practice principles
4. Executive will, in consort with members, member groups, standing committees and representatives, take collective responsibility for the success of the Society's mission

## **Values**

The values underpinning the strategic plan are those stated in the four principles on which the Code of Ethics for Psychologists Working in Aotearoa New Zealand is based

- Respect for the dignity of persons and peoples
- Responsible caring
- Integrity in relationships
- Social justice and responsibility to society

## **Strategic Objectives**

### **What we want to achieve by 2016**

#### **1.0 Membership**

A greater number of Aotearoa New Zealand psychologists, academics and postgraduate psychology students are members/subscribers of the New Zealand Psychological Society

#### **2.0 Supporting Our Members**

The quality and quantity of benefits and services we offer our members match their interests and needs

#### **3.0 Professional Development**

Our members use the programmes that we coordinate to develop their knowledge and skills for quality research and practice and are assisted to maintain and develop their professional competence

#### **4.0 Financial sustainability of the Society**

The Society remains financially sustainable

#### **5.0 Advocacy and Public Relations**

The Society is viewed as an active, knowledgeable and articulate commentator on psychological research, practice, education and social justice issues

## **6.0 Our Bicultural Commitment**

All Society activities express our bicultural partnership with Māori

## **7.0 Promoting the study and practice of psychology**

The scholarly study of psychology and its professional practice are supported and promoted in Aotearoa New Zealand and across the Pacific and links are maintained with our international colleagues

## How we will achieve our strategic objectives

### **Strategic Goal 1.0: Membership**

A greater proportion of New Zealand psychologists, academics and postgraduate psychology students are members/subscribers of the New Zealand Psychological Society

<b>Key result</b>	<b>Activities</b>	<b>Resources</b>	<b>Responsibility</b>
The NZPsS is highly visible to academic staff and postgraduate students in university psychology departments	<ul style="list-style-type: none"><li>• An NZPsS/university newsletter will be developed</li><li>• The marketing of the benefits of NZPsS membership to university staff and students will be ongoing and intensified where necessary</li><li>• Ways to ensure that the NZPsS has member representation in each university psychology department will be explored</li></ul>	Operational costs, associated with marketing, travel, website development etc	Executive Director President (Marketing and Communications)
Non-member psychologists are aware of the benefits of joining the NZPsS	<ul style="list-style-type: none"><li>• The NZPsS will explore additional ways to make contact with non-members and provide them with information and incentives to join the NZPsS</li></ul>		
Māori and Pasifika and other ethnic	<ul style="list-style-type: none"><li>• The NZPsS will link with the National</li></ul>		

and/or minority groups of psychologists are aware of the NZPsS and the benefits of membership	Standing Committee on Bicultural Issues (NSCBI), Pasifikology and other representative groups to further explore ways to encourage Māori, Pasifika and other psychologists to join the NZPsS and to provide benefits attractive to them		
Psychologists with special interests will be aware of the benefits of joining institutes and special interest groups	<ul style="list-style-type: none"> <li>Members will be made aware of the special interest groups available to them and the benefits of joining</li> </ul>	Branches/Institutes personnel	

## 2.0 Supporting our Members

We will develop where possible and desirable the number and quality of benefits and services we offer our members

Key result	Activities	Resources	Responsibility
NZPsS benefits and services aim to meet as members' professional needs where this is possible	<ul style="list-style-type: none"> <li>Member feedback on services and benefits will be sought through a range of means including member surveys</li> </ul>	Operational costs associated with website development etc  Liaison with like bodies to share interests and resources	Executive Director  Director of Professional Affairs
NZPsS services are of high quality	<ul style="list-style-type: none"> <li>Benefits and services will continue to be enhanced when required and where</li> </ul>	Relationships with	

	<p>possible. This will include but is not limited to</p> <ul style="list-style-type: none"> <li>○ Accessible and relevant professional development opportunities</li> <li>○ Professional practice resources</li> <li>○ Enhanced website capability</li> <li>○ Networking opportunities</li> <li>○ Access to research publications</li> </ul>	University faculty involved in areas of interest to members	
Students are satisfied with the benefits and services they receive from the NZPsS	<ul style="list-style-type: none"> <li>• The NZPsS will review its benefits and services to students and monitor student satisfaction with their subscribership</li> </ul>		
The number of active NZPsS branches increases	<ul style="list-style-type: none"> <li>• Attempts will be made to reactivate and establish new branches</li> </ul>		
Branches are supported in their work with members	<ul style="list-style-type: none"> <li>• Branches will continue to be supported by national office to attract and serve members</li> </ul>		
The wider profession knows what's going on in the Society's various groups	<ul style="list-style-type: none"> <li>• Institutes and Branches are supported to communicate the activities, interests and priorities of members</li> </ul>		
Institute members are satisfied with their membership	<ul style="list-style-type: none"> <li>• Institutes will continue to be supported by National Office to network and provide benefits to their members</li> </ul>		

<p>Institutes and Branches are linked into policy development and advocacy activities of the NZPsS</p> <p>More NZPsS members are involved in and have a sense of connection with the Society</p> <p>Members will be able to action payments for subscriptions and professional development activities online</p>	<ul style="list-style-type: none"> <li>• Institutes and Branches will continue to be consulted on policy and advocacy issues</li> <li>• The Society will explore ways to involve members in NZPsS activities and assist members to network</li> <li>• The website is further developed to support online payment and other member activities</li> </ul>		
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### 3.0 Professional Development

We will assist our members to develop their knowledge and skills for quality research and practice and be assisted to maintain and develop their ongoing professional competence

Key result	Activities	Resources	Responsibility
<p>Members attend quality professional development opportunities as part of their continuing professional development</p> <p>Professional development opportunities where possible represent the breadth of interests of NZPsS members and are geographically accessible</p>	<ul style="list-style-type: none"> <li>• An annual plan for professional development will continue to be developed</li> <li>• Bicultural practice will continue to be actively supported in the professional development programme</li> <li>• Branches, Institutes and NSCBI will be consulted on professional development opportunities</li> <li>• Professional development workshops will draw on both national and international expertise</li> <li>• The conference will provide a broad range of professional development opportunities across the diverse field of psychology</li> <li>• Institutes and Branches will be supported to offer professional development opportunities</li> <li>• Alternative ways to provide professional development will be explored e.g. on-line access</li> <li>• Assist members in collating and presenting their competence to their clients and to the profession's regulatory authority</li> </ul>	<p>Operational costs associated with marketing, workshop and conference organizing, possible website development</p>	<p>Executive Director</p> <p>Director of Professional Development and Training</p>

Professional practice resources are developed	<ul style="list-style-type: none"> <li>• Exploration of development needs of research and teaching psychologists that the Society might assist in meeting</li> <li>• Completion of the “Practice of Psychology and the Law” book</li> <li>• Exploration of the development of other possible practice resources</li> </ul>		
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## 4.0 Financial sustainability and growth of the Society

We will continue to work to have a financially sustainable and growing Society

Key result	Activities	Resources	Responsibility
The NZPsS will increase its sources and levels of income	The Executive and Executive Director will continue to make income generation a priority including its diversification	Process of identifying, investigating feasibility, deciding and implementing approved income-generating initiatives	Executive Director and Executive
The NZPsS operating costs are appropriately managed to gain best	Savings in operating costs will continue to be explored in relation to (but not limited to) the following		

value for money	<ul style="list-style-type: none"> <li>• Review of online publishing of <i>Connections</i></li> <li>• In-house formatting of publications</li> <li>• Increased sponsorship of workshops and conferences</li> </ul>		
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## 5.0 Advocacy and Public Relations

We will continue to grow and develop the Society's reputation as an active, contemporary, articulate, commentator on psychological research, practice and social justice issues

Key result	Activities	Resources	Responsibility
<p>The NZPsS has positive, proactive relationships with major stakeholders</p> <p>NZPsS expertise is recognized and accessed by government and non-government stakeholders</p>	<ul style="list-style-type: none"> <li>• Further development of relationships with major government and non government stakeholders</li> <li>• Greater prominence being given to the NZPsS' views and expertise on a range of issues through meetings, submissions, appearances at select committees, media comment etc</li> <li>• Triage issues as raised according to strategic priorities to ensure effort goes into those most aligned to strategic topics</li> <li>• Engage proactively in conversations with Government and other key</li> </ul>	<p>Operational costs associated with liaison, consultation and fees for NZPsS representation</p> <p>Wide range of expertise in members to contribute knowledge and insight as required</p> <p>Process of assembling information (evidential and other) for persuasive presentation</p> <p>Process for triage to align with strategic</p>	<p>Executive Director</p> <p>President- Elect in conjunction with...</p> <p>Director of Social Issues</p> <p>Director of Professional Issues</p> <p>President (Marketing and Communications)</p>

<p>The NZPsS maintains a proactive and collegial relationship with the New Zealand Psychologists Board</p> <p>NZPsS is used by the media as an early source of reliable information on psychological issues of interest to the public</p> <p>The NZPsS will seek out opportunities to have members representing the Society on</p>	<p>stakeholders about issues impacting on the delivery and access to psychological services</p> <ul style="list-style-type: none"> <li>• Make quality submissions, position and opinion pieces and media statements on policy and professional issues impacting on psychologists and their clients.</li> <li>• Engage proactively in conversations with Government and other key stakeholders about evidence based solutions to social justice issues</li> <li>• Make quality submissions, position and opinion pieces and media releases on social justice issues which the NZPsS deems as priorities</li> <li>• The NZPsS will actively engage with the Board on professional issues</li> <li>• The NZPsS will grow its database of member psychologists who can contribute to submissions and media comment on professional and social issues</li> <li>• The NZPsS will identify areas for</li> </ul>	<p>interests</p>	
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<p>professional bodies where psychological expertise or insight is required</p> <p>The NZPsS supports its members by engaging in advocacy activities which are related to the provision of quality psychological services</p> <ul style="list-style-type: none"> <li>• The professional issues which advocacy will focus on include but are not limited to <ul style="list-style-type: none"> <li>-Workforce issues in general and in particular related to Māori and Pacific psychologists and their clients</li> <li>-The role of educational psychologists in the Ministry of Education</li> <li>-Access to psychological services</li> <li>-Quality of psychological services</li> <li>-Education and training of psychologists</li> <li>-Psychologist registration issues</li> <li>-Misunderstandings of areas and styles of work which diminish the unity of identity of psychologists</li> </ul> </li> </ul> <p>The NZPsS is viewed as an organisation promoting evidence-based solutions to social problems and social justice issues</p>	<p>representation on relevant government and non-government bodies</p> <p>The NZPsS will actively engage with professional issues which are aligned with the its objectives</p> <p>The NZPsS will be proactive in responding to social justice issues which are aligned with the vision and</p>		
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<p>The social justice issues which will be focused on include but are not limited to</p> <ul style="list-style-type: none"> <li>-Poverty</li> <li>-Youth unemployment</li> <li>-Violence</li> <li>-Indigenous peoples' issues</li> <li>- Parenting and other issues impacting on children</li> <li>-Environmental sustainability issues</li> </ul> <p>The NZPsS will have a collaborative relationship with the New Zealand College of Clinical Psychologists (NZCCP) in areas of common interest</p>	<p>mission of the Society</p> <ul style="list-style-type: none"> <li>• The NZPsS will continue to explore ways to work collaboratively with the NZCCP when this is possible and beneficial</li> </ul>		
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## 6.0 Our Bicultural Commitment

All Society activities will express our bicultural partnership with Māori and in doing so we continue to facilitate understanding of Te Tiriti o Waitangi and our bicultural partnership in practice as reflected in the NZPsS Rules

Key result	Activities	Resources	Responsibility
<p>Support Māori member participation in the policy development and advocacy activities of the NZPsS</p> <p>Support non-Māori in understanding of the need for and opportunities to contribute to our bicultural partnership</p> <p>Support and increase Māori participation and development in psychology</p> <p>The “Code of Ethics for Psychologists” is translated into te reo Māori</p>	<ul style="list-style-type: none"> <li>Support Māori participation in the Executive functions of the NZPsS</li> <li>Support Māori views and participation in the NZPsS’ advocacy activities through NSCBI and other subgroups able and willing to contribute</li> <li>Continue budget allocation for activities which support Māori participation in psychology</li> <li>Support Māori participation and bicultural content in the conference, professional development workshops and publications</li> <li>Work with the NZPB and NZCCP to complete the translation by the end of 2011</li> </ul>	<p>Bicultural partnership funding</p> <p>Operational costs associated with Code of Ethics translation</p> <p>Assembled knowledge of aspects of psychology in research and practice valued by Māori</p> <p>Working relationships between Māori and non-Māori to increase exchange in both directions to promote the mutual benefits of the partnership</p>	<p>Executive Director</p> <p>Directors of Bicultural Issues/Executive</p>

The NZPsS will ensure its bicultural relationship with Māori gains greater visibility through recording and reporting of progress on bicultural issues	<ul style="list-style-type: none"> <li>Reporting and recording of the NZPsS' activities in relation to its bicultural partnership with Māori will increase</li> </ul>		
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## 7.0 Promoting the study and practice of psychology

We will enhance our promotion of the practice and scientific and scholarly study of psychology and its professional practice within Aotearoa New Zealand and the Pacific region

Key result	Activities	Resources	Responsibility
<p>The Royal Society of New Zealand is active and responsive in promoting psychology as one of its social science members</p> <p>The NZPsS is active in assisting research in psychology gaining greater visibility</p>	<p>The Society will strongly advocate on behalf of psychology gaining a greater focus and prominence in the work of the Royal Society of New Zealand</p> <p>The Society will support research in psychology by</p> <ul style="list-style-type: none"> <li>Supporting publication of peer reviewed research in the <i>New Zealand Journal of Psychology</i> and <i>Psychology Aotearoa</i></li> <li>Publishing PhD research abstracts in publications and the website</li> <li>Continuing to provide NZPsS research related awards</li> <li>Using psychology research to underpin</li> </ul>	<p>Operational costs associated with liaison, publications, feasibility research re ethics committee etc</p> <p>Existing psychologists who are Fellows of the Royal Society</p> <p>Relationships with kindred bodies elsewhere and with universities</p>	<p>Executive Director</p> <p>Director of Scientific Affairs</p> <p>Director of Professional Affairs</p>



	<p>submissions and media comment</p> <ul style="list-style-type: none"> <li>• Focusing on the issue of implementation of research to support practice-based psychological interventions</li> <li>• Showcasing research at conference and professional development events</li> <li>• Facilitate access to international professional publications at affordable rates</li> </ul>		
All psychologist members have access to an ethics committee suited to their psychological research	The Society will explore all avenues to assist members who wish to undertake psychological research to have access to an accredited ethics committee process		
The NZPsS is active in supporting and promoting Māori and Pasifika focused psychology research	Māori and Pasifika focused research will be supported in a number of ways including (but not limited to), scholarships, awards, publishing and presentation opportunities		
The NZPsS' international links with other psychology associations are strong, relevant to members' interests and used to members' benefit	The Society strengthens its links with the APS and other associations including the International Union of Psychological Science (IUPsyS)		