



The New Zealand Psychological Society

*Te Rōpū Mātai Hinengaro o Aotearoa*

## Strategic Plan 2017-2021

### **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 concert 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 2021**

#### **1.0 Membership**

The membership of the Society is increased with a greater number of Aotearoa New Zealand psychologists, academics and postgraduate psychology students and others eligible for membership becoming members/subscribers

#### **2.0 Supporting our members and student subscribers**

The quality and quantity of benefits and services we offer our members and student subscribers match their interests and needs as identified in surveys of member satisfaction

#### **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. Professional development events and conference are attended by increasing numbers of NZPsS members annually.

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

The Society remains financially sustainable and will retain six month's budgeted expenditure in reserve

#### **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 as evidenced by media releases, submissions, consultations and representations that link to our key social justice and professional advocacy objectives

## **6.0 Our bicultural commitment**

All Society activities express a recognition of the bicultural heritage of Aotearoa New Zealand; the status of Māori as tangata whenua and the partnership between Māori and Pākehā/Tauīwi

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

The Society supports and promotes scholarly study of psychology and its professional practice in Aotearoa New Zealand and across the Pacific and has active and engaged links 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 and others eligible for membership 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 practicing psychologists, academic staff and postgraduate students in university psychology departments and others eligible for membership resulting in a 20% growth in membership between 2016-2021. | <ul style="list-style-type: none"> <li>• An NZPsS/university newsletter will continue to be produced three times a year</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> <li>• The fee structure for the Society will be reviewed annually</li> <li>• The NZPsS will explore additional ways to contact non-members and provide them with information and incentives to</li> </ul> | Operational costs, associated with marketing, travel, website development etc | Executive Director<br>President |

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| <p>Non-member psychologists and others eligible for membership are aware of the benefits of joining the NZPsS</p> <p>Māori and Pasifika, other ethnic and/or diverse communities of psychologists and others eligible for membership are aware of the NZPsS and the benefits of membership</p> <p>Psychologists with special interests will be aware of the benefits of joining institutes and special interest groups</p> | <p>join the NZPsS</p> <ul style="list-style-type: none"> <li>• The NZPsS will link with the National Standing Committee on Bicultural Issues (NSCBI), He Paiaka Totara, Pasifikology, Pacific Island Mental Health Professionals Association (PIMHPA), Pasifika Medical Association and other representative groups to further explore ways to encourage Māori, Pasifika and others eligible for membership to join the NZPsS and to provide benefits attractive to them</li> <li>• Members will be made aware of the special interest groups available to them and the benefits of joining</li> </ul> | <p>Branches/Institutes personnel</p> |  |
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## 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   |
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| <p>The NZPsS will actively support members in their practice and study of psychology through the provision of appropriate benefits and services</p> <p>NZPsS services are of high quality</p> | <ul style="list-style-type: none"> <li>• Member feedback on services and benefits will be sought through a range of means including member surveys with 80% of members rating their satisfaction with their membership as “good” or “very good”.</li> <li>• Benefits and services will continue to be enhanced where possible. This will include but is not limited to               <ul style="list-style-type: none"> <li>○ Accessible and relevant professional development opportunities evidenced by increasing numbers of satisfied/highly satisfied members attending events</li> <li>○ Professional practice resources</li> <li>○ Enhanced website capability</li> <li>○ Networking opportunities</li> <li>○ Access to research publications</li> <li>○ Resources and support for private practitioners</li> </ul> </li> </ul> | <p>Operational costs associated with website development etc</p> <p>Liaison with like bodies to share interests and resources</p> <p>Liaison with universities</p> | <p>Executive Director</p> <p>Director of Professional Issues</p> <p>Student representative</p> |

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| <p>Students are satisfied with the benefits and services they receive from the NZPsS and student subscriber numbers continue to increase to the point where more than 70% of postgraduate psychology students are members of the NZPsS.</p> <p>The number of active NZPsS branches increases</p> <p>Branches are supported in their work with members</p> <p>The wider profession knows what's going on in the Society's various groups</p> <p>Institute members are satisfied with their membership</p> <p>Institutes and Branches are linked into policy development and advocacy activities of the NZPsS</p> | <ul style="list-style-type: none"> <li>○ Opportunities for members to connect and network with others</li> <li>• In conjunction with the student representative on Executive, the NZPsS will review its benefits and services to students and monitor student satisfaction with their subscribership through surveys</li> <li>• New branches will be established where appropriate</li> <li>• Branches will continue to be supported by national office to attract and serve members</li> <li>• Institutes and Branches are supported to communicate their activities, interests and priorities of members</li> <li>• Institutes will continue to be supported by National Office to network and provide benefits to their members</li> <li>• Support the development of a neuropsychology and/or clinical and neuropsychology institute in consultation with NZSIGN</li> </ul> |  |  |
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| <p>More NZPsS members are involved in and have a sense of connection with the Society</p> <p>Members will find the NZPsS website a useful professional hub</p> <p>Members will experience the NZPsS Ethics Helpdesk as accessible, supportive and efficient</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> <br/> <li>• The website will be further developed to support the professional activities of our members</li> <br/> <li>• The Ethics Helpdesk will continue to be developed as an important resource for NZPsS members and member satisfaction will be surveyed</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   |
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| <p>Increasing numbers of members attend quality professional development through opportunities provided by the NZPsS</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>• Members will be assisted 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> |

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| <p>Professional practice resources are developed</p> | <ul style="list-style-type: none"><li>• The needs of research and teaching psychologists that the Society might assist in meeting will be explored</li><li>• Member practice resources will continue to be developed</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

| <b>Key result</b>  | <b>Activities</b>   | <b>Resources</b>   | <b>Responsibility</b>                   |
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| <p>The NZPsS will where possible diversify its sources of income</p> <p>The NZPsS operating costs are appropriately managed to gain best value for money</p> | <ul style="list-style-type: none"> <li>• The Executive and Executive Director will continue to make income generation a priority including its diversification</li> <li>• Exploring savings in operating costs and income diversification.</li> </ul> | <p>Process of identifying, investigating feasibility, deciding and implementing approved income-generating initiatives</p> | <p>Executive Director and Executive</p> |

## 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  |
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| <p>The NZPsS has positive, proactive relationships with major stakeholders</p> <p>NZPsS expertise is recognized and accessed by government and non-government stakeholders evidenced through the Society being increasingly consulted by these agencies on professional and social justice issues</p> | <ul style="list-style-type: none"> <li>• Further development of relationships with major government and non-government stakeholders</li> <li>• Greater prominence will be given to the NZPsS’ views and expertise on a range of issues through meetings, submissions, appearances at select committees, media comment etc</li> <li>• Issues will be triaged according to strategic priorities to ensure effort goes into those most aligned to strategic topics</li> <li>• Conversations with Government and other key stakeholders about issues impacting on the delivery and access to psychological services will occur</li> <li>• Quality submissions, position and opinion pieces and media statements on policy and professional issues impacting on psychologists and their clients will continue to occur</li> <li>• Conversations with Government</li> </ul> | <p>Operational costs associated with liaison, consultation, research, 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 interests</p> | <p>Executive Director</p> <p>President- Elect</p> <p>Bicultural Directors</p> <p>Director of Social Issues</p> <p>Director of Professional Issues</p> <p>Director of Scientific Issues</p> <p>President</p> |

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| <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 professional bodies where psychological expertise or insight is required</p> | <p>and other key stakeholders about evidence based solutions to social justice issues will be initiated</p> <ul style="list-style-type: none"> <li>• Quality submissions, position and opinion pieces and media releases on social justice issues that the NZPsS deems as priorities will be made</li> <li>• Psychology Week will continue as a means to increase the visibility of psychology</li> <li>• The NZPsS will actively engage with the Board on professional issues</li> <li>• The NZPsS will grow its database of member psychologists and non-psychologists who can contribute to submissions and media comment on professional and social issues</li> <li>• The NZPsS will identify areas for representation on relevant government and non-government bodies</li> </ul> |  |  |
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| <p>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 increase international outreach with other psychology organisations particularly in the Asia-Pacific region</p> <p>The NZPsS will have a collaborative relationship with the New Zealand College of Clinical Psychologists (NZCCP) in areas of common interest</p> | <p>Society</p> <ul style="list-style-type: none"> <li>• The NZPsS will engage in international liaison where this is feasible, productive and affordable.</li> <li>• The NZPsS will continue to explore ways to work collaboratively with the NZCCP where 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   |
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| <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 NZPsS will ensure its bicultural relationship with Māori gains greater visibility through recording and reporting of progress on bicultural issues</p> | <ul style="list-style-type: none"> <li>• The NZPsS will support Māori participation in the Executive functions of the NZPsS</li> <li>• Māori views and participation in the NZPsS' advocacy activities through NSCBI and other subgroups able and willing to contribute will be supported</li> <li>• Budget allocation for activities which support Māori participation in psychology will continue</li> <li>• Māori participation and bicultural content in the conference, professional development workshops and publications will be supported</li> <li>• Reporting and recording of the NZPsS' activities in relation to its bicultural partnership with Māori will increase</li> </ul> | <p>Bicultural partnership funding</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>Executive</p> <p>Directors of Bicultural Issues</p> |

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| <p>To support the recognition and development of psychologies relevant and applicable to Aotearoa</p> | <ul style="list-style-type: none"> <li>• Activities which support Māori development in psychology will be initiated</li> <li>• The recognition and development of indigenous psychologies in Aotearoa</li> <li>• Increase Māori membership in the NZPsS will be supported</li> <li>• Communication with the Māori membership of the NZPsS will be increased</li> <li>• The recipient of the President's Scholarship – Karahipi Tumuaki will be supported</li> </ul>  |  |  |
| <p>Promote bicultural accountability and responsibility within psychology</p>                         | <ul style="list-style-type: none"> <li>• Publication of Māori-focused psychological research/topics in the <i>New Zealand Journal of Psychology</i> and in <i>Psychology Aotearoa</i> will be increased</li> <li>• NZPsS publications will support the recognition and development of indigenous psychologies in Aotearoa.</li> <li>• Bicultural keynote addresses from NZPsS annual conferences will be published</li> <li>• Networks with indigenous psychologists internationally and international interest groups that contribute to the wellbeing of indigenous communities will be facilitated</li> </ul> |  |  |

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|  | <ul style="list-style-type: none"><li>• Bicultural accountability and responsibility within the NZPsS and within academic, regulatory and practice communities will be promoted</li><li>• Relevant key stakeholders will be collaboratively worked with to investigate ways of facilitating Māori development in psychology</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  |
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| <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> | <ul style="list-style-type: none"> <li>• The Society will strongly advocate on behalf of psychology and social justice issues gaining a greater focus and prominence in the work of the Royal Society of New Zealand</li> <li>• The Society will support research in psychology by               <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 submissions and media</li> </ul> </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 Issues</p> <p>Director of Professional Issues</p> <p>Directors of Bicultural Issues</p> |

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| <p>All psychologist members have access to an ethics committee suited to their psychological research</p> <p>The NZPsS is active in supporting and promoting Māori psychology research</p> <p>The NZPsS is committed to supporting the development of Pasifika psychology research</p> | <p>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> <ul style="list-style-type: none"> <li>● The Society will explore all avenues to assist members who wish to undertake psychological research to have access to an accredited ethics committee process</li> <li>● Māori research will be supported in a number of ways including (but not limited to), scholarships, awards, publishing and presentation opportunities</li> <li>● Pasifika research will be supported in a number of ways including (but not limited to) publishing and presentation opportunities, and the development of Pasifika psychology research</li> </ul> |  |  |
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| <p>The NZPsS' international links with other psychology associations are strong, relevant to members' interests and used to members' benefit</p> | <p>scholarship opportunities</p> <ul style="list-style-type: none"><li>• The Society will strengthen its links with the APS and other associations including the International Union of Psychological Science (IUPsyS) and Asia Pacific psychology organisations</li></ul> |  |  |
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