

# ACADEMY PROPOSAL – REPORT TO COUNCIL

John Farnsworth June 2022



## Introduction

To my surprise, the Academy team has been so enthusiastic and committed to setting up this model, that we are asking the Council to consider its full introduction one Council meeting ahead of our November deadline.

What follows is a longer report than usual so that the Council can fully assess and discuss it. In particular, we:

- Demonstrate the model in action (the link was sent in advance):  
<https://625219a908f6e.site123.me/>
- Outline the practical issues for NZAP of incorporating it
- Outline costs and budgeting
- Propose it as a separate site to the main NZAP site
- There are also appendices with further details, diagrams and information

## Trialling a website design

To see how the Academy could work in practice involved translating the proposal and newsletter images into a working model. John Farnsworth searched 30 alternative website models, and chose two for practical design both of which he developed to compare user experience. The preferred provider, in the link above, is 123Site, a very big, well-regarded US provider. We compared this to a New Zealand provider, Rocketspark. Appendix 1 provides an outline of both hosts and clearly illustrates why we prefer 123Site. It is easier to use, attractive for a small non-profit organization such as ours, offers free and paid plugins, is low cost short- and long-term, offers a good domain name, and has responsive help and chat.

## Academy website design

Council members can assess the flexibility of the design for themselves. It is fast, equally good on laptops, tablets, phones and all operating systems. All the content is for demo purposes –all layout and content can be very easily amended: a key requirement for a site administrator.

We have used 'Academy' as the name, but have a continuing discussion with Waka Oranga about a bicultural alternative ('Akoranga' was one we had canvassed).

## Practical Issues of incorporating the site

- Our proposal is that, if the Council approves, we open the site in the second half of 2022. We would start small, with specific events, so that we can trial the site in operation and attract users to the site. We expect to grow the site for NZAP members through 2022 to 2023.

- Once we are confident of the site's operation, we aim to open it to wider professional groups for their active participation. We also aim to publicize it early to significant mental health bodies, including PBANZ. This raises several practical issues before we fully open it to wider participation. These include:
  1. Financial and costing questions (below)
  2. Separate site to NZAP
  3. Comments: Settling design, content and layout
  4. Establish an Academy team or committee
  5. Long-term principles for the Academy

## 1. COSTS AND INCOME

If the Council agrees to introducing the site, there will be immediate costs in starting on a paid model. These are, in fact, not high, depending on the business model we purchase. Details are in the Appendix, but these are typical annual costs:

Annual hosting costs: \$22p.m.	3-year Professional Plan	per year:	\$264 p.a.
[All in NZ dollars] \$14.50p.m.	10-year Professional Plan	per year:	\$174 p.a.
Domain name: \$24 p.a		per year:	\$24 p.a.

Conservatively, we are proposing the 3-year professional plan, so total annual costs would be:  
\$264 p.a. + \$24p.a. \$288p.a.

We don't anticipate the need for expensive plug-ins since all basic plugs (eg Forms) are already incorporated in the plan, along with 90Gb storage and 45Gb bandwidth. In addition, there is a 50% discount on the first year's sign-up and the Domain name is free in the first year.

### Administrator costs

We assessed an initial need for 2 hours of Administrator time per week - approx. 60 hours per year  
Costed at 60 hours x \$30 p.h amounts to \$1800 p.a.

It is important to emphasise that time needed depends on the regular tasks required of the Administrator. We anticipate these will grow from Year 2 onwards. However, this cost may be set against allocated NZAP budget or income that may be generated (below).

Other costs: marketing and publicity, contingencies (especially in the first two years)

### Totals

Total initial costs: \$264 (website) + \$1800 (admin) \$2064  
We propose \$3000 as a likely first-year cost, to allow for contingencies. Request: \$3000

### Estimated income

We have discussed introducing an admin fee for all paid modules to recoup costs. The question is how to assess likely modules and level of fee – and what site users would feel they should get for their fee. Again, this is another area which we want to trial in practice over the first 12-18 months.

However, we propose the following model for admin fees. Details and charts are in Appendix 2.

Using conservative figures, based on typical online courses, we arrived at this outline:

- 30 workshops per year: 10 participants at \$150 p. person [\$45000 p.a.]  
15% admin fee generates **\$6750 p.a.**
- 30 workshops per year: 20 participants at \$150 p.person [\$45000 p.a.]  
15% admin fee generates **\$13500 p.a.**

### Income vs Costs

Income of \$6750 versus costs of \$3000	Net gain:	\$3750
Income of \$13500 versus costs of \$3000	Net gain:	\$9750

## **2. SEPARATE SITE TO NZAP**

Based on these costings and other factors, we are proposing that it is run as a separate site to NZAP. There are some key advantages for doing this, and few difficulties:

- It allows NZAP to expand its presence as high-visibility site across the mental health sector
- It allows fast, easy access to modules, without navigating our existing professional site
- A 'clean' design, readily identifiable with us, which is easy to adjust or change
- Cross-links will pull visitors directly to NZAP; SEO ratings for both sites will improve
- It allows us to manage non-NZAP visitors with ease, and through specific targeting
- It can be readily scaled in its own right
- It distinguishes, and costs, the administrator's workload separate to NZAP demands
- It demonstrates immediate workforce training capability

By contrast, keeping it as a sub-site, or subdomain of our current NZAP site, has none of these advantages. To the contrary, it adds complexity because diverse user groups will generate different demands of the site to those on the NZAP site.

## **3. COMMENTS**

- If approved, the next six months allow us to develop and bed in the concept, offer one opening event and at least one trial module. A bulk email facility allows us to access all current NZAP member. We can consider using onsite 'push' notifications to publicise it.
- We do not want financial aspects of the site to overshadow its primary focus as a peer, study, discussion and search forum. We expect this to be significant aspect in its use and what will most involve members over time as they learn to access it.
- Yes, there are some unknowns in setting up a new initiative like this. However, as indicated, we are proposing time to trial and refine the website and we think we can take the proposal little further without doing so.

## **4. ESTABLISH AN ACADEMY TEAM REPORTING TO THE COUNCIL**

- This is an important concern. First, it gives direct communication with the Council, and provides support for the Administrator. Second, it allows a team to manage queries, ethical concerns and site development as the site grows. Third, it allows the site to interact both with other NZAP bodies (eg the ACP Committee) and with external mental health agencies.
- We propose, then, that the existing team, who work very constructively together, continue as the founding group. This body will provide regular reports to the Council and to NZAP AGMs.

## **5. LONG-TERM PRINCIPLES**

There are some key long-term principles to guide the Academy's future development. These reflect the initial proposal accepted by the Council (Appendix 3) and include:

- a. The Academy as an attractive, imaginative space of collaboration and exchange
- b. A national hub of activity for any professional interested in psychotherapy
- c. A space offering the widest mix of free enquiry alongside broad access to paid trainings
- d. Members and professionals generate and exchange modules between themselves
- e. The website is the simplest, most flexible and attractive model NZAP can provide
- f. This principle is always to minimize administrative load and financial burdens
- g. The Academy is developed in constant conversation with Waka Oranga

## **CONCLUDING SUMMARY**

We believe that the proposal is ready to begin: it comes from our direct contact with NZAP members, through feedback from the newsletter, through reaction at Ka Mua Ka Muri. It also through informal assistance provided by two web professionals.

It meets all the initial proposal points accepted by the Council in November 2021, perhaps excluding point 7, seeking external funding. That is unknown at this point, but point 8, of becoming self-funding, is included.



We recognize there will be a learning curve as we set the Academy up in practice – but this would always be the case. We believe this is best met by opening the site and learning through active involvement. We expect to accommodate this within our regular meetings. We are currently planning what might 'open' the Academy as its first modules. We also emphasise that we expect much activity on the site to be from peer, interest and study group interest and enthusiasm. We hope to cultivate that. None of this involves payment or fees and we expect to be as much a part of the site's vitality as its paid modules. Alternatively, we expect the site to offer a variety of professional development initiatives that will offer life-long learning initiatives as the same time as fulfilling registration or qualification requirements.

On that view, we anticipate the site, in time, will manage large modules: mini conferences and events.

In short, we propose that NZAP takes the next step and inaugurates the Academy as a developing learning and activity hub for the Association.

## APPENDICES

### Appendix 1: Site comparison and assessment

Websites	123site	Rocketspark, NZ – Comparison site
Websites		
Ease of design:	Very easy, fast, intuitive, more templates, more options	Fairly easy, not very intuitive
Restrictions:	Extensive design. Generous free plan without need to upgrade but carries the 123Site logo on the bottom until you do.	Trial design is free but lost if not upgraded 9 days left on 13 May: 'Once your trial has ended you will no longer be able to access your trial website but we will keep a copy of your website for 2 months'
Extras/addons	Useful free add-ons: eg comments, tracking, bulk email, SEO check, forms and tables, and many others	Have to pay beyond basics. Limits on what you can add
Domain name:	Free for 1 year	Free for 1 year
Laptop vs mobile	Excellent, fast layout on both, downloads work on iPhone	Trial on mobile may be imperfect
Online help	Within 10 minutes. Responsive – in-person and AI driven	Within 1 day, but hard to find chat, FAQ and in-person
Payment plans monthly	\$22p.m for 3 years <i>or</i> \$14.50 for 10 years domain name @\$24p.a = <b>Total: \$280p.a. Or \$200p.a.</b>	\$39p.m.+domain = \$480 [\$399 discount] + \$24 domain  <b>Total: \$424p.a.</b>
Reviews	<a href="https://tinyurl.com/y79lc94x">https://tinyurl.com/y79lc94x</a> A long, enthusiastic review	4.9* GetApp <a href="https://tinyurl.com/ybnnbk9t">https://tinyurl.com/ybnnbk9t</a>

<b>Reviewer notes</b>	GetApp Aus gives Rocket 4.9* vs 123site 4.4* <a href="https://tinyurl.com/ybtkxrat">https://tinyurl.com/ybtkxrat</a>	4.1* vs 4.9* for 123Site on international review <a href="https://www.websiteplanet.com/website-builders/rocketspark/">https://www.websiteplanet.com/website-builders/rocketspark/</a>
<b>My Notes</b>		Reviews don't help much. My experience is that 123site is simply better for us: speed, flexibility, design options, extras and, critically, lower long-term cost
<b>Pricing details</b>	See below	See below

Pricing: <https://app.site123.com/manager/upgrade/index.php?w=6149083&ur=dashboardBigGreenButton> vs <https://www.rocketspark.com/nz/pricing/>

### 123site for 36 months

### 123site for 120 months

### Rocketspark pricing

<p><b>PROFESSIONAL</b> BUSINESS &amp; STORE</p> <p><b>NZ\$ 21<sup>96</sup></b> /month</p> <p>36 months ▾</p> <p>Select</p> <ul style="list-style-type: none"> <li>Free Domain for 1 year</li> <li>90GB Storage</li> <li>45GB Bandwidth</li> <li>Remove SITE123 Floating Tag</li> </ul>	<p><b>ADVANCED</b> SMALL BUSINESSES</p> <p><b>NZ\$ 17<sup>40</sup></b> /month</p> <p>36 months ▾</p> <p>Select</p> <ul style="list-style-type: none"> <li>Free Domain for 1 year</li> <li>30GB Storage</li> <li>15GB Bandwidth</li> <li>Remove SITE123 Floating Tag</li> </ul>	<p><b>PROFESSIONAL</b> BUSINESS &amp; STORE</p> <p><b>NZ\$ 14<sup>44</sup></b> /month</p> <p>120 months ▾</p> <p>Select</p> <ul style="list-style-type: none"> <li>Free Domain for 1 year</li> <li>90GB Storage</li> <li>45GB Bandwidth</li> <li>Remove SITE123 Floating Tag</li> </ul>	<p><b>ADVANCED</b> SMALL BUSINESSES</p> <p><b>NZ\$ 12<sup>16</sup></b> /month</p> <p>120 months ▾</p> <p>Select</p> <ul style="list-style-type: none"> <li>Free Domain for 1 year</li> <li>30GB Storage</li> <li>15GB Bandwidth</li> <li>Remove SITE123 Floating Tag</li> </ul>	<p><b>rocketspark</b></p> <p><b>Website builder</b></p> <p><b>\$39/mo</b> \$399/y (save \$69)</p> <ul style="list-style-type: none"> <li>Use your existing domain; or ✓</li> <li>One new domain free for one year ✓</li> <li>Website hosting ✓</li> <li>Storage and bandwidth Unlimited</li> <li>Pages and blog posts Unlimited</li> <li>Mobile - fully responsive ✓</li> <li>Website builder ✓</li> <li>SEO tools (Flint) ✓</li> <li>All templates included ✓</li> <li>Add-ons ✓</li> </ul>
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## Appendix 2: ACADEMY ESTIMATED COSTS AND INCOME

### ACADEMY: BUDGETING INCOME ESTIMATE MAY 2022

- If NZAP decided to charge an admin fee for each module, the calculations below illustrate how much income is generated annually  
 - We use a one-day workshop as typical  
 - With 30 workshops p.a (less than one per week) we assess income generated on 10%, 15%, and 20% fees

#### Comparative One-day Training Fees (2021):

- + Schema Therapy online \$AUD289
- + Eating Disorders workshop \$150 4 hour
- + Transformative Clin Supervision \$630
- + Hakomi f2f 2.5 days \$345
- + TA Open Day \$140
- + Psych Assess 2 hour \$60-120  
<https://tinyurl.com/y34qdrmm>
- + Psych Suicide Risk Mitigation 4 hr \$150-200
- + Psych Supervision 8 hrs \$150-200  
<https://tinyurl.com/yy6uvmyv>
- + Sex Therapy 8 hr \$295
- + Couples 2-day workshop \$850

#### 1-day workshop @ \$150 pp online

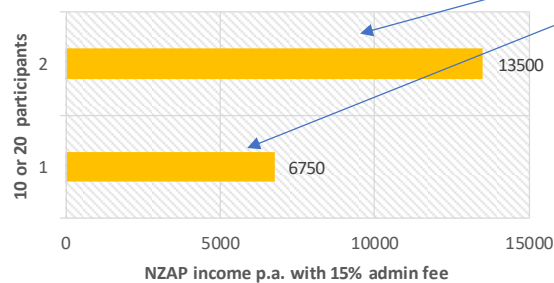
No. participants	generates:	10% admin	15% admin	20% admin
10	1500	150	225	300
20	3000	300	450	600
30	4500	450	675	900
40	6000	600	900	1200

#### 30 workshops @ \$150 p.a.

NZAP income is:

generates:	10% admin	15% admin	20% admin
45000	4500	6750	9000
90000	9000	13500	18000
135000	13500	20250	27000
180000	18000	27000	36000

#### NZAP Income



#### These figures show that:

- 10 participants at \$150 p.person (with 15% admin fee) generates **\$6750 p.a.**
- 30 workshops p.a.
- 20 participants at \$150 p.person (with 15% admin fee) generates **\$13500 p.a.**
- These are conservative estimates based:
  - low workshop fees (see the box with comparative workshop fees)
  - low participant numbers
  - low number of modules - these can be expected to grow over time



## Appendix 3: Original Academy Proposal draft Nov 2021

### Brief Background

This proposal responds to increasingly rapid changes within the mental health sector to which NZAP has, as yet, offered no response. Indications from the Ministry of Health's Workforce Development section is that it will announce major new training money for tender. This will reshape the training and funding environment within mental health: it will generate new providers across the sector. Yet NZAP is poorly placed to respond. We increasingly learn that we have limited public profile, the diversity of our work (e.g. adolescent, family or group work) has declined, the work of psychotherapy work is often and we offer only one long-term training (the ACP). Additionally, dominant narratives (e.g. Evidence Based Therapy) further disadvantage our profession.

The proposal is designed to address these problems by thinking in an imaginative and radical way. It comes from conversations with a variety of NZAP members, most importantly with the Chair of the ACP. It proposes a professional, self-funding training model that can be flexible, responsive and attractive across different groups. It responds to the slow decline of modality training in our sector

1. Establish a Council working group to explore whether a self-funding training body is feasible and sustainable for the Association. For current purposes, this body might be called an Academy
2. An Academy would offer diversified therapy trainings around a central core, available to professionals across the country. Initial offerings are likely to be online, perhaps coupled with face-to-face workshops
3. Its role is to expand the psychotherapy workforce by offering attractive and accessible training related to current mental health sector needs
4. Trainings, unlike the ACP, can be of variable length. They are designed to take advantage of new funding and placement opportunities within the mental health system. Commonly, they would emphasise a psychodynamic, relational approach
5. The working group would consider details around likely intake, interest, trainee background, course variety or length, links with other training providers or professional groups. However, its broad goal is to establish parameters within which a Director would develop course offerings.
6. Seeding money for an Academy would, initially, come from NZAP funds (eg the PDC) to establish a role a part-time role of Director and perhaps two assistants to explore/prepare/develop course structures and materials
7. Additional or further funding would be sought through the Ministry of Health's tender process (GETS)
8. Training and accreditation would be self-funding. The working group to consider whether it should be semi-independent of NZAP or included within NZAP's committee structure
9. An Academy would work in tandem with the existing ACP and be alert to emerging PBANZ and registration issues
10. The Council working group would report to each Council meeting but anticipate a recommendation about the shape or future of this body within two Council meetings