

REPORT FOR COUNCIL ON COMMUNICATIONS STRATEGY- APRIL 2023

Contents

| | |
|---|---|
| Report for Council on Communications Strategy | 1 |
| Strategy Starting Points | 1 |
| Membership Software..... | 2 |
| Wild Apricot | 2 |
| Membership Works..... | 2 |
| Effect on Members – Risks?..... | 4 |
| Inform Messages, Noticeboard – Blogs | 4 |
| Communications with external stakeholders..... | 5 |

Strategy Starting Points

My action was to lay out where we were at with a communications strategy and refer back to Rick Williments review. I noticed we have the following stakeholders; current and potential groups that we could consider in our communication strategy:

1. Clients, Society, Media
2. Provisional Members, Full Members, Branch leaders
3. Waka Oranga
4. Registered non members, Students, Potential psychotherapists
5. Private Training Organisations, Universities
6. Peers in Mental Health: NZAC, Pscyhologists, Psychiatrists, Social Workers
7. DHBS, NGOs, Donors, Te Whatu Ora/Government
8. Other partnerships: Ora Taiao re Climate. Artisitic Organisations

Ideally we could have a person thinking about the needs of each group or our goals re that group and continually communicating with them. As you know, in many cases we are already communicating with them, others we don't have much consistent contact.

Some of Rick's ideas were:

- using psychotherapy efficacy studies to explain what we do. (We can put these onto the website.)
- there is potential for psychiatrists to advocate for us in DHBs.
- It is important for us to seek donors to fund our work.
- Without data our advocay is weakened. He said we need data on the type of therapy, length, training needs, career intentions, population that we see.

Roy Bowden left MH &A with the parting wish that we strive for solidarity with NZAC in our advocacy for psychotherapy, this could be part of our communications strategy.

I investigated Savvy Media training, and Victoria and I went to an introductory session. We learned more about the life of a journalist and what they need from us and that we can list ourselves as experts

for journalists to contact. John F is starting an informal training with MH&A so that individuals feel more confident to become a spokesperson in the media and when advocating for NZAP.

We have some new plans for the website that I hope will improve it as a communication tool for us to use with any strategies we adopt, and help us develop

Membership Software

We have engaged a new web person called Iona Elwood-Smith at a company called Grow my Business, who Victoria Smith recommended and used for her website. She seems great, John F and I met her to discuss the Academy website and she was a wealth of experience and knowledge.

We are in the process of disengaging with Stu Sontier from Antipodes, but this needs to be coordinated with other work that I am proposing we have Iona do.

Wild Apricot

We currently use Wild Apricot membership software which is causing problems as it is buggy and it has poor support. Even Wild Apricot's support line is buggy and ineffective according to Luisa but the main problem with Wild Apricot is its high cost. It cost 3410.00 NZD last year, and the price is going up another 800.00 NZD this year when we were to renew on 7th July 2023. Iona says it is very overpriced.

Membership Works

Iona proposes that we go with a new membership software called [Membership Works](#) which can plug into our Wordpress site instead of Wild Apricot. She has used it with two other organisations and it is going well.

| | Stu and Wild Apricot 2023 | Iona and Memberpress | Monthly Breakdown |
|-------------------------------------|----------------------------------|-----------------------------|--------------------------|
| Ongoing costs | | | |
| Website Hosting | 450.00 | 1,164.00 | NZD 97 per mo |
| Membership site Subscription | 4,212.00 | 1,138.32 | USD 59 = NZD 94.68 |
| Domain Name | 41.34 | 41.34 | |
| Mailchimp Essentials Plan | | 204.00 | NZD 17.00 per mo |
| Total Cost | 4,703.34 | 2,547.66 | |
| Annual Savings after set up: | | 2,155.68 | |

Saving \$2155 p.a. is significant.

It has all current functions of:

- member directory
- membership renewals
- events management

It also has:

- Xero integration
- Stripe (credit card payment) integration

It would have members listed with a business card graphic that could be clicked on for more information. This is not necessarily a better look, but there are other features that could benefit NZAP.

Please follow this [link](#) to check out its features.

Here is a demo of how it appears on a wordpress example site:

<https://demo.membershipworks.com/>

It would form some of our new communications strategy with its features of:

- events calendar
- classified section
- job board
- announcements

We would need to explore which features we want to use, who could use these features, how they would be charged if at all. Personally I like the idea of all our branches using the calendar feature and members using the classified to communicate with each other about room availability etc. Settling into using the new system may mean we need to adapt some of our processes and will take some thought and working through with Luisa which could be additional work for her.

Please see Iona's proposed plan of work:

We can set up MembershipWorks for you through the end of March/ April and then move everything across by the end of April. The cost of us setting MembershipWorks up for you is \$995+gst.

This includes

- Transferring members
- Setting up the directory
- Setting up member-only pages/ area
- Setting up Xero and Stripe integrations
- Setting up boards

Membership Works doesn't integrate with Mailerlite unfortunately but it does integrate with Mailchimp.

We would take a copy of the site and take out all the wild apricot stuff and set membership works up on this copy so we can test its all working as it should before we move. Then the Domain records just point to the "new" website on our server.

Delia and Luisa flagged that a short timeframe creates a risk for the renewals process so the "go live" date will be in Mid-June, after all our renewals are done. Following Delia's advice we will ask Iona to have the work completed by the end of April as Iona proposed, giving us two months to test that it does what it is supposed to do before we change, with a contingency plan of not changing from Wild Apricot after this testing period.

Since we are moving to Iona as a new web host, if we don't change membership sites, we would also need to migrate Wild Apricot to Iona. It makes more sense to change membership site while we change host. It is also best done now before the Wild Apricot renewal in July 2023 which would need to be for another entire year, at unnecessarily large cost.

Effect on Members – Risks?

Members would need a new username, password and the system requires a credit card number.

Communications to members will need to be created, those comms will cause some questions and potentially more work for Luisa.

Hopefully it will eliminate the bugs members face trying to update their details.

This comes at a very similar time to the Academy so there is a lot of change at once.

I am still clarifying how *Connect* and the Council email list will be managed. We may lose the ability to have those email addresses and have to use another way for members to speak directly to each other. This is still up in the air and I hope to have an alternative by the time of the council meeting.

Inform Messages, Noticeboard – Blogs

Membershipworks has functionality for sending emails to members but Iona recommends using a specialist email software called [Mailchimp](#) which plugs into Wordpress. It produces great looking emails.

We currently keep members informed through 'inform' emails and an opt-in 'Noticeboard' email list which is a weekly summary of new items on the website. As well as obviously The Newsletter and Ata. We use Wild Apricot for a lot of our communications currently, so changing to Membershipworks means a change for the Newsletter and Inform Messages.

My experience of doing promotional emails for the last two conferences demonstrated that it was time consuming to do basic email designs in Wild Apricot, and Marianna has to use an IT person to produce the Newsletter.

Iona has quoted 3 hours work at \$80 per hour to create a blog for us. We will create blog posts for:

- all our 'Inform' emails
- for events advertised to members
- for information that may be of interest to members
 - AHAANZ newsletters
 - Ora Taiao newsletters
 - requests from researchers
 - invitations to media trainings
- all Newsletter articles, instead of the pdfs the newsletter currently uses.

Each (non newsletter) item would be tagged with a category and then at regular intervals sent out to members in a newsletter format – ie a list of links back to our website, which will increase the traffic to our website and make it more of a living site. You will be able to filter on any category to find blog posts relevant to you.

To create 'the noticeboard', The Newsletter and Inform emails we will use [Mailchimp](#).

This would be a change for The Newsletter and Marianna's input on this is welcome. We are in discussions with Iona about using Mailchimp emails for the Academy too, ensuring ease of use for Luisa in doing this work.

Substack for the Newsletter has been mooted amongst us on Council in prior meetings but Iona is unfamiliar with it and since we are using Iona I am not pursuing a separate and inconsistent email/newsletter format as it just adds work for me. That said, the door is not closed we can still do it later.

[Communications with external stakeholders](#)

The NZAP website also needs to be a tool that helps NZAP communicate with the Ministry of Health, other allied professions, the media and the public to raise the profile of Psychotherapy in NZ. A blog may also help with this. MH&A and Public Issues have a new strategy of writing position statements and opinion pieces, we could include these on an external blog tagged and then filtered by different categories.

We can do position statements, tweets series, press releases, posts congratulating members being honoured publicly all in the hope of raising our profile to make it easier for our advocates to demonstrate our worth and points of difference so we can hopefully get government help with workforce development etc.

Claire Miranda & John Farnsworth