

# **REPORT TO APANZ COUNCIL, OCTOBER 2024**

## **From the Digital Communications Committee Chair**

2<sup>nd</sup> October 2024

Kathryn and I meet fortnightly and it is great to have new energy in the committee. Other members of council whose portfolios touch Digital Comms are welcome to join or visit.

### **Name Change to APANZ on the website**

The website name change has been delayed due to glitches caused by our Membership Works members database software. Brock has found a work around. Luisa has been double checking Brock's work and updating documents used on the website with the new name. This work will continue to be done after the launch, but Luisa has advertisements piling up to go on the new website as there is a content freeze on the current site while we are in flux.

We can now launch the site from the cloud server on Monday 7<sup>th</sup>, then we will notify members on Wednesday 9<sup>th</sup> giving us a couple of days to make sure it all works properly.

### **Marketing the name Change**

Stakeholders outside the association can be notified from Wednesday 9<sup>th</sup> October. This could be just an email to our list of organisations or it could be a job that someone researches where in the community we need ensure our name is updated beyond an email out to administrators. It is almost a public relations/marketing/press release task.

Perhaps we could create a banner (a coloured block on the home page) on the website and make changes to our About page to hype the name change up if someone would like to think about the PR angle/ story we want to tell in having finally voted in favour of having Aotearoa in our name.

### **Engagement**

We are having trouble filling all our volunteer roles leading to a situation where too few people are doing too many jobs and we are becoming more and more centralised which alienates the edges and exhausts our volunteers. But how do we get more volunteers?

- Agreeing on a clear vision that unifies and energises our members (Excellence in Psychotherapy?)
- Mooting that vision to the whole membership (engagement)
- Writing articles to members about news in our portfolios instead of just reports to council (inclusion)

- Posting branch meeting info on our blog (inspiring other branches, highlighting their excellent work). Question for council – do we need an actual blog editor to help drive engagement in the association?
- Advertising short term working bees on work we would like to have done, eg PR for the name change

I believe that the new website Nexus looks towards a potential future for the association which is a thriving hub of psychotherapy life that anyone in society can participate in which disseminates psychotherapeutic thinking throughout other professions and modalities. There is potential that Nexus could be a community created mirror and map of psychotherapy in Aotearoa.

APANZ straddles a ‘no longer regulatory’ and ‘regulatory for the non registered’ identity, which makes it hard for people to know what to expect from Council.

## **Moderation**

We have basically concluded that we are unlikely to find a moderator for Connect, as it is too onerous for a volunteer.

Gaggle technical help to be put on the APANZ website:

- How to mute a conversation
- How to summarise emails with AI
- How to have emails from Connect only sent once a week to have space from too many emails coming in.

## **Conflict in the Association Process - a description of current and potential processes**

A reframe of conflict in the association might be needed - the reality is that we do not all agree on some crucial issues. Should council be adjudicating, or should we be providing and refining ways for members to associate even when there is quite fundamental disagreements. We have long existing democratic processes to use like publication editors and the ethics committee.

We can offer education, collegial support, accountability, opportunity to contribute to process design, representation.

### *Education*

- a. Newsletter editor/ Blog editor/ Ata publish articles from participants
- b. Nexus resources ‘curator’ starts a new educative resource about the issue.
- c. Theoretical articles about group process/democratic processes perhaps also posted on our blog.

### *Collegial Support*

- d. Peer groups encouraged to form and are advertised on Nexus
- e. APANZ Group process in large groups ideally after some education has taken place

### *Accountability*

- f. Harm done/complaints – could go to the disputes process held by the ethics committee
- Steps may include offensive poster being moderated on Connect in a supportive yet accountable relationship with the ethics committee. (Would still need someone to moderate this person)

### *Process Improvement*

- g. Conflict processes shared with association and re-evaluated/debated as we go. It is all engagement and dialogue which is the whole point in a way. That is how we will move forward and be better, and have people participating and volunteering.

### *Representation*

- h. People affected by the conflict join APANZ council or committees
- i. Courses are potentially created and advertised on Nexus

## **Appendix**

### Current Methods of Digital Communication in APANZ

- APANZ main website
  - Wordpress
  - MembershipWorks database of members
    - Members Area Pages, Members Area Blog
    - Public Area
- Nexus website – public facing portal for psychotherapy resources, peer groups, courses, trainings and recertification resources
- Connect – List serve by software called Gaggle where members can also post. Approx 150 people
- Inform – Emails to membership from council using Mailchimp
- Noticeboard – Opt in Gaggle mail list for people who would like to receive a round up of news from the website each week.
- GoogleMail, four email addresses. [Admin@apanz.org.nz](mailto:Admin@apanz.org.nz), [accounts@apanz.org.nz](mailto:accounts@apanz.org.nz), [president@apanz.org](mailto:president@apanz.org) and soon to be one new one, [support@apanz.org.nz](mailto:support@apanz.org.nz)

**Claire Miranda**

Digital Communication Committee Chair