

REPORT TO APANZ Annual General Meeting (AGM), June 25 2025

Re: NEXUS, the APANZ Psychotherapy Learning Hub

From: Gabriela Mercado, Past President - Nexus portfolio

Date: 21 May 2025

Beginnings:

Building on the work of the original Academy Team—led by John Farnsworth and including Claire Miranda, Victoria Smith, John O'Connor, Lynne Holdem, Veronica Watts, and Matt Bird—we rebranded and launched the site as *Nexus* in 2024. We continue to work with Brockdin Barr from Catchlight, who designed and developed the website. We worked with APANZ Administrator Luisa Maloni for the launch and until she left last December, and recently incorporated Carmel Lai, APANZ Administrator.

Launch:

We began by gathering all the courses, trainings, and groups run by APANZ members, who gladly listed them on Nexus in time for the launch. A Zoom meeting was held on 12 November 2024 to officially launch Nexus. It was a well-attended event, during which two members volunteered to serve as curators of the site. Diane Clare and Isabella Van Hoyer are currently curating and overseeing what is featured on Nexus.

Promotion:

In January 2025, we reached out to therapy-related organizations, training institutions, associations, and societies to announce the launch of Nexus and invite them to visit the site and advertise with us. As a result, website traffic increased significantly.

In April, we launched ***NEXUSBRIEF: for the curious, the connected, the collective***. This email update is sent to all APANZ members and features the latest additions to the website. Its aim is to keep members informed and ensure Nexus remains visible and up to date. On Friday 9 May, we sent out the second NexusBrief—this time not only to APANZ members, but also to all therapy-related organizations in our advertising list.

Visits to Nexus – Statistics:

We use independent website analytics (on a free plan), which allows for reasonable estimates based on available data.

- The Nexus website receives an estimated 300–500 unique visitors per month.
- Visitors primarily view the **Courses**, **Peer Groups**, and the newly added **Events** sections—indicating the success of the Events feature recently added.
- High-traffic pages include individual courses such as *Transform Your Practice with Havening Techniques*, *Complex Trauma & Dissociative Disorders*, and all the Peer Group Psychotherapy pages.

The wide range of pages being accessed suggests that the site is being well-used across its various offerings.

Pricing:

Current Nexus advertising rates are:

- **Free** for APANZ members advertising a course, workshop, or event they are presenting.
- **\$100** for non-members (advertisement runs for three months).
- If an event is co-presented by members and non-members, it is **free** to advertise as long as an APANZ member is presenting at least 50% of the event.

This pricing remains in effect until the next APANZ AGM in 2025, after which these pricing will be reviewed by the Nexus team and Council. The rates are now included in the advertising submission form.

Moving Forward:

It has been a pleasure and an honour to bring Nexus to completion and see it thriving. Nexus holds great potential to connect the psychotherapy community in Aotearoa New Zealand and to help raise the public profile of our profession.

As my term on Council comes to an end, I will also be stepping down from my role with Nexus. At our May Council meeting, the Digital Communications team kindly offered to take up the mantle and continue the development of Nexus. It makes good sense for all our digital communications to be coordinated by a single team, and I wish them every success in this next chapter.

A heartfelt thank you to all the members who have supported Nexus by advertising, exploring the site, and spreading the word. The success of our Association and its initiatives is a shared responsibility.

Ngā mihi,

Gabriela Mercado

APANZ Past President