

Digital Communications Committee Report to the Association of Psychotherapists Aotearoa New Zealand (APANZ) AGM 2026

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OVERVIEW

Digital Communications has become an area critical to the association because of the reality that most of our communication is now digital. The Digital Communications Committee has continued its work across website maintenance, member communications, and the Nexus professional development portal. We have a tiny committee for all this with just three volunteers: John Farnsworth, Kathryn MacKenzie and myself.

Brockdin Barr from Catchlight website design is a valuable resource for APANZ. I would like to say huge thank you to Carmel for doing the admin for Nexus and Nexus curators Isabella Von Hoyer and Diane Clare who do an important job managing what adverts go up on the site.

WEBSITE AND DIGITAL PLATFORM IMPROVEMENTS

Brock has carried out a range of important website and platform improvements over the reporting period, including:

- improving the APANZ website search function so users can now find content more accurately
- adding analytics to individual pages so that traffic data can be gathered over time
- working through a MembershipWorks fault affecting member login and the Dialogue staging site dashboard
- helping restore council minutes PDFs to the website with privacy protections in place
- investigating a longer-term solution for formatting issues in the Members Area caused by Divi caching behaviour

The committee has also considered how to improve the imagery on key pages such as “Find a Therapist” and the home page so they speak more clearly to clients seeking psychotherapy.

MEMBERSHIPWORKS AND PRIVACY

MembershipWorks remains an important part of the APANZ site, managing member accounts, profiles, events, and access to the Members Area. Privacy limitations in MW

continue to be a challenge, particularly for PDFs and archived material that need to remain accessible only to logged-in members.

Thanks to significant effort from Carmel, council minutes PDFs have now been restored to the website with shortcodes to protect member-only access. There are still a number of additional documents, including newsletters, that require similar treatment. The committee is considering whether there is a better long-term alternative.

EMAIL GROUPS / LISTSERV

The move from Gaggle to Groups.io was completed in late December after Gaggle announced an immediate and significant price increase. The transition was handled at short notice and required the team to put other planned work aside in order to implement a reliable replacement.

Council, ACC and Connect have now adopted Groups.io successfully, and the new system should save considerable volunteer and administrative time if volunteers embrace learning its features.

DIALOGUE

The purpose of Dialogue, our upcoming members area blog is to give members a space to share ideas, post updates, and start conversations, while also creating a lively front page of news and events for the association.

The development of the Dialogue email template, together with an RSS feed that automatically gathers new posts and emails them to members, has produced a streamlined solution that we intend to require minimal ongoing effort.

NEXUS

The committee reports strong engagement with Nexus, with around 1,000–1,200 clicks per Nexusbrief email and an open rate of approximately 49%. A new Nexus brief format has been created using images from the site, and further automation, including an RSS feed for Nexus brief may be possible so that we produce Nexus brief much more regularly.

A continuing challenge is that members often submit advertising material in the wrong format, particularly PDFs, which increases layout work. The committee plans to improve guidance for advertisers and continues to look for ways to reduce manual effort.

SUPPORT AND RESOURCING

The amount of work across this portfolio continues to place real pressure on a tiny volunteer team. This has included unplanned demands such as the Gaggle transition and MembershipWorks fault, alongside ongoing website and content work. The committee is

currently recruiting to grow the team. Thank you to John Farnsworth and Kathryn MacKenzie for their creativity, commitment, and humour throughout the year, and to Brock, Carmel, and the Nexus curators for their ongoing support.