

**COLLEGE OF ORGANISATIONAL PSYCHOLOGISTS
REPORTS FOR THE 2008 AGM**

National Committee, College of Organisational Psychologists, since 2007 AGM

Name	Position
Gina McCredie	Chair
Elisabeth Wilson-Evered / Mark England	Treasurer
Simon Brown-Greaves & Kylie Prince/ Kathryn McEwen & Peter Hayes	Secretariat
Kathryn von Treuer	Membership Secretary
Rosie McMahon	Professional Development National Coordinator
Sally Carless	Course Approvals
Stan Bongers	ACT State Chair
Joanne Abbey	NSW State Chair
Jacky Dakin	SA State Chair
Ann Bonney	QLD State Chair
Bill Moore	VIC State Chair
Paul Syme	WA State Chair
Rosie McMahon	Publications Editor
Tim Bednall	Website Editor
Dianne Lissner	Academic-Practitioner Convener
Louise Carmichael	Marketing & Communications Coordinator

College of Organisational Psychologists

National Chair's Annual Report

Looking back, over the period from July 2007 (our last AGM) to September 2008, the College of Organisational Psychologists has become a significantly different organisation. While we are not yet the organisation we want to be, we have made great strides towards our vision. We are in transition.

What COP has been working on

In October 2007 the College's National Committee got together to map out COP's strategic directions and priorities for the next few years. This resulted in a Business Plan for 2008-2010. We identified a specific set of initiatives for 2008, and wrote to the membership last Christmas inviting members to contribute. This resulted in more than 30 people coming forward to assist, bringing our number of active contributors up to about 60 people (including committee members).

We have volunteer teams working on the following initiatives:

<ul style="list-style-type: none">• Improving our membership processes to attract new members
<ul style="list-style-type: none">• Exploring sponsorship and revenue generation opportunities for the College
<ul style="list-style-type: none">• Building relationships with other IO Psych Societies around the world
<ul style="list-style-type: none">• Investigating synergies between COP and AHRI
<ul style="list-style-type: none">• Defining our value proposition as a profession and as a College
<ul style="list-style-type: none">• Ensuring organisational psychologists are considered in the framing of the National Registration and Accreditation Scheme
<ul style="list-style-type: none">• Populating our College website with useful resources, e.g. the AV library
<ul style="list-style-type: none">• Launching the new peer-reviewed online journal 'Australia and New Zealand Journal of Organisational Psychology'
<ul style="list-style-type: none">• Keeping our members in touch through the e-Newsletter 'REACH' and other emails
<ul style="list-style-type: none">• Promoting the value of organisational psychology to the business world through the e-Magazine, 'Illuminations'
<ul style="list-style-type: none">• Building a Continuing Professional Development framework
<ul style="list-style-type: none">• Preparing to run the 2009 IO Psychology Conference in Sydney next June
<ul style="list-style-type: none">• Exploring practical ways to close the academic-practitioner gap
<ul style="list-style-type: none">• Building closer connections with Universities to ensure the College is providing good support

A big thank you to all those who are contributing to these teams – you are making it happen! And an open invitation to all 420 other COP members to put your hand up and get involved in the initiative(s) of most interest and importance to them.

We are in the midst of switching to a more nationally-driven approach. We are focused on developing things centrally that all States can use, without each thus needing to reinvent the wheel. State Committee members are involved in the nationally-organised teams above. All our work is done in light of our five strategic themes: growth (i.e. sustainability), reach (beyond our shores), influence (key stakeholders), innovation (in services) and capability (state-of-the-art development).

One of COP's challenges is now to generate enough revenue to enable us to dedicate sufficient resources to our priority initiatives. Our premier event, the IO Psychology Conference, is currently our main money earner, but we need to look to other places for funds. Sponsorship and other regular revenue channels will become increasingly important.

Update on top priorities

The College had three immediate priorities in 2008. The first priority was to develop an effective value proposition for our profession. The College ran a competition to identify a suitable elevator pitch for organisational psychology. The winning pitch was:

Organisational Psychology is the science of people at work. Organisational psychologists specialise in analysing organisations and their people, and devising strategies to recruit, motivate, develop, change and inspire.

This pitch will form the basis of many College communications documents and promotions in future. Presently work is underway to develop a College-specific value proposition that will help us better articulate the value of membership and unique role of the College.

The second priority for COP was to develop a communications strategy, including media plan. This has been done, and an Expert Media Panel has been selected for ongoing media representation of the College. The new suite of publications; REACH, *Illuminations* and ANZJOP reflect our greater focus on communications. The COP webpages continue to be some of the most visited pages within the APS site.

The third priority was to develop and implement a strategic framework for Continuing Professional Development. This work is well underway, and will be completed and communicated later this year.

More details on progress in each strategic area (growth, reach, influence, innovation, capability) are reported via COP's Transformation Updates. Update #2 will be issued in the coming weeks.

Looking outwards

While much has been happening within the College, there has also been significant work done on COP's interfaces with other parts of the APS, and other societies/associations.

- COP has built stronger relationships with the other eight Colleges, particularly through participating in the College Chairs Forum group.
- COP has been liaising with various Interest Groups, in particular the Coaching and Environment Interest Groups.
- COP continues to develop relationships with the APS National Office staff that support and impact our work.
- COP has met with national executives of AHRI to begin exploring synergies.

- COP and SIOP have begun collaborating, e.g. the SIOP Conference DVD offer.
- COP's International Linkages team are exploring what we can learn from, or share with, other IO groups like ours.

Of vital importance to organisational psychology in the year ahead is the Federal Government's development of the National Registration and Accreditation Scheme for Nine Health Professions (including psychology). COP's National Regulatory Developments Working Party is on the case – reviewing and contributing to APS submissions to ensure that the unique work and skills of organisational psychologists are suitably recognised in the framing of the legislation and its operationalisation. Certainly there are worrying signs that psychology is increasingly understood by critical decision makers only in terms of mental health. For example, the NSW Psychologists Registration Board is currently asking some organisational psychology interns under the 4+2 model to include mental health placements in their supervision plans. We are objecting to this strongly, with the support of the APS.

Making a difference

Many COP working parties, sub-committees and initiative teams are working hard to advance our College and profession on a number of fronts. It is a huge volunteer effort. We expect to see more significant results over the next 12 months, as our initiatives come to fruition. The business plan for 2008-2010 is ambitious, but achievable. We are focused, heading in the same direction and influencing the future of the College and the organisational psychology profession in Australia. Let the transformation continue!

On a personal note, I'd like to thank each member of the National Committee for their hard work over the past year. Everyone has had to put much more time and effort into COP, and I know people have made sacrifices in order to keep the College on track. Heartfelt thanks to Mark, Peter, Kathryn, Rosie, Sally, Stan, Joanne, Jacky, Ann, Bill, Paul, Tim, Dianne and Louise. You are all making a difference.

Gina McCredie

**Annual National Financial Report
College of Organisational Psychologists**

01/8/07 to 31/07/08

<i>Total Members</i>	472
Allocation: 1 June 2008 - 31 May 2009	\$5,948.00
Lump sum - \$1,700 plus \$9.00 per member	
<u>Available funds unspent as at 31 May 2008</u>	8,361.22
	<hr/>
	\$14,309.22
Interim Income	
<u>Workshops Income</u>	72.73
	<hr/>
Total Interim Income	72.73
Less Interim Expenses	
<u>Postage/Freight</u>	(273.09)
<u>Printing/Stationery</u>	(600.00)
<u>Travel</u>	(371.72)
<u>Telephone Fax/Conference Calls</u>	(311.17)
	<hr/>
Total Interim Expenses	(1,555.98)
Balance*	\$12,825.97

Treasurer's Comments

In summary, the financial status of the National College of Organisational Psychology is healthy:

- The National College has maintained a surplus of funds throughout the year. As of 31 May 2008 \$8,361.22 remained unspent
- The amount unspent was within the three (3) times Year to Date allocation, allowing for an allocation from 1 June 2008 to 31 May 2009 of \$5,948.00
- Interim expenses for the period from the allocation provision dated 31 May 2008 to the balance date of 31 July 2008 amount to \$1,555.98
- The reasonable interim expenditure leading to a current balance of \$12,825.97 indicates adequate provisioning for the year ahead.

Mark England

National COP Treasurer

College of Organisational Psychologists National Membership Secretary Report

The membership portfolio contributes to the strategic theme of Growth: we attract members by being a thriving, forward thinking, and professional community. The target growth figure is an increase in full membership by 10% across all states. A report was presented to the National Committee *"An historical review (previous 5 year) of membership trends across states and overseas"* which showed the historical COP membership by grade for each state.

In order to achieve the 10% growth target a membership team was established, coordinated by the membership secretary. The membership team comprising of 11 volunteers from COP was established to assist with initiatives to increase our membership. The membership team has developed a number of initiatives to assist with growth of our membership and fall under two main themes of student engagement with COP and membership growth initiatives in general. The initiatives were presented in the report *"COP Membership Strategy- 12 months"*.

The purpose of the development of this strategy is to assist the States by providing information to State Chairs/membership secretaries to assist with their membership initiatives, such as strategic initiation of policies, processes and information at a national level focussed on membership growth. The implementation of this strategy is in addition to the ongoing responsibilities of the membership secretary who, together with the media and communications co-ordinator, review membership applications and will co-ordinate other membership activities/ communications. Ongoing communications of membership numbers, growth and targets will be provided.

The initiatives developed include:

- ***Develop and implement a membership strategy to attract members***

Develop and implement a student engagement strategy

Write and send out letters to MIOB and Doctorate students who are potential COP members

Revamping post graduate student COP PowerPoint presentation

List of activities (and explanations) that States may access to engage students

The development of an undergraduate psychology student I-O information kit - including posters and presentation etc.

List of internships, for example, promotion and sponsorship of undergrad psych activities

Planning/options for dedicated student conference

Increase our student numbers

- ***Develop and implement a strategy to encourage full membership with COP which could include international membership***

Redraft and update letters to introduce COP to potential members, and those who may consider upgrading their membership

Membership survey developed, implemented and results disseminated

Review and develop COP exit process

Engagement of COP supervisors

Review holding targeted membership drives, targeted topics, targeted areas and groups

Potential to explore added value of COP such as chartered psychologists, global networks

Implementation of the COP Membership Strategy commenced in June 2008. Despite new members joining every month, the membership numbers had decreased across most States and membership types since the end of the subscription renewal period (August 2008). This drop in membership numbers reflects the deletion of the non-renewals within the membership database. We now need to urgently grow our COP members at all levels.

Membership numbers as at Sept 19, 2008.

Member Type	ACT	NSW	NT	QLD	SA	TAS	VIC	WA	
<i>Affiliate</i>	70	0	26	1	11	3	0	18	11
<i>Associate</i>	10	0	7	0	0	1	0	1	1
<i>Member</i>	261	12	89	1	33	18	2	89	13
<i>Student</i>	95	2	29	2	9	28	0	19	4
Total	436	14	151	4	53	50	2	127	29

Locations

<i>ACT</i>	14	<i>TAS</i>	2
<i>NSW</i>	151	<i>VIC</i>	127
<i>NT</i>	4	<i>WA</i>	29
<i>QLD</i>	53	<i>Overseas</i>	8
<i>SA</i>	50		

Kathryn von Treuer

**College of Organisational Psychologists
Academic Practitioner Report**

The Academic Practitioner Convener role was established in March 2008 as a new role on the National Committee. In the past 6 months the following has been achieved:

1. Volunteer members of the Academic Practitioner team were recruited and inducted. To date there are 7 members of the College of Organisational Psychology on the team. Discussions are in progress to recruit a member from Western Australia, and an academic from both NSW and Qld.
2. Communication was established with all Heads Of both Organisational Psychology post graduate programs and Business Schools throughout Australia by compiling a list of 35 names, telephone numbers and email addresses, and writing to each as appropriate to introduce the AP portfolio and in the pursuit of the goals below.
3. Support was provided to the launch of ILLUMINATIONS by contacting all Heads Of to encourage contributions, and by submission of two articles, the shorter of which was published in ILLUMINATIONS.
4. The University Research Interests project was designed and implemented. Current research projects in the field of Organisational Psychology will be published on the COP website and in ILLUMINATIONS. This project will showcase University research to practitioners and hence provide opportunities for academic practitioner liaison. It will also promote the post-graduate programs to students. To date 8 Australian Universities have participated, with 3 in the pipeline. Information will be updated annually and extended in 2009 to include all business schools and Organisational Psychology research conducted in allied psychology schools such as social psychology and human performance psychology.

5. An interview-based analysis to assess the effects of the 2008 introduction of differential funding of health related vs Organisational Psychology post graduate programs was designed and implemented. The study assesses whether differential funding effects are evident in clinical vs organisational psychology programs on measures such as student numbers, scope of subjects offered, resources and staffing levels. Information is also collected to provide the AP portfolio with a focus for key initiatives in 2009. To date interviews have been completed with 6 universities.
6. Communication has been established with Professor James Kehoe to encourage academic presentations at the IO Psychology conference in June 2009 to include consideration of practitioner relevance.
7. A Practice Forum is planned for the 2009 IO Conference. Forum participants will identify key market place challenges for the profession of Organisational Psychology in the next 10 years, and discuss implications for both the teaching and research of Organisational Psychology. Ideas will be captured and published. We will seek an engaging facilitator to lead the forum. Submission is due late October.

Deepest thanks to the volunteer Organisational Psychologists on the AP team who have contributed to the success of the AP portfolio over the past 6 months: Frances Feenstra, Sugumar Mariappanadar, Kathryn McEwen, Elizabeth Norris, Jo Wigley, and Peter Zarris.

Dianne Lissner

College of Organisational Psychologists Course Approvals Report

In 2007, three site visits were undertaken, these were University of Western Australia, Murdoch University, and University of Adelaide. All were given conditional approval. The two Western Australia programs were required to make minor changes, whereas the University of Adelaide was requested to make more significant changes in the form of course content.

In 2008, three site visits have been undertaken, Monash University, Macquarie University and University of NSW. All were given conditional approval, the changes requested were relatively minor.

In the last 12 months, the number of masters programs offered in Australia has remained stable at 10 programs.

A submission to APAC was made on behalf of the college regarding a number of the APAC accreditation requirements that were considered either unsuitable or unnecessary for organisational psychology courses.

Sally Carless

College of Organisational Psychologists Professional Development Report

National PD Framework: In early 2007, the College of Organisational Psychologists (COP) underwent a review designed to more fully understand how it could meet member needs, attract new members and build its standing both within the profession generally as well as within its own client base. As part of this review, a survey was carried out which identified a number of critical challenges, a major one being its capacity to deliver quality professional development to members nationally. It was recognised that PD activities offered by COP did not adequately meet member needs.

PD activities had primarily been organised by each State Committee, were generally held in metropolitan areas, and were not connected by a national approach per se. The results of the survey suggested that PD did not add any real value to members' ability to practice or contribute to their employability nor did it contribute significantly to members' understanding about their own profession (current research, literature, levels of experience, access to noteworthy professionals).

It was recognised that unless there was a significant shift in the way that PD was currently delivered, COP would continue to struggle to attract new members or keep current members. To address these and other related issues (e.g. the fact that PD is seen as a series of 'events' rather than a comprehensive program of strategically linked and connected continuing development), the College needed to develop a far more strategic and disciplined approach to developing its members.

While PD continues at this time to be delivered in the same way as it always has, a PD Sub Committee was formed to develop a National PD Framework that met a range of criteria, including:

- A combination of face-to-face and remote multi-media methods of learning;
- Access by members to an academic (on-line) library facility, in particular, current organisational psychology and business literature;
- The means to record individual member attendance to sessions for audit purposes;
- Supplementary learning materials;
- Capacity to release multi-media materials so that the APS may load these onto their member website;
- Curriculum consistency across all Australian States;
- Capacity to link members into current activities (e.g., attendance at events with visiting experts)
- Both academic (e.g. lectures) AND practitioner (e.g. discussion groups) forums;
- Builds on current post graduate learning and the identified COP Competencies;
- Incorporates multiple learning methods (group work, master classes, online education, case study sessions, lectures etc)

A number of Australian Universities and Business Schools were contacted resulting in two proposals for delivery of these services. The COP PD Coordinator is continuing to work with the National COP committee and the preferred provider to establish a member offering that is both cost effective and meets the above requirements. It is anticipated that negotiations should be resolved by the end of 2008 with the potential to provide members with access to additional PD services in 2009.

COP Knowledge Domains: During 2007 – 2008, a sub committee was formed to review the COP Knowledge Domains. These have now been submitted to the APS.

Further discussions during the development of the Knowledge Domains included designing of a set of competencies for psychologists generally and the College of Organisational Psychologists specifically. Some work went into developing these on the basis that the generic competencies might be applicable across the APS, however this work has stalled as the APS is currently satisfied with the Knowledge Domains work carried out to date.

Rosie McMahon

College of Organisational Psychologists Communications & Marketing Annual Report

The Communications and Marketing portfolio is a new stream within the College of Organisational Psychologists (COP). COP has an ambitious change agenda proposed for the 2007-2009 period, to address the needs of members which were identified in a member survey conducted in 2007. During this period of transformation, COP is aiming to establish a range of key initiatives which require significant consideration of communication and marketing to make the initiatives a success. The Communications & Marketing stream was established to ensure the adoption of a strategic approach to internal and external communication initiatives associated with the College Business Plan.

The initial focus for the Communications and Marketing portfolio in 2008 was the development of a Communication Plan. The Communication Plan addresses both internal and external communication strategies for the College.

Internal Communication Activities:

COP has defined the internal communication strategies required to involve members in the transformation program to gain greater ownership over the change and enhance member involvement and contribution. In addition, the College has developed a planned approach to communicating with members about the progress of the change program.

The College has communicated the Communication Plan to the APS and they are working in consultation with the APS to implement the Communication Plan initiatives.

Internal communication activities developed for 2008:

1. The **Transformation Update Brochure** was developed to communicate progress of the College transformation process to members.
2. A competition was held to gain member involvement into the development of an **Elevator Pitch** to define organisational psychology. The College received a positive response to the competition and an Elevator Pitch was developed based on the entries received. Members then voted on the Top 5 entries.

The winning Elevator Pitch is:

Organisational Psychology is the science of people at work. Organisational psychologists specialise in analysing organisations and their people, and devising strategies to recruit, motivate, develop, change and inspire.

The Elevator Pitch is being employed to define the profession and communicate this to the broader community to assist the College in raising the profile of our profession.

The College is currently working on the development of a Value Proposition for the College. The aim of the Value Proposition is to demonstrate the value of College membership to encourage member retention and inform member attraction initiatives.

External Communication Activities:

The College is committed to raising the profile of the profession of Organisational Psychologists and the College to the business and broader communities. To raise the profile, the College is focused on the development of a media presence. The first stage of this initiative is the establishment of an Expert Media Panel. The College is seeking a panel of professional experts with a balance of knowledge and skills in research and practice to represent the College and demonstrate the value science can add in an organisational environment.

The College issued an Expression of Interest to be involved in the Media Panel to College members. A subcommittee of the College has assessed the applications received and selected 6 outstanding professionals to represent the College and assist us to achieve our objectives.

An induction program is currently being developed to prepare the Media Panel for their role. The Panel will work with the College to provide reactive media commentary, in addition to working on a proactive media campaign on the themes of:

1. Work-Life Balance
2. Skills shortage and
3. Performance at work.

Work has commenced on the development of a Terms of Reference to guide the group. During the establishment phase, the group will agree on the preparation of a series of proactive pieces for distribution to media outlets.

In addition, a Media Kit will be developed to introduce National media organisations to the College Media Panel and their areas of expertise. This will assist in encouraging media outlets to refer to the College as a first point of contact on issues of importance to the business community. In addition, it will foster relationships which allow the College to implement its proactive media campaign. This work is due to commence in the upcoming quarter.

Louise Carmichael

College of Organisational Psychologists Publications Report

Two new publications were developed during the 2007 – 2008 year, REACH and Illuminations.

REACH is a College Member only publication distributed by email to members and is dedicated to communicating with College members about College matters. These matters include member profiles, PD activities and events, and progress on the COP Strategic Plan. REACH is published every two months. This publication does not include journal type papers and is an informal, member information and networking publication. Members can advertise in reach at \$70 per item. Two editions of REACH were published during the 2007 – 2008 year.

ILLUMINATIONS is a quarterly magazine (currently produced in PDF format and posted on the CPD Website) which publishes articles relevant to the work of organisational psychologists. It is designed primarily for College members and allied professionals (organisational psychologists, HR and business professionals). This publication is an opportunity for organisational psychologists to feature their work in both academic and industrial settings. The first and only edition of Illuminations during the 2007 - 2008 year was published in June 2008 and is now a registered online serial publication. The following International Standard Serial Number was assigned on 27 June 2008: ISSN 1836-0351. Each edition has its own theme and members and subscribers can advertise for \$150 for a half page or \$250 for a full page. Overseas subscriptions are also available.

Rosie McMahon

College of Organisational Psychologists

South Australian Chair's Annual Report

South Australia COP currently has over 50 members across the various grades and we are very pleased that as one of the smaller states we have the largest student COP membership. Our membership continues to grow with the very pro-active support of our Secretary, Shelley Rogers.

We have continued a strong focus on Professional Development with four PD events being held each year with one or two held jointly with the IGCP. As we have a small population and a number of shared members this allows us to pool resources and provide better quality events. Most of our events, whether presented singly or jointly, are well attended by Adelaide standards.

Events presented over this last 12 months include:

- Managing Attraction and Retention: How Organisational Psychologists and Coaches Achieve Growth
- Student Networking Night
- ACT as a Coaching Model

The latter was a joint event with the IGCP featuring Dr Russ Harris from Perth and attracted over 90 people. There were people from a number of professions present and we received excellent feedback. The event has been recorded and uploaded to the website. It was a good demonstration that if we present a high profile speaker we can attract a large audience.

Upcoming events in late September and December will include:

- I am an Organisational Psychologist: now what?
- East Meets West in Leadership and Coaching

The SA section has maintained its strong links with UniSA and Adelaide University and student representatives from both organisations are on the state committee. In March we co-sponsored, with both universities, our fourth successful networking night for Organisational Psychology masters students and practitioners, with over 60 people attending.

This event enables students to meet local practitioners in an informal gathering and gain an understanding of their operations. As on previous occasions this allowed students to meet prospective placement supervisors and mentors and COP to recruit additional student members.

The two face to face meetings of the national committee have been very useful and rewarding; both from a planning perspective and as an opportunity to get to know the other state chairs a little better both as colleagues and as individuals.

Both the Chair and Secretary are members of the Student Engagement Strategy group and we have "revamped" the presentation to students to recruit new members. We recently presented this to Organisational Masters students at the University of Adelaide to a good

reception. We will shortly repeat the process at UniSA and we anticipate some more students will join COP.

The Chair has also been part of the CPD development committee, involving a trip to Melbourne for a face to face half day meeting with a group led by Rosie McMahon. This resulted in the process being put out to tender.

Our ongoing connection with AHRI has proved fruitful with a number of AHRI members present at our PD events. We will continue to build this relationship. In addition, COP committee members have been attending APS SA Branch meetings to ensure our presence is felt and to feedback information to the COP state committee.

I wish to thank all SA committee members for their input and contribution to the committee. I would also like to acknowledge Gina McCredie's outstanding contribution as National Chair. Her drive and commitment towards COP transformation are truly inspiring.

Jacky Dakin

College of Organisational Psychologists Western Australia State Chair's Annual Report

Another year of sustained growth with some very tangible outcomes:

- Consolidation of a very strong WA Committee with 10 members.
- Portfolios developed in alignment with national initiatives with particular strength in the areas of Membership, Professional Development and Marketing and Communications.
- Leaders within the Committee elected to manage specific portfolios and connect with national initiatives.
- Ran Professional Development events bimonthly with substantial success – all events rated highly by participants through the APS rating system and sound profit from all events.
- Secured a major sponsor for the year – “The University Sponsor” -University of Western Australia School of Psychology.
- WA Plan developed for 2008/2009 which aligned itself with national initiatives and set objectives to be measured e.g. growth in membership over the next year from 30 to 50 members.
- Developed a sound financial position to offer local initiatives in the next 12 months eg sponsorship of an international speaker and/ or high level workshop.

Paul Syme

College of Organisational Psychologists Victorian Chair's Annual Report

Over the past two years the Victorian Branch Office Bearers of Chair, Secretary and Treasurer, have been supported by a subcommittee structure consisting of the following areas headed by a coordinator:

- Marketing and Events
- Professional Development
- Communications
- Membership
- Representatives to Universities

The main focus of our activities at state level has continued to be the conduct of events for members and these are primarily PD related events as well as the Careers Fair. Over the past two years we conducted ten such events. As past experience has shown, this is the maximum number of events that we are able to provide with a committee consisting purely of volunteers. Details of these events are on our APS webpage.

The most significant impact on our state activities is the role our committee members are now playing in the transformation of the College at the National level. Each of the significant initiatives at the national level has a state representative involved. Usually it is the coordinator of the state subcommittees who represents the state in the corresponding activity at national level.

Consequently our strategy at state level is to continue to support and implement the National Strategy. Until such time as the National CPD program is implemented however the state will continue to be the principal provider for these events.

Sincere thanks to all the committee members who have worked hard to reinvigorate the committee and its activities this year.

A special thanks is due to our Secretary for the past two years, Louise Polednik, who has just retired from the role. As we all know this is probably the hardest job on any committee and Louise has fulfilled the role admirably.

Bill Moore

College of Organisational Psychologists
NSW State Chair's Annual Report

NSW has held four events this year. We began with a New Year's party at the end of January where a small, lively group gathered to welcome the New Year and enjoy a convivial night. In May we visited the Accelerated Learning Laboratory at UNSW to hear about assessing and developing leadership capabilities. In July, in conjunction with the Interest Group for Coaching Psychology a master class on executive coaching was held for a select group of experienced practitioners. In August our annual Careers Fair was well attended. Each event was highly successful. COP NSW will be sponsoring a business breakfast on June 4 2009 in conjunction with the IO Conference later that month.

This year the AGM will be held on October 14. Some turnover of committee members will occur at the AGM. We thank Mark England, Alison Brady and Alice Walsh for their long and generous contribution to COP in NSW.

Joanne Abbey

College of Organisational Psychologists
ACT Chair's Annual Report

Since the last AGM, which was held on the 16th October 2007, there have been eight meetings of the ACT Section. Attendances have been disappointing, although there has been a small increase over the last two months. One factor operating was the loss of a venue between 19th December 2007 and 13th May 2008, another is the workload being carried by many of our members—some being regularly away on temporary duty, yet another is the fact that our meeting times (1800 hrs to 2000 hrs) are not convenient for some with young children.

There have been four PD events during the year, and these have encouraged attendances, however we need to do more. A working group is currently looking for a suitable venue that will allow us to meet later in the evening. The working group is also re-considering our alternating breakfast and after-dinner meetings.

Both members and visitors respond positively on learning about the work of the COP National Committee and its plans for our continuing professional development. It seems there is no lack of enthusiasm, so we will continue to work toward increasing the attractiveness of our meetings while seeking ways to work around some of the obstacles to attending.

Stan Bongers

College of Organisational Psychologists

Queensland State Chair's Annual Report

We started the year with some goals:-

- The QLD COP will align its strategic plan for 2008 with the COPS National strategic plan.
- SMART goals will be formulated when priorities are rated.
- It is a Queensland goal to work "smart" in 2008 and to look for opportunities to work collaboratively with National initiatives to meet challenges.

In the words of the Dalai Lama *'The burden is light if everyone lifts'*.

- To implement sustainable improvements for the QLD College in the coming year.

We achieved these goals

- Our Strategic plan is now aligned with the National one - a true cascade model of direction.
- To enable delivery on our local plan a new model of resourcing with the committee has been implemented where a core committee is maintained and volunteers are sort for assisting with specific events or national COP initiatives.
- Since implementation in early 2009 15 resources have worked on local committee or National initiatives at different times during the year. This approach is helping to overcome the resourcing issues that the College has had in the past. We hope to build on this model further in 2009.

With the efforts of many the following key activities have been undertaken:--

Growth Highlights

- Qld has embraced the student engagement goals as our key SMART goal to develop membership for College at this time. Following the lead of other State COPS subcommittees QLD conducted its inaugural networking event for Young Professionals at the end of 2007. 100 students and guest practitioners participated. This successful event will be repeated in Nov 2008 with hopes to attract similar numbers.
- Local sponsorship for the Nov student event is planned. We look forward in 2009 in fitting with the National Sponsorship Strategy just being released.
- Talks to students at above UQ and Griffith about the College have been undertaken. Our thanks go to the Universities for this support.
- We have vastly increased our communication with students about our PD events. They are attending.
- Senior psychologist dinners were postponed in 2008 due to capacity to drive this imitative. We look forward to reconnecting with this important sector of our profession in 2009 promoting National initiatives (PD and other) as they are delivered throughout 2009.
- Our official membership numbers are still small but conversion of interested parties to membership is being made easier with National efforts on initiatives being realised.

Reach

- A Joint Coaching Interest Group (IGCP) and COP PD event was held this year.
- A local IGCP committee member Aron McEwan has agreed to work more closely with the COP committee in 2009 so that where common interest areas are identified such as local and new National PD Framework needs, efficiencies of effort can be made for both groups.

Influence

- A Qld COP member volunteer contributed to the Colleges Value Proposition Initiative. As a representative for QLD Vicki Webster worked with the national team to further this work.
- The outcomes to date of this working party our new 'Elevator Pitch' is currently being branded on local material and will be promoted more through 2009. We look forward to further outcomes of this working party.

Innovation

- We are very proud of the efforts currently being undertaken by a committed committee member Daniel Harrison. Daniel is converting the video library of PD events that QLD collected over many years of operation. These videos were rarely viewed but 21st century technology and the work of the National Website working party has now made this possible. These historical events will be available to members on line on the COP website along with current audio recordings of events by 2009.

Capability

- Six professional PD point events were held since we last reported in July 2007 (to Sept 08). Student engagement activities not included.
- As we have found in previous years topic diversity attracted a different audience demographic depending on the topic focus however, in line with our student promotion more students in 2008 have attended our events.
- A committee member Stacey Parker has conducted event evaluation for events held in 2008 to better inform committee decisions about speakers and to guide our implementation of sustainable improvements.

Our Goals for 2009

QLD's 2009 goals will be set in line with continuing to implement National Strategic directions at the local level. As National initiatives mature this will be increasingly important.

Specific goals will be set early 2009.

Our Committee and or College Volunteers

I would like to warmly thank and officially recognize the committee members and volunteers who contributed to QLD's outcomes for their hands on assistance, advice and morale support.

Ann Bonney