

COP National Strategy 2018-19 – Plan on a Page

Strategic Intent

Driving recognition for the value provided by Organisational Psychology across all levels of society, the business community and policy makers

We do this by...

- Working in close collaboration with the Australian Psychological Society staff to achieve shared objectives in promoting and supporting psychology in Australia
- Sustaining a thriving, skilled professional community of Organisational Psychologists that deliver excellence in individual, team and organisational development
- Providing a voice for Organisational Psychology in every aspect of the Australian community
- Adopting a national focus across College activities to maximise resources and create economies of scale

Key activities to focus on...

Enhance Member Engagement	Support the Sustainability of our Profession	Support Members' CPD Needs	Enhance the Profile of Organisational Psychology	Advocate on Behalf of the Profession	Bridge Research and Practice
<ul style="list-style-type: none">• Review and refresh the COP Member Value Proposition• Develop and deliver a member strategy that is resourced by a national team• Establish experienced practitioner reference group• Establish mechanisms for capturing ongoing member feedback	<ul style="list-style-type: none">• Implement supervisor training strategy to ensure a strong pipeline of supervisors• Support supervisors through CPD and peer networking activities• Develop early career engagement strategy with support for transition to AoPE• Investigate bridging programs for AoPE	<ul style="list-style-type: none">• Develop and deliver a national CPD strategy that is resourced by a national team• Review and refresh the COP competency framework• Implement technology solutions to facilitate broader access to CPD opportunities• Attract diverse audience to events to enrich networking	<ul style="list-style-type: none">• Develop and implement the WEA 5 year strategy• Build and foster relationships at the national level (AHRI, IML, corporates etc.)• Develop tools and resources for member use in promoting their skills and the profession• Develop suitable marketing campaigns	<ul style="list-style-type: none">• Ensure COP has a strong voice in representing our interests on major advocacy issues• Draw on expertise and resources from within the membership• Encourage members to have a voice• Report on advocacy issues to increase awareness	<ul style="list-style-type: none">• Establish academic reference group• Ensure a vibrant program of academic and practitioner sessions at all major conferences• Investigate publication options for the college that integrate research with practice• Promote case studies of research applied in practice

Guiding principles

- Operating with ethics, integrity and professionalism in all that we do
- Commitment to evidence-based practice and operation within a scientist-practitioner model
- Furthering successful organisations by balancing the needs of employees with those of the business and stakeholders

Resources and capability

- Development and effective utilisation of engaged, skilled and committed volunteers across all committees nation-wide
- Support from the administrative and specialist functions of the APS (e.g. event management, marketing and communications, design and production)
- Effective management and use of College funds through investment in strategic initiatives that deliver value-added returns to our members