

Branch Chairs Forum – 2011 Summary of presentations

Overview of major issues and events

- National Registration and Accreditation
- New PD requirements
- APS response
- International Congress of Applied Psychology
- Education related initiatives
- APS Advocacy Activities
- Health System Reforms - Medicare/ATAPS
- Matters in the Public Interest
- APS Units Review
- Member recruitment and retention

National Registration & Accreditation Scheme started 1 July 2010

- All psychologists are on one register
- Area of practice endorsement notation
- 9 areas of practice endorsement – after much lobbying
- College entry requirements now align with PBA area of practice endorsement requirements
- Transition arrangements created enormous pressure on the APS national office staff and college membership secretaries

Continuing Professional Development (CPD)

- Requirements for all psychologists:
 - Individual learning plan for each annual cycle
 - Base minimum 30 CPD hours of required types:
 - Peer consultation (10 pts), active learning (10 pts)
 - Journal entry for each hour of CPD
- Specific requirements for psychologists with PBA area of practice endorsement &/or College membership
- Specific requirements for Medicare providers:
 - Clinical psychology providers
 - Focussed psychological strategies

APS Response

- Enhanced CPD unit at National Office
- Senior Manager, Jac Smit
- Expanded Conference program – and 245 unit events
- Development of online CPD
- Coordinated PD delivered by APS Units and National Office - to meet the requirements of the APS, PBA and Medicare – APS monitoring
- Learning plan tool
- Online logging, templates for recording ‘reflections’
- Peer consultation, supervision
- Training Institute – feasibility study

International Congress of Applied Psychology (ICAP)

- ICAP – major event for APS and IAAP – July 2010
- 4,000 abstracts submitted - 3,223 accepted
- 21 concurrent streams
- 5 days + 1 day of workshops
- Approx 3,400 delegates – 67 countries
- Half were international delegates
- Great success – increased the international profile of APS and high quality psychological research and practice in Australia
- Media – 75 separate items reaching 3.5m people

Science and Education initiatives

- Review the psychology education and training model
- Support for 'clinical' placements - supervision
- Lobby for increased university funding, especially for professional post-graduate programs
- Support academics - ERA ranking
 - Improve quality of Journals – Wiley-Blackwell
- Support school psychologists – lobby for 1:500 students
- 3 revised Ethical Guidelines
- Science prizes and awards
- Copyright
- Research advice and research project support

APS Advocacy – Federal Budget Submission

- Provide new investments in mental health
- Increase access to psychological interventions for older Australians in aged care settings
- Increase the psychological workforce and expand its scope of practice
- Improve psychological services in rural and remote communities
- Improve collaborative networks between professionals working in primary health care

APS Advocacy – Federal Budget Submission

- Improve treatment outcomes for people with diabetes 2 and other chronic diseases
- Reduce the use of restrictive interventions for people with intellectual disabilities
- Assist in identifying barriers and strategies to address climate change
- Deliver education and training to prepare at risk communities for any future disasters

Current Major Health Reforms

- Hospitals and Health Reform
 - Federal Government to take over all primary care services – greater involvement in hospital system
 - Local Hospital Networks
 - Possible increased role, scopes of practice and funding of allied health
- Primary Health Care
 - Regional health care authorities – Medicare Locals – based on DGPs
 - Local linked / integrated services - GP SuperClinics – multi-disciplinary teams

Medicare

- Uptake of Medicare items for psychological services continues to exceed expectations
 - Uptake statistics for first 46 months:
 - General psychology – 5,360,770 individual items
 - Clinical psychology – 3,013,713 individual items
 - (Social work – 407,837 items) / (OT – 83,273 items)
- Demand for psychological services is still increasing
- Over 24,000 GPs using these items
- 2010 - GPs = \$ 142,079,653 Psychologists = \$ 395,985,537
- Better Access evaluation is critical

Better Outcomes (ATAPS) and Better Access

- Both initiatives were designed to treat people with high prevalence mental health disorders - complimentary
- Better Access provides a universal cost-efficient service
- ATAPS provides more flexible modes of service delivery – and for hard to reach populations
 - Rural and remote, Indigenous, Homeless
 - Risk of self-harm and suicide, Bushfire victims
 - Parents of children with mental health problems,
 - T-CBT
- New 'Flexible Care Packages for people with serious mental disorders' – multi-disciplinary

Professional Practice

- Professional Advisory Service
 - Calls (2009) – 5634; (2010) – 9313
- ‘Find a Psychologist’ – 2,500 members listed
 - Online searches over 900 per day
- Publications and resources
 - Evidence Based Practice; PPMS
 - Guidelines in the use of restrictive practices;
 - NPW Research
 - Professional Practice topics online
- Campaigns – psychological testing
- Workforce survey published
- E-health involvement

Strategic Policy and Liaison

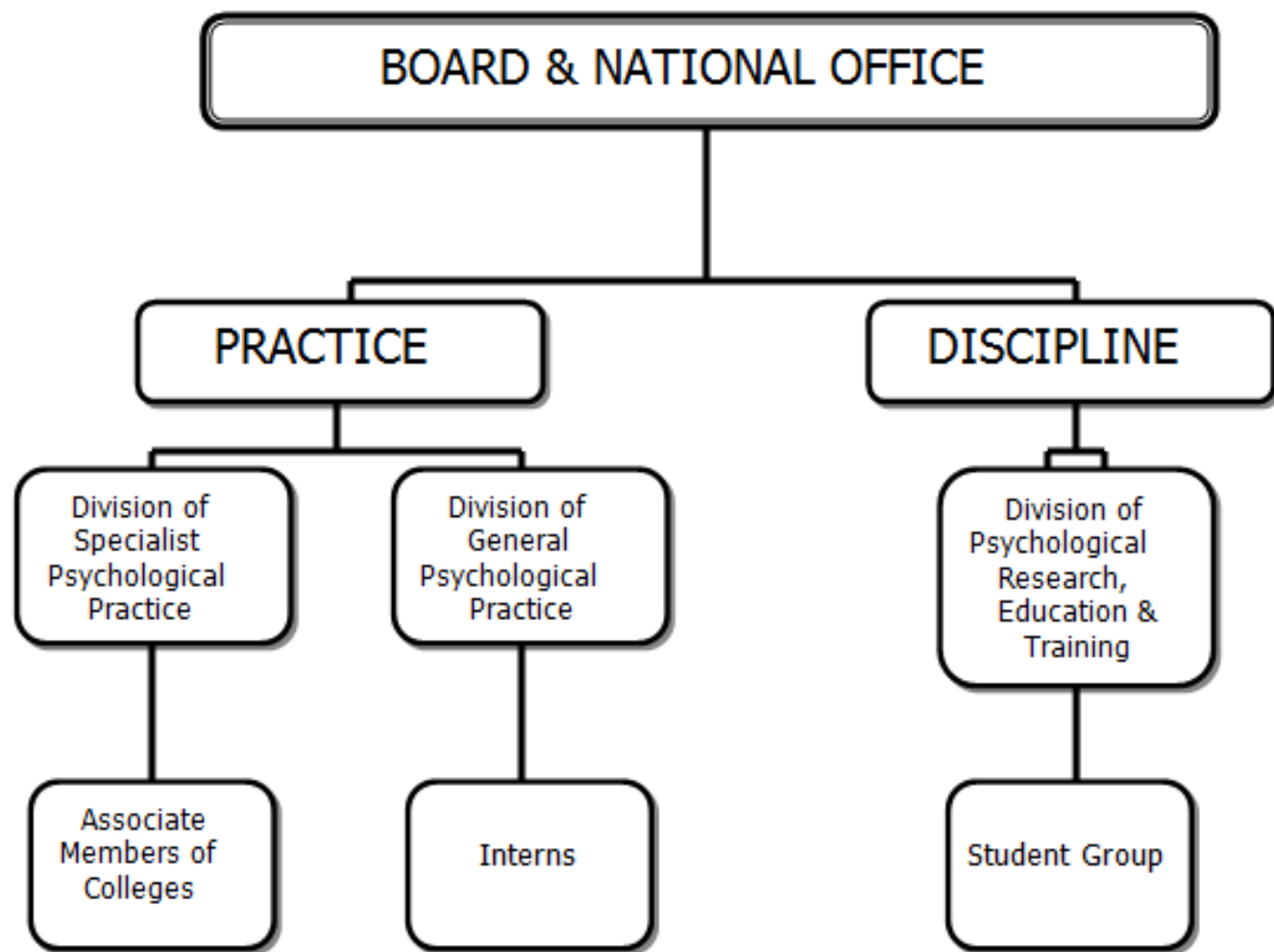
- National workshops on Suicide Prevention Evaluation completed
- Gained funding to develop education and training on Illicit Drugs in Sports
- Successfully tendered to provide clinical placements with Health Workforce Australia
- Provided regular webinars with ATAPS providers
- Provided training for NSW WorkCover (with the NSW State Committee)
- Completed and advocated on the 2010 APS Election statements
 - Set up Strategic leadership group

Public Interest

- Australian Indigenous Psychologists Association
 - Website launched;
 - Cultural Competence Workshops x 9
- Funded projects and submissions
 - Cyber safety, social inclusion
- Disaster preparedness and response
 - Contract to develop training for Red Cross Personal - Support for outreach volunteers
 - Launch of Disaster resource website
- APS Position Statements and Literature Reviews
 - Gambling
 - Refugees
 - Climate change

Units Review – Branches and State Committees

- Members want accessible, local units for:
 - 2-way communication; networking; social events; professional development; peer consultation groups / study groups
- Changes – some boundaries - flexibility
 - Hub and spoke model... decrease formality
- State Committees
 - Coordination... political liaison... newsletter
 - Increased functions... PD / Conventions
- New Divisions proposed (organisational structure on next slide)
NB: Structures are yet to be ratified at the APS AGM
- terminology and functionality is to be determined.



Membership profile by State

at 14 February 2011

- NSW 6,141
- ACT 497
- NT 184
- Qld 3,466
- SA 1,071
- Tas 329
- Vic 5,816
- WA 1,438
- Overseas 396

Total number = 19,332

(last year 18,921)

Member recruitment and retention

- PR consultants recommendations – marketing and communication strategy
- 1. sign off on clear purpose of APS - statement
- 2. develop an effective visual brand mark to build status and prestige in our post-nominals – APS
- 3. increase communications to members that promote APS' advocacy of the discipline and profession... proactive efforts and their success
- 4. re-architect member benefits package, promoting most relevant elements to specific member segments (IPP, PS, academics, students)

Resource development and support

- Resources for professional practice in various areas:
 - Practice guidelines
 - PPMS
 - Tip Sheets
 - E-health support
- Access to database of research articles

Communications

- InPsych
- State Newsletters
- Website
- Media
- APS Annual Oration
 - 2010 - The psychological cost of disasters
- National Psychology Week – 900 member events
 - 2010 – social networking
 - Successful media campaign – reached 2.3 mill in Australia

The Challenges & Tasks for 2011

- National registration and accreditation
- Review of psychology education and training
- Health reforms
- Medicare – Better Access review
- Huge increase in provision and management of professional Development – especially online
- Expansion of resource development and production
- Implementation of Constituent Units review
- Membership recruitment and retention – re-branding