



Psychotherapy and Counselling  
Federation of Australia

# Annual report summary **2024–2025**

Providing high-quality registration, accreditation and membership services for Counsellors, Psychotherapists and Indigenous Healing Practitioners

**PACFA continues to establish itself as the premier association for tertiary degree qualified counsellors and psychotherapists in Australia, with a focus firmly on enhancing visibility and credibility by creating the robust governance, regulatory and clinical governance frameworks that government, industry and the community should expect from a national regulator of an allied health profession.**



In turn we are seeing more and more discussion in policy circles of the need for system reform to ensure that mental health care and wellbeing support is tailored for those in need. Counselling and psychotherapy offer excellent solutions to the problems that are consistently raised in these spaces. Our role as a credible, high-quality registration and accreditation body is essential to making these solutions both apparent and available.

We are now the largest membership body of tertiary degree qualified counsellors and psychotherapists in Australia, with more than 6,000 registrants and 11,000 members as at 30 June 2025. We continue to encourage eligible registrants to join us in pursuing our vision for a sector in which counsellors and psychotherapists are recognised and remunerated on par with our Allied Health colleagues.

Towards this we have achieved some major milestones this year and I would like to take this opportunity to formally recognise some of the impactful work led by fellow members on our behalf. First and foremost I have to begin with the incredible contributions of our Board members who participated in more than 40 hours of Board meetings this year, each of which required many, many hours of preparation, on top of the hundreds of hours of leadership dedicated to their respective committees and special projects.

Our Professional Standards Committee, led by Dr Pamela Brear, has continued their brilliant work updating Registration and associated Standards, and clarified registrant capacity by publishing a number of relevant and helpful Good Practice Guidelines.

Our sector-leading Accreditation Standards were finalised and

implementation by the newly formed Accreditation Committee is underway under the diligent guidance of Dr Mayumi Purvis.

The Ethics Committee have undertaken a comprehensive review and innovative update of our Code of Ethics with the apt leadership of Helen Phelan and Doug Aberle, and we welcome the recent appointment of Dr Kathryn Imray as Committee Chair.

The Research Committee, led by A/Prof Cathy Bettman and Adrian Holmes, has overseen development of \$20k in grants to PACFA members to advance advocacy of our practice.

The College of Counselling, led by Maree Armansin, has created a regular online community bringing together experienced and early career counsellors to network, discuss good practice and build dynamic connections.

The Leadership Groups of our colleges of Psychotherapy, Indigenous Healing Practices, Relationship Counsellors, Creative and Experiential Therapies and Supervision have done remarkable work to refine college membership pathways, that support credibility and recognition of specialist practices, led by Convenors Ernst Meyer, Bianca Stawiarski, Dr Carla van Laar, Leonie Stewart and Dr Genevieve Armson respectively.



Our Governance Committee, led by independent governance expert Scott Rogan, has built new frameworks for our management of risk. We continue to rely upon our Treasurer, Francis Kim, for careful oversight of our financial health.

I never fail to be impressed by the dedication and diligence of our Branch and Interest Group Leadership Groups, who consistently produce high-quality CPD and perform the invaluable role of connecting our members both face-to-face and online. With events happening almost every week, the 'behind the scenes' work required to make this happen is just enormous. I thank you all.



In turn, supporting and advocating for our members is a great responsibility and takes an enormous amount of work by staff. This highly skilled team works collaboratively across the organisation with both members and stakeholders to perform core organisational functions under the leadership of CEO, Johanna de Wever and Deputy CEO, Nghi Robinson. They do so with admirable diligence, grace and humility.

Each year I look back in gratitude and forward with optimism. This is a truly exciting time for counsellors and psychotherapists and PACFA is surging forward to meet the challenge. We aim to be the registration and membership body that our members and the Australian public deserve.

With gratitude for all that you contribute to this invaluable project.



**Nigel Polak**  
 President  
 president@pacfa.org.au

## Recognising the contribution of Life Members



### Ron Perry

Ron Perry, OAM, is a retired counsellor, supervisor and educator whose career spanned more than six decades. After studying counselling in New York, he returned to Sydney to join the Catholic Family Welfare Bureau, where he provided counselling and training before becoming the Founding Director of the Institute of Counselling in Sydney, a role he held for 30 years.

In the 1990s, Ron was instrumental in bringing educators and trainers together in the national forum that laid the groundwork for PACFA. He went on to serve as Deputy to the first Chair of PACFA, later becoming its second President and then Immediate Past-President. Ron's vision of unity across diverse therapeutic approaches,

alongside his commitment to research, was central to PACFA's early development and advocacy.

In recognition of his pivotal role as one of PACFA's founders, Ron was awarded the Medal of the Order of Australia in 2005 "for service to the community as a counsellor, particularly as one of the founders of the Psychotherapy and Counselling Federation of Australia."

Now in his 90s, Ron continues to practise and provide supervision in Sydney, remaining dedicated to supporting the growth and recognition of the counselling and psychotherapy profession.



### Dr Elizabeth Day

Dr Elizabeth Day continues to have a distinguished career in research, education and professional development. From 2012 to 2014, she served as Chair of PACFA's Research Committee and PACFA Board Director. Elizabeth continued as a member of the Research Committee until 2024. In this time she played a pivotal role strengthening PACFA's research culture. She developed the Evidence-Informed Practice Statement, commissioned key literature reviews, contributed to PACFA's groundbreaking Workforce Surveys, co-edited *Psychotherapy and Counselling: Reflections on*

*Practice* (2016) and published numerous articles to advance psychotherapy and counselling, both in PACJA and elsewhere.

Elizabeth's leadership has enriched PACFA and the broader profession by promoting research literacy, advancing knowledge and supporting the dissemination of findings across the community. She is recognised for her thoughtful and diligent approach. Her long-standing commitment, vision and advocacy have left a lasting legacy for PACFA and the counselling and psychotherapy profession.



# Board



**Nigel Polak**  
President



**Doug Aberle**  
Vice President



**Francis Kim**  
Treasurer



**Maree Armansin**  
College of Counselling  
Convenor



**A/Prof Cathy Bettman**  
Research  
Committee Chair  
(until February 2025)



**Adrian Holmes**  
Research  
Committee Chair  
(from February 2025)



**Dr Pamela Brear**  
Professional Standards  
Committee Chair



**Professor Judy Atkinson**  
College of Aboriginal  
and Torres Strait Islander  
Healing Practices Co-Convenor  
(until December 2024)



**Ernst Meyer**  
College of Psychotherapy  
Convenor



**Helen Phelan**  
Ethics Committee Chair  
(until July 2025)

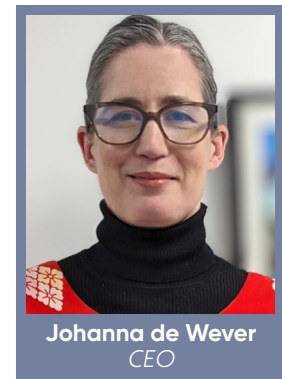
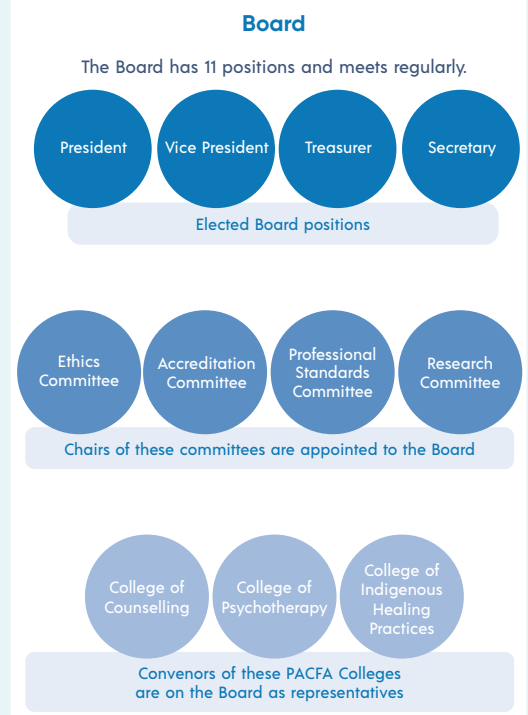


**Bianca Stawiarski**  
College of Indigenous  
Healing Practices Convenor



**Dr Mayumi Purvis**  
Accreditation  
Committee Chair  
(from February 2025)

## PACFA Governance structure



**Johanna de Wever**  
CEO



**This has indeed been an important year for PACFA members as key milestone projects have been delivered, bringing together the hard work of the Board, members and staff with our enduring vision of counselling and psychotherapy as a powerful force for good in Australian society.**

After a comprehensive process in December 2024, the Accreditation Standards were finalised and implementation has since begun. Great thanks are due to the working party, reference group and those who provided feedback through the consultation phases, ably led by Head of Education, Nghi Robinson. This work, which ensures the quality and reputation of counselling and psychotherapy training is maintained and enhanced, is invaluable.

Accreditation, in turn, is symbiotically connected to our work in identifying the key skills and expertise of counsellors through our professional competencies project. This publication was a key milestone in February 2025.

A second competencies project for Registered Clinical Psychotherapists is due for publication in the latter half of 2025 and work on an updated Scope of Practice has also begun.

We are thrilled again to celebrate the continued growth of our registration and

membership with a new high of 11,852 as of 30 June. This includes significant growth of early career registrants as well as more experienced counsellors joining mid-career. In February 2025 we committed to an innovative volunteer-led student recruitment project which means our membership numbers will continue to grow. We are beyond proud that our vision of counselling and psychotherapy as an expert, tertiary degree qualified and quality assured workforce continues to resonate with members and the broader mental health sector.

As part of this we continue to commit to partnerships with a wide range of funders, service providers and policy bodies on behalf of our members including Allied Health Professions Australia, National Alliance of Self-Regulating Health Professions, Suicide Prevention Australia and the National Rural Health Alliance. With the re-election of the Albanese government in May 2025 we moved one step closer to the finalisation of the National Standards for Counsellors and



L-R: Louisa Smith, Director of Strategic Innovation, Griefline; Sophie Keramidopoulos, Head of Practice, PACFA; Kate Cahill, CEO Griefline; and Johanna de Wever, CEO, PACFA.



The College of Psychotherapy's first virtual morning tea.

Psychotherapists, which are being developed by the Department of Health, Disability and Ageing.

To make these strategic contributions at this key time we have invested in staffing and systems to benefit members and registrants and advance our vision. In 2024–2025 we have enhanced our college certification services to boost community confidence, updated our private health insurer registration systems to increase rebate access, and re-designed our finance reporting to improve accountability and transparency. Our staff have worked hard to accomplish these tasks as well as streamlining access to CPD, improving the application and renewal processes, continuing to enhance our website and offer greater support to our valued volunteers and I owe them many thanks.

I am also truly grateful to our Board and President who individually and jointly devote many hours to PACFA each month and without whom the achievements of recent years would not have occurred. PACFA is considerably more than the sum of its parts. Its people, their dedication and values make all the difference.



Johanna de Wever  
 CEO  
 ceo@pacfa.org.au



PACFA Board attending the 'Meet the Board' event in Melbourne, February 2025.



PACFA staff at Associations Forum Conference in Melbourne, May 2025.



**PACFA Staff as of September 2025**

From back, L-R: Sitong Pan, Eliza Barry, Hannah Wolf, Janelle Richardson, Jessica Hazell, Luke Neri, Alys Bourke, Nikitha Xavi, Alicia Perry, Jineen Basheer, Nghi Robinson, Johanna de Wever, Sean Scanlon.

Not pictured: Alex Roberts, Elliott Ainley, Irina Sergeeva, Lauren Syed, Marsha Gomez, Shilpa Jagadeesha, Sophie Keramidopoulos, Tyler Hitchens.



## Key activities 2024–25

- ✓ Grew membership to a **new high of 11,852 members** as of 30 June 2025.
- ✓ Participated in **Allied Health Profession Australia working groups** including Primary Care, Rural and Remote Health and Mental Health.
- ✓ Joined **Expert Clinical Advisory Group for Medicare Mental Health Hub** and **National Mental Health Workforce Strategy Advisory Group**.
- ✓ Engaged with **Allied Health Profession Australia, Mental Health Australia, Suicide Prevention Australia** and **National Rural Health Alliance**.
- ✓ Advised the development of the **National Standards for Counsellors and Psychotherapists** as funded by the Department of Health, Disability and Ageing.
- ✓ Reported to NASRHP on progress made towards **Provisional Membership status**.
- ✓ Changed the names of the College of Aboriginal and Torres Strait Islander Healing Practices to **College of Indigenous Healing Practices** and Australian College of Relationship Counsellors to **College of Relationship Counselling**.
- ✓ Designed and developed **meta-data for digital badges** for registrants, Board and Committee volunteers and Life Members.
- ✓ Issued **5,602 digital badges** via the Credly platform since implementation.
- ✓ Awarded **15 Outstanding Graduate Awards** to students from PACFA-accredited programs.
- ✓ Published ground-breaking documentation to **support best practice in counselling** through competencies, accreditation and registration standards.
- ✓ Committed to boosting student recruitment by delivering **volunteer-led presentations to education providers**.
- ✓ Continued engagement with the Federal Government Department of Health to **progress the development of National Standards**.
- ✓ Invited researchers in counselling and psychotherapy to apply for **newly established PACFA research grants**.
- ✓ **Developed a new Recency of Practice Standard**, effective from 1 July 2025, like other Allied Health professionals recognised by NASRHP.
- ✓ The Victorian Branch proudly welcomed **a revitalised Leadership Group**.
- ✓ Provided expert advice on good practice on **Responding to Requests for Reports and Letters of Support, Preparing Clinical Wills and AI in Counselling** from the Professional Standards Committee.
- ✓ Published **essential information about Working with Children in Private Practice** and **Guide for Counselling: Students on Placement** thanks to the Interest Group for Infants, Children and Young People and the Professional Standards Committee.
- ✓ Partnered with **Member Advantage** to provide members with **maximum benefits** through their registration.
- ✓ Grew social media footprint to **9.1k followers on Facebook** and **6.4k on LinkedIn**.
- ✓ Held **six meetings** of the Board.
- ✓ Recruited **new members of the Governance Committee** to advise on risk and governance matters.
- ✓ Held an expression of interest process for the appointment of an **Auditor for 2025/2026**.
- ✓ **Interviewed past presidents and leaders of PACFA**, including Hugh Crago, Jim Crawley, Tim Johnson-Newell, Ron Perry and Di Stow and published interviews on YouTube.
- ✓ **Published ground-breaking articles on counselling and psychotherapy in PACJA**, which is now listed on DOAJ, increasing access from around the world to PACJA articles.
- ✓ Enhanced website navigation and usability including infographics, videos and FAQs to achieve **a new high of 300k visits**.
- ✓ Provided **opportunities for members to connect online** with 'catch ups', 'coffee meetings', 'book clubs' and 'reading groups'.



## Membership

- ✓ Welcomed **3,548 new members**, including **1,310 new registrants**, an increase of 22.5% in overall membership and 16.5% in registrants compared to FY 2023–2024.
- ✓ Achieved a **94% registration renewal rate** when renewals closed on 30 September 2024.
- ✓ Streamlined the application process, reducing **turnaround from 4–5 weeks to 2–3 weeks**.
- ✓ Processed over 1,500 registration applications with a **92% conversion rate to full registration**.
- ✓ Managed **2,424 private health fund applications** across 19 different funds.
- ✓ **Onboarded two new insurers**, HBF and Doctors Health Fund, offering rebates.
- ✓ **Successfully passed audits** conducted by Medibank and Bupa.
- ✓ **Updated the Member Portal** to display active private health fund provider numbers for eligible registrants.
- ✓ **Conducted audits on 7% of registrants** in line with NASRHP and private health fund requirements.
- ✓ Updated the **Low-Cost Supervision Directory** to assist early-career registrants.
- ✓ Ran **successful campaigns targeting student members** and encouraging Certified Practising registrants to upgrade.
- ✓ The Member Services team responded to over **13,000 calls and 26,000 emails** during the 2024–25 financial year.



\* All these funders provide rebates for eligible PACFA registrants



# Colleges & Practice

- ✓ The Ethics Service team responded to **156 advice enquiries** by telephone and email.
- ✓ Addressed **107 concerns** raised by the public using our professional conduct procedure processes thanks to the Ethics Committee.
- ✓ Responded to **53 practice support enquiries**.
- ✓ Accredited **75 new Supervisors** during the 2024–25 financial year.
- ✓ Developed information and collateral to support the **re-establishment of the application pathway for the College of Psychotherapy** including 'grandparenting' members of historic psychotherapy member associations.
- ✓ Developed and implemented a supported and effective **Membership Assessment pathway** for the colleges.
- ✓ Finalised criteria for membership of the College of Indigenous Healing Practices.
- ✓ Undertook a **significant review and update of the membership requirements** for the College of Relationship Counselling and College of Supervision.
- ✓ Introduced an **online community** for College of Creative and Experiential Therapies.



Meeting the Victorian Branch Leadership Group at the PACFA office.



**Good Practice Guidelines**

**Responding to Requests for Letters and Letters of Support**

From time-to-time PACFA registrars are approached to provide a report relating to legal proceedings or as the result of an investigation as part of their contractual obligations or to provide a letter of support relating to one of their clients.

The Good Practice Guidelines outlines various types of reports that may be requested and provides the ethical considerations involved in deciding to provide a report or a letter of support or not. The focus of the guideline is on maintaining a balance between client welfare, professional integrity and legal obligations.

Reports are often requested to elucidate, respond, and provide opinions that can significantly impact the outcomes of court cases unless legal costs, including but not limited to family law, criminal justice, child protection, welfare compensation and administration or child protection. Some organisations may also request reports regarding the need to develop a comprehensive competency framework that reflects the evidence and further advances the role of therapy with children in Australia.

When there are court proceedings or other legal proceedings, involving an RCPD program or RCPD, or support of a mental health care plan.

If called upon to prepare a report or a letter of support for a client, it is imperative that as a PACFA registrar we discuss the request with our supervisor and not be hurried in our decision making. It is fundamental that we understand if an ethical dilemma is to be processed and advised to be informed by the Guidelines. We need to approach this responsibility with thorough understanding of both the ethical and legal issues, territory and feedback of practitioners.

It may also need to be recalled if the fact that once a report or letter is provided, it may be shared with others and have consequences that neither the writer nor the client is aware of. It is essential to be transparent in a report or letter shared with all parties, covering the way for responses to the practitioner to provide case notes or give evidence in court proceedings. Responses and the information to maintain and cross-examination.

It is essential to understand that as PACFA registrars we are under no obligation to meet a request to provide a report relating to legal proceedings or to provide, and in fact doing so may be in the best interests of our clients. Some workloads do not allow for this, and some requests may be made outside of the scope of the guidelines. For these reasons, the onus is on the requester to ensure that the request is within the scope of the guidelines. For these reasons, the onus is on the requester to ensure that the request is within the scope of the guidelines. For these reasons, the onus is on the requester to ensure that the request is within the scope of the guidelines.

**Good Practice Guidelines**

**Checklist for Working with Children in Private Practice**

The number of counselling, psychotherapy and Indigenous healing practitioners supporting children in private practice has increased significantly in recent years. The Young Minds Institute survey (2021) showed that approximately 75% of children and young people in Australia aged between 8-17 years accessed a counsellor in private practice for support of a mental health condition. With the increasing use of mental health services experienced by children, there is greater awareness of the role and benefit of child counselling.

While there are many ethical considerations, guidelines to further enhance knowledge and skills in counselling children, they can vary significantly in terms of the content and core counselling skills taught. Some being a specialised sub-field of counselling, Australia is lacking a shared framework that guides professional and ethical practice for practitioners supporting children. PACFA recognises the need to develop a comprehensive competency framework that reflects the evidence and further advances the role of therapy with children in Australia.

**Key aspects for working with children in private practice**

This checklist aims to guide PACFA registrars to understand and implement the core skills needed when providing counselling services to children. It is recommended however, that in addition, specialised training in working with children is undertaken by all those who choose to work with children.

When working with children, PACFA registrars need to:

**Professional practice:**

1. Possess a sound understanding of developmental processes of infancy and childhood. Being able to recognise the individual developmental milestones is essential to ensure a child where they are or not. When the therapeutic approach is a relationship-based and client-centred, it is essential to understand the unique emotional, socio-cultural, spiritual, physical and cognitive needs of each age group and how these relate to mental health issues and developmental and neurodevelopmental of different ages.
2. Establish a safe therapeutic environment by providing safe, welcoming and non-judgemental approach where children feel comfortable expressing themselves and their thoughts, feelings, and behaviours. This includes providing a safe and secure space for the client to express their thoughts and feelings.
3. Be an informed and responsive adult who is therapeutically responsive to children and who adheres to their rights.

**Good Practice Guidelines**

**Integrating Artificial Intelligence in Counselling and Psychotherapy**

The advent of AI technologies offers significant opportunities to enhance our counselling and psychotherapy services through both practice innovation and client focus tools.

As practice management tools include client booking and payment systems, document scheduling, targeted platforms, and AI-assisted coaching, AI-assisted client focus tools include diagnostic algorithms, predictive analysis for client needs, session planning, challenge, personalised treatment plans and resource recommendations. And the list keeps growing.

We need clarity to be recall however, the information gathered or produced by AI may not be as accurate, to monitor the integrity of our work and of our therapeutic relationship. Understanding the broader ethical implications including the potential for bias, data security, and the impact on the human element of therapy is essential.

**These guidelines provide a framework for safely and ethically integrating AI into clinical practice. It aims to help counsellors and psychotherapists navigate the complex terrain of AI applications while prioritising their fundamental ethical values and data security in compliance with Australian privacy laws and ethical standards.**

**Relevance to the Australian context**

In Australia the use of AI in healthcare is governed by specific legal and ethical standards. Key aspects involved in regulating AI include:

- Office of the Australian Information Commissioner (OAIC): Oversees privacy and data protection, ensuring compliance with the Privacy Act 2012 and the Australian Privacy Principles.
- Australian Human Rights Commission (AHRC): Addresses human rights implications of AI, including bias and potential discrimination.
- Digital Health Agency (DHA): Develops policies and standards for the responsible use of AI within the Australian Health Service.

This guideline aligns with the national regulatory and PACFA Code of Ethics to support practitioners in balancing state and effective AI-integrated services.

**Good Practice Guidelines**

**Guide for counselling students on placement in a school setting**

Schools are unique environments with their own culture, variability of policies and procedures, and experience around student wellbeing. To support counselling students undertaking placement in a school setting, this guide provides a broad overview of key points to be considered:

1. **Prepare your mindset:** You may encounter systems, norms, or protocols that don't align with your counselling philosophy or that you don't necessarily agree with. However, your role is to observe, learn, and share these experiences to inform how you may or may not choose to work in the future. Remember, you are a guest in the school space. It is your role to challenge, change, or fit in.
2. **School policies, systems, and policies:** Ensure you familiarise yourself with all relevant policies and procedures at the start of your placement. Understand the school's role as a manager or supervisor in relation to management, discipline, medication, reporting, and student wellbeing. Understanding the broader school ecology including the systems and structures that govern daily operations, will help you navigate your role more effectively within the school community.
3. **Build relationships:** Safe, ethical, and responsive relationships are essential for children and young people. Focus on building trusting, working relationships. Observations by staff and support with students, staff, and parents. Ways to do this include spending time in the playground and outdoors.
4. **Informed consent and confidentiality:** Consent and confidentiality in schools can be challenging, especially regarding who a receiving report is important to understand the scope of confidentiality, to discuss when consent is needed, age groups and discuss prior with stakeholders who you will work most closely with. It is important to be clear in your role to work with teachers, school leaders, in private and confidential settings, about confidentiality of your role. Have clear, written, obtaining a private space, speak to the executive staff in the school or your university.
5. **Scope of role:** The breadth of your placement role within a school can vary with some schools offering a well-established student wellbeing program. It is therefore important to clearly understand and communicate any limitations up front. For example, it would be out of scope for you to be expected to provide crisis intervention your role is in a school or parent care to do. Be aware of other potential issues such as the number of sessions you can provide during a placement and plan accordingly. Intervention accessibility.

**Good Practice Guidelines**

**Preparing a Clinical Will**

A clinical will is an essential component of good succession planning for registrars who are in private practice. The Good Practice Guidelines provides a framework for registrars with a process to safeguard client welfare, minimise disruption to therapy and uphold professional standards in the unlikely but possible event of an unexpected death or ending in your practice.

**What is a clinical will?**

A clinical will is a documented plan to ensure a smooth transition and ethical closure of your practice if you are unable to work due to sudden incapacity, resignation, or death. It focuses on the continuation of client care and the management of client records. PACFA ethical principles to your clients that highlight the importance of planning for such situations. A clinical will may also address relevant practice procedures if required.

A clinical will is not a legal document and does not require a lawyer or legal witnessing, but does it hold the same status as a legal will unless it functions as a written closure regarding your professional responsibilities.

The guideline provides information on what you may need to consider on your contract with clients while the guideline suggests, when a clinical will might include it does not provide to get formally advising practitioners to take their own responsibility for their own practice content and client needs.

**Components of a clinical will**

**Appointment of the executor:**

- **Select an executor:** Appoint a trusted clinical colleague, supervisor or practice administrator familiar with ethical clinical practice and PACFA standards.
- **Define the role:** Ensure the executor understands their facilities responsibilities to both clients and manage client records but not provide therapy unless agreed upon.

**Client Information:**

- Outline steps for informing clients.
- Identify a contact person for each client with their phone numbers to be available to the executor should it be required.

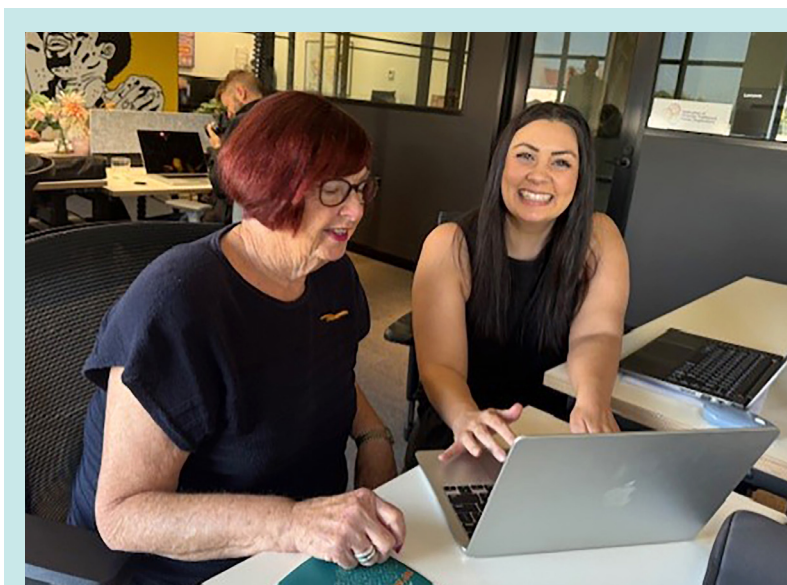
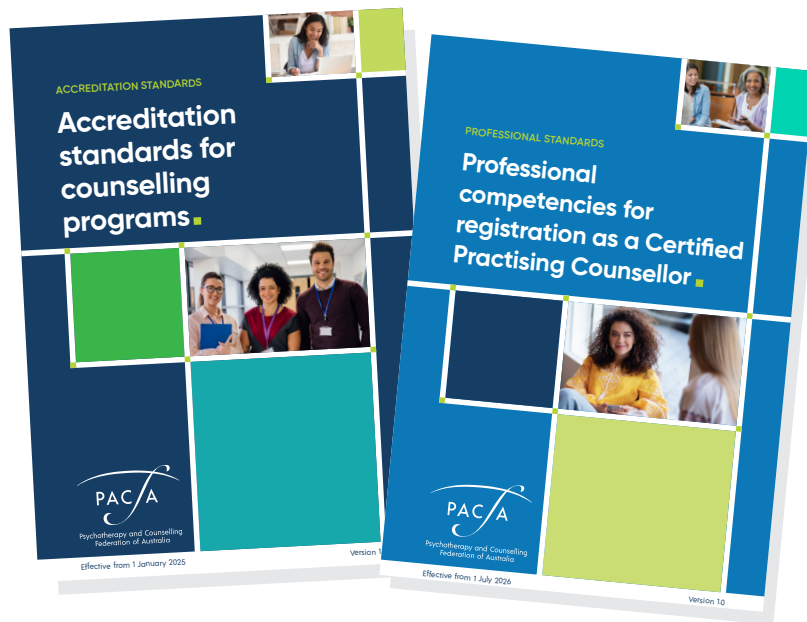
**Data and record management:**

- Specify how client records are stored and accessed.
- Include instructions for accessing digital or physical records, such as passwords or storage locations.



## Education & Accreditation

- ✓ Finalised the Accreditation Standards for Counselling Programs.
- ✓ Published the Professional Competencies for registration as a Certified Practising Counsellor.
- ✓ Re-established the Accreditation Committee following implementation of the Accreditation Standards with new members appointed to provide continuity and expertise in program accreditation.
- ✓ Introduced a new annual reporting process for accredited programs.
- ✓ Supported 23 education providers delivering 38 accredited programs across 67 campuses.
- ✓ Endorsed 243 CPD courses across 60 providers, including 15 licence approvals in 2024–25.
- ✓ Endorsed a total of 627 courses from 159 providers since the program launched in May 2023.
- ✓ Supported Leadership Group volunteers to host 67 CPD, 12 networking events and 6 short courses.
- ✓ Registered 7,282 people at PACFA community CPD events.
- ✓ Enabled 2,537 downloads of PACFA Community CPD Webinars.
- ✓ Continued to acknowledge volunteer contributions through the complimentary CPD access policy.



L-R: Dr Pamela Brear, Professional Standards Committee Chair, being assisted by Jessica Hazell, Education Projects Officer, Accreditation, with her Digital Badges.

### PACFA's 2024 Outstanding Graduate Prize winners



L-R: Maree Armansin, PACFA Board Member, with Felicity Turpin.



L-R: Dr Alexandra Bloch-Atefi, PACFA Research Committee Member, with Sarah Corbet.



L-R: Maureen Tan, PACFA WA Leadership Group Member, with Kayla Zwaanenburg.

# Key membership data for 2024–2025 (as of 30 June 2025)

Categories of Registration and Membership	
Registered Clinical Counsellors	2977
Certified Practising Counsellors	3040
<b>Total Registrants</b>	<b>6017</b>
Affiliate Members	64
Academic Members	12
Retired Members	34
Student Members	5725
<b>Total Members</b>	<b>11852</b>

Branch Membership	
Canberra and Region	221
New South Wales	4209
Northern Territory	52
Queensland	1952
South Australia	847
Tasmania	183
Victoria	2939
Western Australia	1191
Overseas	258

<b>Grand Total of Members</b>	<b>11852</b>
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College Membership	
College of Counselling	11852*
College of Creative and Experiential Therapies	24
College of Psychotherapy	216
College of Relationship Counsellors	66
College of Supervision	476

\*includes student members

Member Association Membership	
Australian Association of Buddhist Counsellors and Psychotherapists	15
Australian Transactional Analysis Association	13
Association of Soul Centred Psychotherapists	16
Association of Transpersonal and Experiential Psychotherapist	19
Australian and Aotearoa New Zealand Psychodrama Association	6
Australian Radix Body Centered Psychotherapy Association	4
Christian Counsellors Association of Australia	319
<b>Total</b>	<b>392</b>

Total Members: **11852**

Total Registrants: **6017**

**3548** new members joined in 2024–2025



# Treasurer's report 2024–25

## Audited financial statements

PACFA's financial statements for the year ended 30 June 2025 were prepared by independent auditors, Seward Dawson Chartered Accountants. The financial statements have been prepared in accordance with the Australian Accounting Standards, the *Associations Incorporation Act 1991 (ACT)* and the *Australia Charities and Non-Profits Commission Act 2012*. Thank you to Seward Dawson, Better Business Basics and the PACFA team for successful completion of the audit.

## Executive summary

PACFA experienced continued growth in 2025, with increased revenue and staffing to support its expanding membership. Despite a deficit of **\$215,599**, the organisation remains financially stable with **net assets of \$858,127** and strong liquidity. Investments have been made to meet strategic goals.

## Income and expenditure analysis

### Revenue growth and composition

PACFA's total revenue for 2024–25 was \$2.51 million, representing a 9.2% increase from the previous year. This growth was primarily driven by:

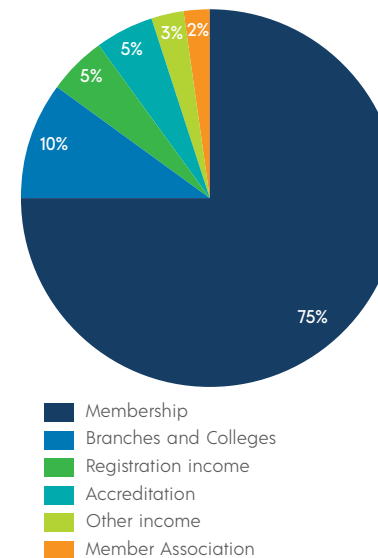
- A **membership income increase of 18%**, reflecting continued growth and retention and the expansion of services.
- A **97% increase in program accreditation income** following the establishment of accreditation standards in 2024, supporting PACFA's strategic focus on education services and a change in categorisation of income allocation.
- A modest rise in registration income and Member Association income.

This year's revenue growth of 9.2%, while lower than the 25% seen in 2023–24, still reflects strong member engagement and expansion of services.

Income and expenses with previous years' figures

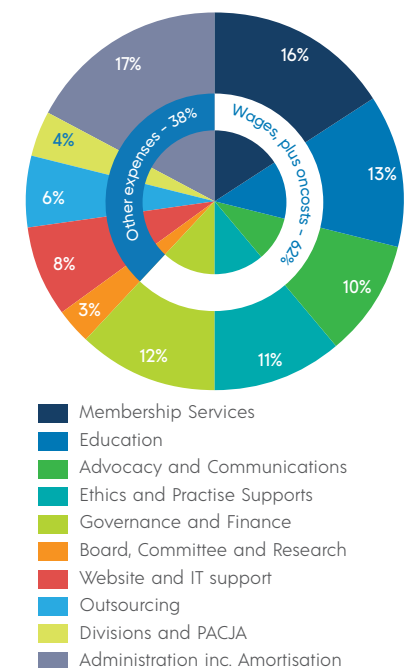


Income 2024–25



Expenses 2024–25

(Wage breakdown by area)



### Expenditure and strategic investment

Total expenditure rose to **\$2.73 million**, up **15.9%** from the prior year. The largest component remains staffing, which accounted for **68% of total expenses**, up from 64% last year. This increase reflects:

- Inflationary pressures and a tight labour market.
- Continued investment in building a high-performing team to support PACFA's growth.
- Expansion of roles in education, ethics, governance and member services.

Other key expenditure areas included IT infrastructure, outsourcing, rental and support for branches and committees.

### Deficit and budget performance

PACFA recorded a planned **deficit of \$215,599**, compared to a projected deficit of \$366,835. This was due to:

- **Additional revenue of \$231k** over the prior year.
- **Increased expenditure of \$375k**, primarily in staffing and systems.

While the deficit was higher than budgeted, it reflects strategic investment in long-term capacity building.

### Income and expenditure conclusion

PACFA's financial performance in 2024–25 reflects a continued commitment to growth, member service and professional standards. While the deficit increased, it was driven by deliberate investment in staffing and infrastructure to support future expansion created by the establishment of the proposed National Standards for Counsellors and Psychotherapists.

PACFA recorded a planned deficit of \$215,599 in 2024–25, which was funded through reserves. Despite this, the organisation remains financially strong with net assets of \$858,127. The Board made a deliberate decision to invest reserves in staffing, systems, and service expansion to pursue PACFA's mission and priority agenda. Importantly, reserves remain at a healthy level for a non-profit organisation of PACFA's size and scope.

### Forward strategy

Looking ahead, the Board aims to:

- Continue funding the growth of member services.
- Invest in additional staffing and expertise to meet evolving member and sector expectations.
- Stabilise reserves over the next five-year period, with gains reinvested into strategic priorities.

This approach ensures PACFA remains responsive to its community while maintaining financial sustainability and operational integrity in order to optimise opportunities present in the current health and regulatory landscape.

## Audit and governance

PACFA received an **unmodified audit opinion** from Saward Dawson, confirming the financial statements present a true and fair view.

The audit highlighted:

- Continued use of special purpose financial reporting, with future changes expected under AASB Tier 3 reforms.
- No material instances of fraud, non-compliance or going concern issues.
- Recommendations for improved documentation, risk management and IT controls.

PACFA's leadership is actively addressing these areas, including updates to the constitution, credit card policy and risk register.

## Conclusion

While PACFA recorded a deficit in 2025, this reflects strategic and planned investments in staffing and services to support our growing membership. The organisation remains financially sound, with strong reserves and cash flow. We will continue to monitor regulatory changes and ensure PACFA is well-positioned for future compliance and sustainability.

I extend my thanks to the Board, management and staff for their dedication and stewardship throughout the year.



Francis Kim  
PACFA Treasurer



PACFA exists to support its members and the community by regulating the training and practice of Psychotherapy, Counselling and Indigenous Healing Practices to the highest standards of safety, quality and professionalism.

Regulating includes certification, registration, accreditation and complaints management.



[pacfa.org.au](https://pacfa.org.au)