



Psychotherapy & Counselling
Federation of Australia

PACFA COMMUNICATION STRATEGY

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PACFA Communication Strategy

Purpose

The PACFA Communication Strategy sets standards for the quality of reports, briefing papers, email communication and eNews articles so that all activities undertaken within PACFA are conducted in a professional and respectful manner.

Board reports

The following office bearers, Board members and portfolio chairs are expected to submit a written report to the office one week before face to face Board meetings. When required, the Board may also request reports to be provided for Council meetings or the Annual General Meeting.

- President
- Past President
- Vice President
- Secretary
- Treasurer
- Research Committee Chair
- Professional Practice Committee Chair
- Ethics Committee Chair
- Education Program Accreditation Committee Chair
- Professional Standards Committee Chair
- Professional Development Committee Chair

The Chief Executive Officer will also submit a written report.

In some instances, reports may not be needed (for example where there is no activity to report) but they can be submitted as and when they are needed.

Other reports may be requested to be submitted to the Board as required.

Content of reports

Reports should be an accurate and concise report of activities undertaken on behalf of PACFA, including liaison with PACFA members and PACFA Member Associations.

There may be confidential information which should only be reported on generally, e.g. number of ethics complaints.

Reports should not exceed two to three pages in length excluding appendices and must use a minimum 11 font.

Reports to the Board should build into reports for AGMs and Council meetings when reports for these forums are requested.

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Briefing papers

Specific plans and ideas for the future should be submitted as briefing papers to the Board rather than included in reports.

Briefing papers will be prepared for meetings on behalf of PACFA with external associations, government and media. A draft briefing paper will be circulated to the Board two weeks before the meeting date by the attendees for comments and amendments.

A briefing paper should consist of a rationale, background information, consultation, resources required and benefits for PACFA.

The briefing paper should be no more than two pages in length and must use a minimum 11 font. Briefing papers for external bodies should be of a high standard.

Email communication between Board members

Email is an important means of communication as PACFA is largely a virtual organisation. Where there are urgent matters to attend to, emails will be used for decision making.

It is to be expected that before and after meetings of the Board, Council and AGMs will be a time of high email volume.

Where official communications to PACFA are received, these are to be sent to the CEO and President for action. These communications will be included in the PACFA Board agenda only if required.

Board members should respect the voluntary nature of serving on the Board and keep non urgent business for discussion at regular Board teleconferences.

All emails sent by Board members should be respectful of the work of other Board members.

Minutes of meetings

Minutes are to be kept for meetings of the PACFA Board, Committees, Council, Member Congress, Leadership Groups and Working Parties.

Minutes are a record of the business of PACFA meetings. Minutes are to be sent to the PACFA Office at admin@pacfa.org.au for filing as they form part of the business records of the organisation.

Communication between the Board, Office, Colleges, Branches and MAs

Board members should communicate with MAs and Branches/Colleges/College Sub-Divisions as necessary to carry out their duties as Board members, Committee chairs or office bearers.

Emails sent from the Office to Branches/Colleges/College Sub-Divisions, MAs and members, are official communications and should be professional in tone.

Communication addressed to Board Members, the CEO and Office staff from MAs, Branches/Colleges/College Sub-Divisions and members, including requests, comments on documents and feedback, should be professional in tone and in alignment with PACFA's Objects in the Constitution.

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Communication with government and media

The President and CEO will undertake liaison with government and media in consultation with the Board. Liaison may be delegated to other Board members as appropriate to their field of expertise, geographical location and availability.

Office staff contacted by journalists or government bodies should refer the enquiries on to the President and CEO.

Those involved in liaison activities on behalf of PACFA should undertake training in media and lobbying wherever possible.

Social media

Social media is used to disseminate information widely about PACFA's purpose and activities and to create an up to date presence for PACFA on the web that is available to a wider audience.

Twitter is a free microblogging service which transmits messages of 25 words or less. The Twitter stream for PACFA is PACFOZ and can be accessed at <http://twitter.com/PACFOZ>.¹ When the PACFA Twitter account is active, the CEO will send out regular messages containing information about PACFA activities and events. A link to PACFA's Twitter site will be available on the PACFA website.

The Facebook page for PACFA will be updated regularly with PACFA news. The CEO, Office staff and Past President will maintain the page. A link to PACFA's Facebook page will be available on the PACFA website. PACFA maintains the right to delete posts by members of the public that contain confidential information.

eNews

eNews is part of the professional image PACFA conveys to our internal and external stakeholders. Participation and input from a wide range of stakeholders will be encouraged to maintain a high level of interest and variety.

Office bearers, portfolio chairs and Chairs of Leadership Groups of PACFA Branches/Colleges/College Sub-Divisions are to regularly prepare articles for eNews to promote greater awareness of their area of responsibility or their activities. For example, Branches/Colleges/College Sub-Divisions could be asked to provide an ethical dilemma to which the Ethics Committee will respond.

All eNews articles will be brief and well written, no more than two to three pages per article. The correct names of PACFA committees, Branches/Colleges/College Sub-Divisions and MAs are to be used in these articles.

Any article or letter that identifies an MA/Branches/Colleges/College Sub-Divisions will be sent to the President or relevant Chair for approval and comments prior to publication.

Advertisements placed in eNews will be congruent with PACFA's mission, Objects and professional Training Standards and Code of Ethics.

¹ As at February 2017, the PACFA Twitter account is not active but will be reactivated in the future.