



Psychotherapy & Counselling  
Federation of Australia

# PACFA Strategic Plan 2016 to 2018

## PACFA Mission

The Psychotherapy and Counselling Federation of Australia is a national peak body for counsellors and psychotherapists and for professional associations in the counselling and psychotherapy field in Australia. Our mission is to represent the profession to communities and government, and to develop the evidence-base relating to the art and practice of counselling and psychotherapy.

PACFA promotes the development of the practice of counselling and psychotherapy, and respects and supports the diversity of approaches within the profession. PACFA provides a united forum for counselling and psychotherapy associations to foster professional identity for practitioners, support research and training, and ensure public accountability to consumers, the public and government.

## PACFA Values

- ❖ Accountability
- ❖ Client focus
- ❖ Competence
- ❖ Diversity
- ❖ Empowerment
- ❖ Justice
- ❖ Human rights
- ❖ Integrity
- ❖ Professionalism
- ❖ Self-awareness

## Strategic Aims

1. Support the individual and organisational members of PACFA and advance their interests
2. Strengthen the capacity of PACFA as a peak body for the psychotherapy and counselling profession
3. Regulate the profession and the practice of counselling and psychotherapy
4. Promote the health and wellbeing of diverse groups in Australian communities
5. Lobby government, private health funds and other key stakeholders, and campaign for recognition of counsellors and psychotherapists
6. Undertake, support and disseminate counselling and psychotherapy research
7. Develop the counselling and psychotherapy workforce to meet the needs of diverse communities
8. Consult widely to ensure the views and needs of diverse practitioners and clients are addressed by PACFA's policies, standards and activities

# Strategic Objectives

Strategic Aim	Strategic Objective
<b>1. Support the individual and organisational members of PACFA and advance their interests</b>	<ul style="list-style-type: none"><li>1.1 Develop and promote member benefits for members in all membership categories</li><li>1.2 Develop targeted membership benefits for full members such as a group insurance policy and practice resources</li><li>1.3 Collaborate with psychotherapy and counselling stakeholders within PACFA to identify and establish the unique characteristics and scope of practice of each modality</li><li>1.4 Support Member Associations to build their capacity to lead the counselling and psychotherapy profession</li></ul>
<b>2. Strengthen the capacity of PACFA as peak body for the psychotherapy and counselling profession</b>	<ul style="list-style-type: none"><li>2.1 Implement the new PACFA structure in accordance with the written implementation plan and in collaboration with participating Member Associations</li><li>2.2 Develop and implement a membership growth strategy, including materials and processes to support Branches and Colleges to recruit students and new graduates as members</li><li>2.3 Develop and support the new PACFA Branches and Colleges to become effective divisions of PACFA representing the integrity and diversity of modalities and other areas of shared practice</li><li>2.4 Develop marketing resources to support PACFA's mission by maximising the reach of the PACFA website, printing new brochures and strengthening PACFA's social media presence</li><li>2.5 Develop the Counselling and Psychotherapy Portal and increase access to the Portal for more Member Associations</li><li>2.6 Develop, implement and maintain currency of PACFA's robust policy framework to guide activities</li><li>2.7 Ensure good governance and transparent, consultative decision-making within PACFA, including the Council, Member Congress, Board, Committees, Panels and the PACFA Office</li></ul>
<b>3. Regulate the profession and practice of counselling and psychotherapy</b>	<ul style="list-style-type: none"><li>3.1 Review and update PACFA's Professional Training Standards in consultation with relevant stakeholders</li><li>3.2 Collaborate with the new PACFA Colleges and participating Member Associations to develop, review and implement entry requirements for the Colleges</li><li>3.3 Investigate options to develop course accreditation processes for second or post-qualifying trainings in psychotherapy and counselling</li><li>3.4 Provide a rigorous, fair course accreditation process to accredit a wide range of counselling and psychotherapy programs</li><li>3.5 Increase the number of counselling and psychotherapy training programs accredited by PACFA</li><li>3.6 Develop Practice Guidelines on key areas of professional practice based on research evidence</li><li>3.7 Ensure the integrity and robustness of the PACFA National</li></ul>

Strategic Aim	Strategic Objective
<b>Regulate the profession and practice of counselling and psychotherapy (continued)</b>	<p>Register, to provide information to the public and referrers on appropriately qualified, experienced and ethical practitioners</p> <p>3.8 Consider options for new specialist listings on the PACFA Register for qualified members of Member Associations and PACFA Colleges</p> <p>3.9 Negotiate uniform registration categories for the Australian Register of Counsellors and Psychotherapists (ARCAP)</p> <p>3.10 Through ARCAP, investigate the option of co-regulation for regulating the counselling and psychotherapy profession in partnership with government</p> <p>3.11 Review PACFA's ethical standards for counsellors and psychotherapists in consultation with relevant stakeholders</p> <p>3.12 Provide an effective Complaints Handling Process based on principles of natural justice</p>
<b>4. Promote the health and wellbeing of diverse groups in Australian communities</b>	<p>4.1 Provide information to communities about psychotherapy and counselling via the website, printed materials and social media</p> <p>4.2 Ensure the needs of diverse communities are considered when disseminating information about psychotherapy and counselling</p> <p>4.3 Promote understanding of the contribution of counselling and psychotherapy to mental health and to health and wellbeing</p> <p>4.4 Promote diverse therapy modalities and improve community understanding of the unique characteristics and scope of practice of psychotherapy and counselling and their diverse modalities</p> <p>4.5 Improve access to quality, affordable and ethical counselling and psychotherapy services delivered by registered practitioners for all Australians</p>
<b>5. Lobby government, private health funds and other key stakeholders, and campaign for recognition of counsellors and psychotherapists</b>	<p>5.1 Promote clear, positive key messages about the benefits and effectiveness of counselling and psychotherapy</p> <p>5.2 Lobby federal government via ARCAP for recognition of counsellors and psychotherapists, focusing on identified priorities and in response to emerging opportunities</p> <p>5.3 Lobby state and territory governments for recognition, focusing on identified priorities and in response to emerging opportunities</p> <p>5.4 Seek further recognition of counselling and psychotherapy by private health funds and increase coverage in health insurance policies</p> <p>5.5 Participate in government consultation processes</p> <p>5.6 Seek membership of advisory committees relevant to counselling and psychotherapy</p> <p>5.7 Promote the skills, training and expertise of counsellors and psychotherapists to potential employers and other stakeholders</p>

Strategic Aim	Strategic Objective
<b>6. Undertake, support and disseminate counselling and psychotherapy research</b>	<p>6.1 Subject to funding, undertake and publish literature reviews to develop the evidence base for counselling and psychotherapy</p> <p>6.2 Undertake and publish a updated study on the psychotherapy and counselling workforce</p> <p>6.3 Complete a pilot project to collect and analyse data from clients on the effectiveness of counselling and psychotherapy services and initiate a project for ongoing data collection</p> <p>6.4 Encourage and disseminate counselling and psychotherapy research through the open access Psychotherapy and Counselling Journal of Australia (PACJA)</p> <p>6.5 Publish online and printed versions of PACJA</p> <p>6.6 Collect and disseminate research and scholarship outputs from Member Associations and PACFA Accredited Training providers</p> <p>6.7 Collate and publicise the research outputs of members of PACFA and PACFA Member Associations</p> <p>6.8 Seek funding for new research initiatives</p>
<b>7. Develop the counselling and psychotherapy workforce to meet the needs of a diverse community</b>	<p>7.1 Provide a national focus for workforce development through biennial national conferences, delivered in partnership with Member Associations, Branches and Colleges</p> <p>7.2 Support PACFA Member Associations, Branches and Colleges to deliver cost effective, quality Continuing Professional Development (CPD) for practitioners</p> <p>7.3 Continue to strengthen the ethical competence of practitioners by providing the CPD program on ethics</p> <p>7.4 Continue to strengthen the mental health competencies of practitioners by providing the online CPD program on mental health</p>
<b>8. Consult widely to ensure the views and needs of diverse practitioners and clients are addressed by PACFA's policies, standards and activities</b>	<p>8.1 Consider the needs of practitioners from diverse backgrounds and therapy modalities, and those from regional, rural and remote areas, in developing PACFA's policies, standards and activities</p> <p>8.2 Consult consumer &amp; carer representatives to ensure their views and needs are considered in PACFA's policies, standards and activities</p> <p>8.3 Consult with representatives of Indigenous, LGBTI and CALD communities and other communities of interest to ensure their views and needs are addressed in PACFA's policies, standards and activities</p>