About PACFA

The Psychotherapy and Counselling Federation of Australia is a national peak body for psychotherapists and counsellors and for professional associations in the psychotherapy and counselling field in Australia.

Mission

Our mission is to advance the health and wellbeing of diverse Australian communities, through development of the practice of psychotherapy and counselling and the capacity and success of our members.

Values

PACFA’s work is underpinned by values:

- The profession: human rights, equity, justice for and empowerment of the communities we serve
- Members: client focus, self-awareness, integrity, competence, valuing and reflecting the diversity of human experience
- Governance: transparency, accountability, and representation
- Operations: effectiveness and efficiency

Aims

We intend to address our mission in the 2019-2022 period by:

1. Enhanced quality of counselling and psychotherapy services provided by all members
2. Expanded access to psychotherapy and counselling services across Australia
3. Increased resources for PACFA’s mission and judicious use of available resources
### Objectives

**Aim 1:** Enhanced quality of psychotherapy and counselling services provided by all PACFA members

<table>
<thead>
<tr>
<th>Objectives</th>
<th>1.1 Regulating registered members’ professional practice</th>
<th>1.2 Developing the psychotherapy and counselling workforce to meet the needs of diverse communities</th>
<th>1.3 Advancing evidence-informed practice</th>
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<td>Developing and implementing standards and policies for practice</td>
<td>Providing a rigorous and fair accreditation process for psychotherapy and counselling training programs, that recognises the value of diverse approaches</td>
<td>Developing the evidence base for the effectiveness of psychotherapy and counselling</td>
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<td>Providing a rigorous and fair accreditation process for psychotherapy and counselling training programs, that recognises the value of diverse approaches</td>
<td>Overseeing and supporting the ethical practice of PACFA members</td>
<td>Promoting relevant research</td>
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<td>Overseeing and supporting the ethical practice of PACFA members</td>
<td>Supporting the development of active and effective PACFA Colleges, Branches and Interest Groups</td>
<td>Advocating for members’ increased utilisation of evidence in their practice</td>
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**Aim 2:** Expanded access to psychotherapy and counselling services across Australia

<table>
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<th>Objectives</th>
<th>2.1 Increasing awareness of the quality services provided by registered members to potential clients, employers and referrers</th>
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<td>Promoting members’ skills, training and expertise, and PACFA’s regulatory practices to these groups</td>
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### Objectives

**2.2 Advocating for professional recognition of registered psychotherapists and counsellors to provide services for government, private health funds, employers and other stakeholders**
- Increasing decision-makers’ recognition of the psychotherapy and counselling profession
- Contributing proactively to government processes regarding regulation and funding options
- Advancing evidence-informed policy and decision-making
- Undertaking collaborative work with other organisations to advance shared missions

**2.3 Strengthening support for PACFA from the breadth of the psychotherapy and counselling profession**
- Ensuring PACFA’s effective responses to members’ needs, including their professional and employment needs, and member benefits
- Increasing members’ understanding of PACFA’s initiatives and achievements

**2.4 Enhancing members’ capacity to meet the needs of diverse communities across Australia**
- Providing guidelines and resources to support best practice
- Supporting members’ professional development to this end

**2.5 Exploring alternatives to self-regulation for the psychotherapy and counselling profession**
- Advancing discussions with government on the co-regulation option

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**Aim 3: Increased resources for PACFA’s mission and judicious use of available resources**

### Objectives

**3.1 Strengthening PACFA’s capacity to advance the psychotherapy and counselling profession**
- Improving member recruitment and retention to grow PACFA’s membership base
- Developing diverse and sustainable income streams

**3.2 Ensuring the most effective and efficient operations of PACFA**
- Governing PACFA in accordance with best practice in governance
- Ensuring transparent, consultative decision-making within PACFA
- Maximising the reach and impact of PACFA’s communications about initiatives and achievements

**3.3 Considering options for the most productive functioning of professional associations relevant to the psychotherapy and counselling profession**
Principles of our approach to strategic planning

Values based
The Strategic Plan identifies the collective values of PACFA and its members which underpin our strategy.

Addresses PACFA’s mission
The Strategic Plan addresses PACFA’s mission, the desired long-term futures determined by PACFA and articulated in the Plan. Aims and Objectives (the activities we will undertake to reach our intended outcomes) are set to enable specific, measurable and timely achievements towards the mission.

Outcome focused
The Strategic Plan is focussed on outcomes, that is, the difference that PACFA’s and its members’ work will make to the clients they serve, rather than the activities undertaken to get there. Measurable outcomes help us determine whether our Aims and Objectives have been met.

Evidence informed
The Strategic Plan involves decisions informed by evidence. This includes practice knowledge, published research or data that provides information about the context, the issues being addressed, and possible ways to address them.

Underpinned by a theory of change
The Strategic Plan uses a theory of change to explain the choices of activities in the Plan. Our theory of change is the reason why we do what we do.

Responsive to evaluation
The Strategic Plan includes evaluation as a consistent part of the way we work. Evaluation findings are used to inform future decisions.