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*Strategic Plan*

*2023 - 2025*

*Developed by the School Psychologists’ Association of Western Australia Inc.*

*Association Committee – 2022*

**OUR VISION**

*We are dedicated to being the peak professional body for school psychologists working across all sectors of education in Western Australia. We aim to Connect, Inform and Inspire our members through the application of innovation and collaboration, and to deliver relevant, inclusive and energising experiences for all school psychologists. Through all our actions, we connect with each other to share and celebrate the positive impact of our profession on schools.*

**OUR OUTCOMES**

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| **OUTCOME 1**: SPAWA is the Peak Professional Association for School Psychologists in WA.*As an Association Committee, we engage in strategic partnerships which raise the profile of school psychologists in WA and are to the benefit of our members, and hold ourselves to a high organisational standard.* |

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| **STRATEGY** | **2023** | **2024** | **2025** |
| **Partnerships with other organisations** *Goal: To establish and maintain strategic partnerships at the local, national and international level, to the benefit of our members* | * Re-establish subcommittee & processes (meetings, etc.)
* Maintain established partnerships – meetings to explore opportunities
	+ WAPPA, Principals Federation, WAESPA, APACS, SSTUWA, Sectors
* Establish contact with prospective partnerships
	+ Universities, other Principal associations, APS, TKI
* Environmental scan for other national/international partnerships

  | * Review APACS MoU
* Action collaborative ventures with partner organisations (WAPPA, APACS etc.)
	+ Joint PL, admin guidelines, other opportunities
* Maintain established partnerships (continued maintenance)
* Identify and approach preferred international organisations
	+ Clarify and establish partnership

  | * Review, maintain, and proactively seek partnerships

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| **Outcomes** | **Outcomes** | **Outcomes** |
| * Records of meeting minutes and collaborative action plans stored
* Environmental scan submitted to committee
* Communication to other organisations sent.
* Partnerships committee meeting regularly/minuted/
 | * Review completed with APACS
* Where partnerships established, collaborative action plan or MOU in place.
 | * Review and set outcomes in 2024
 |
| **Membership Fee Review***Goal: To review current membership fees and structure in line with current aspirations and similar organisations, to deliver better benefits for members* | **2023** | **2024** | **2025** |
| * Review current membership fees
* Audit similar organisations
* Prepare proposal
* Inform members of upcoming fee increase
	+ What will membership fee include? What are the benefits for members?
* Transparency with members regarding partnership with APACS
* Committee agreeance to occur quickly
 | * Amount of fee increase agreed upon and communicated to members
* Implement fee increase

  | * Review of membership numbers
* Feedback from committee and members regarding fees
* Audit membership benefits
* Consider re-occurring payment structure

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| **Outcomes** | **Outcomes** | **Outcomes** |
| * Proposal submitted
* Fee review communicated to members.
* Including APACS Affiliation
* Memembership reports and communication at the AGM
 | * New Fee Structure in place
 | * Collected feedback from members
* Review and set outcomes in 2024
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| ***Streamline Association Administration****Goal: To improve committee business practices to ensure committee members are able to effectively engage in activities that directly benefit our members.*  | **2023** | **2024** | **2025** |
| * Audit current administrative practices and time required including:
	+ Website
	+ Social Media
	+ Events Management
	+ TryBooking Registration
	+ Membership
	+ Content Hosting
* Financial Audit of current administrative practices
* Create Administrative action plan for committee tasks
* Determine budget for administrative tasks
 | * Source and appoint any administrative tasks agreed upon in action plan
* Review Committee Meeting Practices
* Review Subcommittee Structures
 | * Review Cost benefit of Administrative action plan
 |
| **Outcomes** | **Outcomes** | **Outcomes** |
| * Administrative Action Plan developed and submitted to commiteee
 | * Review completed and discussed at committee meeting
 | * CBA submitted and discussed at Committee meeting
* Review and set outcomes in 2024
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| ***Reconciliation Action Plan*** *GOAL: To work collaboratively with First Nations community leaders to develop a Reconciliation Action Plan* | **2023** | **2024** | **2025** |
| * Commence a Reconciliation Plan.
* Explore partnership with WA University regarding a SPAWA University Scholarship for First Nations school psychology student
* Explore partnerships with First Nations psychologist leaders
 | * Implement Reconciliation Action Plan
* Ensure we have First Nations People facilitating workshops at Conference.
* Establish First Nations School Psychology Student Scholarship
* Establish partnerships with First Nations psychology leaders
 | * Review of Reconciliation Action Plan progress.
* Ongoing and active engagement with First Nations psychology leaders.
* Review First Nations School Psychology Scholarship.
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| **Outcomes** | **Outcomes** | **Outcomes** |
| * Draft Plan by end of 2023
* Communication sent to First Nations psychologist leaders
* Correspondence and initial discussion has taken place with universities.
* Viability of scholarship established.
 | * Begin Implementation
 | * Review Processes in place.
* Review and set outcomes in 2024
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| **OUTCOME 2**: The Role of the School Psychologist is valued, understood and utilised.*As an Association Committee, we engage in activities which build understanding about the role of school psychology in Western Australia, celebrate the practice of our members, and connect our members across all sectors and work contexts.* |

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| **STRATEGY** | **2023** | **2024** | **2025** |
| ***SPAWA Awards Night.****GOAL: To raise the profile of school psychologist practice, celebrate success, and promote social connection between members.* | * Establish Awards Subcommittee
* Develop proposal
* Deliver First Awards Night
* Cocktail Party.
* 80-100 people
* Small venue
* Review Awards night
 | * Review Awards Night 2023
* Develop and Refine process
* Establish Awards Night Handbook
* Explore Sponsorship
* Deliver awards night
	+ Target 100-120 people
* Review
* Review current Awards Structure
 | Review Awards Night 2024Survey MembershipDeliver Gala Ball.* Crown ballroom
* Sponsorship
* Special guests
* Additional awards
* Fundraise for charity
* Target 150 guests
 |
| **Outcomes** | **Outcomes** | **Outcomes** |
| * First Awards night implemented
* Feedback collected
 | * Ticket sales increase for 2024 Awards night
* Positive feedback increases
* Processes reviewed.
 | * Ticket sales increase for 2025 Awards night
* Positive feedback increases
* Processes reviewed.
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| ***Guidelines for School Administrators****GOAL: To increase understanding of the role of the school psychologist in collaboration with Educational Leadership.* | **2023** | **2024** | **2025** |
| * Review current Guidelines document.
* Determine a working group
 | * Draft and publish new version.
* Review/feedback from all.
* Collaborate with stakeholders.
 | * Promote.
* Develop partnerships.
 |
| **Outcomes** | **Outcomes** | **Outcomes** |
| * Review is conducted and feedback submitted to the committee
* Communication and minutes of meetings with stakeholders around GSA.
* Plan developed for its publication or other action
 | * Review and set outcomes in 2023
 | * Review and set outcomes in 2024
 |
| ***Non- Government Representation*** *GOAL: To improve engagement with the non-government sector to ensure our members’ needs are met.* | **2023** | **2024** | **2025** |
| * Continue Collaborative meetings with non-government sector leadership.
* Find out number of SPs in non-govt schools and aim for equal representation in membership numbers.
* Speak to non-govt SP’s via our non-govt rep to determine their needs from the organisation and then show how SPAWA can meet these.
* President workshops with Non-Govt services to determine need.
 | * Establish regular Non-Government Focus Group
* Ensure PL aligns with non-govt SP’s priorities.
* Continue Collaborative meetings with non-government sector leadership.
* Engage non-government representatives in Guidelines for SA
* Establish representation of Non-Government SP in Awards process
 | * Increase Representation of Non-Govt on Association committee
* Ongoing and embedded collaboration with Non-Government School Psychologists
 |
| **Outcomes** | **Outcomes** | **Outcomes** |
| Increase membership.Communication and workshops with Non-government psych teams have occuredCross-promotion with ISCA | Increase the current number of non-govt SP presenters at SPAWA events.Focus group has commenced | Review and set outcomes in 2024 |
| ***Rural Representation****GOAL****:*** *To increase engagement with rural/regional-based SPs to ensure their needs are identified, and their connections to their colleagues are strengthened.* | **2023** | **2024** | **2025** |
| * Find out number of rural SPs and aim for equitable representation in membership numbers.
* Speak to rural SPs to determine their needs from the organisation and then show how SPAWA can meet these.
* President workshops with Rural services to determine need.
 | * Establish regular Rural SP Focus Group
* Ensure PL aligns with rural SPs priorities.
* Engage regional representatives in Guidelines for SA
* Provide opportunities to present at SPAWA events.
 | * Increase Representation of Rural SP on Association committee
* Ongoing and embedded collaboration with Non-Government School Psychologists.
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| **Outcomes** | **Outcomes** | **Outcomes** |
| Increase membership. | Increase the current number of non-govt SP presenters at SPAWA events. | Review and set outcomes in 2024 |
| ***University Partnerships****GOAL: To develop strategic partnerships with universities to support students interested in SP, and engage effectively in research pathways related to SP.* | **2023** | **2024** | **2025** |
| * Establish connection with SP Course Coordinators and explore options for partnership.
* Audit available courses for SPs and approach universities regarding promotion
* Hold Student Focus Group for interested students regarding SPA
* Establish a student rep on the Committee - invite an EOI from student members
 | * Identify a Uni that will support SPAWA member/s to undertake research.
* Link with local and national organisations regarding SP research
* Revisit and revise current MoUs with education sectors regarding research participation.
 | * Support SPAWA members to access opportunities for publication.
 |
| **Outcomes** | **Outcomes** | **Outcomes** |
| * Communication has been sent to Universities
* Focus group has been held
* Student rep EOI has been communicated.
 | Review and set outcomes in 2023 | Review and set outcomes in 2024 |

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| **OUTCOME 3**: School Psychologists are supported to connect and grow as practitioners*As an Association Committee, we seek to provide inspiring and innovative professional learning experiences, that emphasise strength-based, positive psychological practices to all members. We focus on connecting members across context, experience and areas of interest.* |

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| **STRATEGY** | **2023** | **2024** | **2025** |
| ***SPAWA Conference****GOAL: To continue to provide a highly relevant, highly attended conference for school psychologists.* | * Conference subcommittee to use previous year debrief info to improve planning and implementation
* Market Conference to students and cross-sectoral SPs
* Maintain high level of professional relevance and quality standard of speakers.
* Re-establish sponsorship agreements
 | * Conference subcommittee to use previous year debrief info to improve planning and implementation
* Link with university partners to open attendance to post-grad/further studies
* Market conference to other psychs in orgs supporting young people (eg. CAMHS, CAHS, Headspace, etc)
 | * Include a leadership focus at conference
* Use previous year debrief info to improve planning and implementation
 |
| **Outcomes** | **Outcomes** | **Outcomes** |
| * Increase participants each year
* Increasing positive feedback with each conference
* Utilising conference feedback to inform following years conference.
 | * Consideration for marketing conference to other psychologists
* Communication with universities regarding partnership
 | Review and set outcomes in 2024 |
| ***Webi-SPAs****GOAL: To provide regular opportunities for members to connect and learn from their peers and leaders of the profession.* | * **2023**
 | * **2024**
 | * **2025**
 |
| * Procedures fact sheet developed (Zoom account, set-up, script)
* Kit created (laptop, camera, mic, etc)
* One WebiSPA per term (4 per year)
* Establish feedback survey with pre- and post- data
* SP partnerships explored for topics
* Plan for 2024 developed with communication plan
 | * Open participation to other associations (incl. non-psych orgs)
* Review feedback data and plan 2025 program.
 | * Build attendance
* Review and expand communication/marketing strategy
* Consideration of national/international speakers
 |
| **Outcomes** | **Outcomes** | **Outcomes** |
| * Webispas plare delivered (4 per year)
* DraftSurvery data and collect information
* Fact sheet developed
* Plan for 2024 developed by AGM 2023
* Monitor and build attendance.
 | * Review and set outcomes in 2023
 | * Review and set outcomes in 2024
 |
| ***Standalone events****GOAL: To provide members with bespoke opportunities to develop their practice in areas of need.* | * **2023**
 | **2024** | **2025** |
| * Seek feedback from members to inform standalone events
* Develop communication strategy
* Consider logistics (F2F, online, venue hire)
* Plan programme for 2023/24
* Trial two standalone events per year
* Consider partnerships for 2024 & sessions supplementary to conference
 | * Utilise member survey data
* Review two per year structure
* Plan programme for 2025
* Consider expansion to non-SPAWA audiences and topics (e.g. leadership)
 | * Establish cycle of regular events (e.g. repeating popular events after several years)
* Link with partner organisations (e.g. TKI)
 |
| **Outcomes** | **Outcomes** | **Outcomes** |
| * Standalone events plan developed and implemented in 2023
* Feedback collected from members.
 | * Review data from membership survey.
* Increase in participation
* Positive evaluations from standalone events
 | Review and set outcomes in 2024 |
| ***Members only communications- Facebook groups- Members Forum****GOAL: To establish a safe and effective forum for members to connect and communicate with each other about their practice as a SP* | * **2023**
 | **2024** | **2025** |
| * Subcommittee formed to explore options for member-to-member forums (eg, Facebook, Connect or similar, Google communities, OneDrive)
* Website to host members-only space with recorded WebiSPAs or filmed conference presentations.
 | * Members only section established and maintained by a subcommittee
* Access data to inform content published regularly.
* Trial of member-to-member forum with agreed upon platform.
 | * SPS utilising members only communication platforms effectively
* Review
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| **Outcomes** | **Outcomes** | **Outcomes** |
| * Options explored and presented to committee for decision
* Action Plan for implementation developed.
 | Review and set outcomes in 2023 | Review and set outcomes in 2024 |