

## 1<sup>st</sup> ASCCANZ-Conference “Appreciating the many faces of Supervision, Coaching & Consultancy”

19 – 20 September 2003

### “The future of ASCCANZ”

This paper lists the main topics, which should be developed, improved and continued during the next 10 years. They are collected from the participants in the discussions about the future of ASCCANZ, at the 2003 conference:

- Topics
- The position of ASCCANZ
  - Professional identity
  - Communications Strategy,
  - Development of standards
  - Political Strategy
  - Membership

#### **ASCCANZ’ position**

ASCCANZ should further fine line its *role as an association*. It should make clear why people, who work in the fields of supervision, coaching and consultancy, should bother to belong to this organization. There is no other professional umbrella- association for these fields in Australia and New Zealand.

ASCCANZ shows its uniqueness as a *professional community*, containing lots of different people with a shared vision. ASCCANZ offers the opportunity of belonging to a meaningful professional community, for which a need exists, thus creating a powerful network. Members as well as clients can rely on this. ASCCANZ will have created a culture where itself as an organization has a reputation that is revered and trusted.

ASCCANZ shows its character as an international organization with ongoing, supportive and creative collaboration between the three disciplines. The culture and purpose statements of the organization will be revised every five years. A public profile should be build up and underlie ongoing critical reflection. As a powerful network of extraordinary diversity a strong referral system should be developed

#### **Professional identity**

ASCCANZ is an association for different people with different backgrounds in the fields of coaching, supervision and consultancy. Its exclusiveness lies in the possibil-

ity to share theory and thinking, skills and best practice as well as professional attitudes and ethics.

Cross cultural work across sections / fields will be promoted

As a channel for coaches, supervisors and consultants in the field, ASCCANZ will help develop the definition of professional roles by supporting peer supervision and networking opportunities. Between the members there will be a productive relationship through regular meetings, workshops and support groups. There will be no hierarchy.

Member evenings are another chance for members (and other people who are interested) to interact and interchange. It is a possibility for people from totally different backgrounds in these three fields to meet, to exchange their experiences and to gain new insights. These membership evening should be held twice a year.

### **Communication strategies**

There is a need for belonging, for being held within a special community of professionals. ASCCANZ as an association offers this containment. To further this role, communication strategies for interaction and exchange between ASCCANZ-members and between ASCCANZ and other professional organizations need to be developed. ASCCANZ serves as a client referral center. This offers the opportunity to promote and offer a working relationship between individual and organizational development. An annual conference with a special keynote speech could help to gain more exposure about supervision, coaching and consulting to the outside world, and offer interaction and networking for members and clients. Network meeting need to be promoted. Possible communication strategies could be E-initiatives and – to gain new members - membership marketing. Effective public relations should include media contacts and practice.

### **Standard development and ethics**

ASCCANZ has already set standards in the fields of supervision, coaching and consulting. For 2005 the continuation of the development of standards should be central, and further tuned with international developments. Accreditation and training standards will be in an ongoing process of development. Doing so, it provides clients with best practice.

ASCCANZ will remain to be the coordinating body for standards in training of coaches, supervisors and consultants. Contracts with training institutes who deliver training will be made. Thus indirectly regulating and approving the courses to meet the standards and separating the task of accreditation from delivering the training.

ASCCANZ has an excellent set of ethical guidelines and will now develop a procedure manual for grievance processes against members made by clients.

### **Political strategy**

Another area for development is a political strategy for contacting key players in state and / or federal government and in political parties. ASCCANZ needs to get a place as a partner in policy development about professional growth areas such as supervision, coaching and consulting. These contacts could also open opportunities for fund-raising. The questions how much and what for must be answered (e.g. National Secretariat, paid workers). Cross sectional funding is inclusive of private enterprise, members and government.

A working committee is necessary to adopt the basic ethics, the training and professional standards for a future adoption by the government. A lobby and PR-task force should be established to make the government aware of the existence of ASCCANZ and therefore the need of a nationally accepted and recognized framework in which the professions of coaching, supervision and consultancy operate. This committee has to show the need of ASCCANZ to the government as an organization which provides all these aspects what set it apart from the specialist associations, e.g. PACFA, CAPA, WPATA, VAFT etc. There is a need for an open dialogue –lobbyist, PR, liaison- with these bodies so as to gain cooperation.

### **Membership and PR**

The future for 2013: ASCCANZ is celebrating its 10<sup>th</sup> national conference, has 500 members and New Zealand on board. Government policy will be set in relation to Ethics and Professional Standards.

Important is a big membership drive. PR to gain new members must be developed and the presentation of ASCCANZ in New Zealand. Useful can be input from the members and alignments with other professionals. Time could be spent at other GMs or conferences. There is perhaps the need for a PR sub committee. Other organizations should participate in ASCCANZ conferences as well.

To present ASCCANZ in public (e.g. on other conferences) the existing information sheet is important, which defines what ASCCANZ is, what its tasks and goals are and why it could be interesting to become a member.

The website plays a crucial role in ASCCANZ public relations. It will be permanently updates and have a section to “find a professional”

### **Compilation**

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