

WEBSITE, BRANDING AND NEWSLETTER PROJECTS, APRIL 2021

Website

For information on progress made to date:

- On the front page of the Public section of our website there is now a series of three video interviews with six therapists. The questions these psychotherapists covered in their interview were:
 - For you, what is psychotherapy?
 - Tell me something about how you got into it. What first got your attention?
 - Do you have a story about why you do this work? What keeps you going?
 - What would you say to someone who is considering seeing a psychotherapist?
 - What would you say to someone thinking of becoming a psychotherapist?
 - Why are you a member of NZAP?
 - Do you have a story about why you remain a member?

The intended audience of the video series is members of the public, potential clients, people interested in becoming a psychotherapist, and psychotherapists interested in the Association.

I ask that Council formally expresses their gratitude to Seán Manning who designed, conducted the interviews, and devoted endless hours of editing to create this series.

- The NZAP Noticeboard email group is up and running now. It is an opt-in email group open to members and non-members of NZAP. Through it, Nikky circulates links to new events, job adverts and other news items that have been put onto the public section of the NZAP website. We hope that with more people joining Noticeboard, advertising in the NZAP website will be more attractive not only to psychotherapists, members and non-members of NZAP, but also to other health allied professionals. The group was created as a result of Nikky's initiative, many thanks to her for her forward thinking.

Branding

Back in 2019 we launched the new NZAP website, knowing that it had to be followed by a second stage: styling all our visual communications to integrate the refreshed NZAP and Waka Oranga logos. For this project, a number of options were explored and analysed, resulting in three best options. The two most comprehensive branding options ranged from \$4,000 to \$12,000. The third alternative option is to create integrative templates; Iain Graham offered to do this and it is expected that the total cost will range between \$1,200 and \$2,000. Council was recommended to take the later, the rationale being that NZAP is facing extraordinary expenses, and having clear templates for our visual communications would meet our requirements. This was accepted by all Council members via email, in order to speed the process. We are currently working on creating a couple of options to present at the Council meeting in April. The project was undertaken by Gabriela who worked alongside Andrew Kirby to gather and analyse the three very different options.

Newsletter

At the November 2020 Council meeting, it was decided that Gerald and Gabriela will work on a proposal for the future of the NZAP Newsletter. In December 2020 the following was presented to Council via email:

Firstly we think the newsletter needs a complete revamp and rethink to meet more modern communication styles, formats and platforms. I'm sure many of us already think this but it might be worth spelling out in more detail.

There is potential for the newsletter to be much more innovative and interesting for our readers, more accessible and frequent, with potentially less work and expense on our part as an organisation.

If we moved to an online format we can greatly increase the choice available in both content and style. We can have **monthly offerings** of quite short length, **with links to articles and features** of interest which extend the reading content, including images, videos and even possible interactive formats. (Think letters to the editor, responses to articles etc.) Style choice becomes more interesting and flexible, including colour which is not available in the current hard copy.

Our suggestion is to create a small (2-3 person) editorial team who would work together with Nikky (who already does the formatting and proof reading) to begin and to also give energy to this new project.

Once we have your agreement (or input/involvement in this project) we will go about approaching people who might be interested.

Council approved this initial proposal and since then, Gerald and Gabriela have approached several members in the hope that they may take on this initiative. To date we have been unsuccessful in finding a person for this role, and we are continuing our search.

Gabriela Mercado