



ANZACATA

The Australian, New Zealand and Asian
Creative Arts Therapies Association



strategic plan 2020 - 2022

ANZACATA
Australian, New Zealand and Asian Creative
Arts Therapies Association
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Approved: April 2020
Next Review: April 2021

Statement of Purpose

The Association exists to support, serve and advocate for its members and to uphold and enhance industry standards and professionalism.

Values

The Association values

- Creative expression as a human right
- Arts as central to the therapeutic process
- Embracing diversity and connection
- Promotion of wellbeing and enhancing human potential
- Ethical decision making and respectful communication
- Arts based research
- Working safely and ethically

STRATEGIC PRIORITIES

Organisational Sustainability	Government Relations & Advocacy	Professional Standards	Member & Stakeholder Engagement & Communications	Professional Development
Maintain a sustainable organisation that is adequately resourced and accountable to its Members	Be the voice for Members and the profession and partner with governments to drive policy and shape the current and future direction of creative arts therapies	Enable and support our Members to uphold professional and ethical standards to foster trust amongst those that use creative arts therapy services	Collaborate with our Members and proactively build relationships with professional organisations and key stakeholders to promote our profession	Inspire a culture of lifelong learning for creative arts therapists and provide our Members with accessible & relevant professional development and learning opportunities of a high standard to meet their professional practice needs now and, in the future

ACTIONS

<p>Ensure the organisation is governed and structured appropriately with transparent oversight</p> <p>Develop and maintain applicable corporate governance processes</p> <p>Build and strengthen human resources and organisational capability to efficiently and effectively deliver Member services</p> <p>Ensuring the financial viability of the organisation by identifying diverse revenue streams</p>	<p>Strengthen relationships with state/territory and federal governments (both incumbent and in opposition) to better enable us to drive policy, inform and influence decision making and lead public debate</p> <p>Proactively engage with funding bodies to influence funding and reimbursement models for service</p> <p>Advocate to governments the positive impact of members on health and wellbeing and the high professional and ethical standards under which our members practice</p>	<p>Provide members with education, training, support and advice in professional and ethical standards</p> <p>Set, champion and uphold a high level of professional and ethical standards and enforce these standards in line with our Code of Conduct that will be reviewed as required to capture contemporary ethical issues</p> <p>Regular review of professional practice guidelines to capture the changing landscape and emerging areas of our profession</p>	<p>Review the way we engage with Members and key stakeholders in the messaging and the communication platforms we use to develop meaningful interactions and improved communications</p> <p>Highlight the work that we undertake to provide value to Members</p> <p>Partner with like-minded organisations to undertake education and awareness campaigns</p> <p>Raise awareness of creative arts therapies with the public and external organisations</p> <p>Support Members to advocate for themselves, the profession and the needs of the community</p>	<p>Develop a program of endorsed CPD activities to prepare creative arts therapists for current and future practice</p> <p>Develop a CPD events calendar for Members to actively plan their professional development tailored to their needs and goals</p> <p>Work with industry partners to support our CPD initiatives</p> <p>Develop CPD that supports creative arts therapists – from students through to creative arts therapists with specialised skills and experience</p>
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RESULTS

<p>Annual financial statements that provide assurance to Members of financial accountability</p> <p>Documented organisation wide policies</p> <p>Attract and retain experienced contractors as appropriate</p> <p>Improved efficiencies through the increased use of web-based technologies</p> <p>External assurance of performance through membership of National Alliance of Self Regulating Professions</p>	<p>Governments have increased knowledge and recognition of the work of creative arts therapists</p> <p>Creative arts therapies are funded appropriately and in line with other allied health professions</p> <p>Governments have a greater awareness of contemporary issues in creative arts therapies and appreciate our role in promoting the highest professional and ethical standards</p>	<p>Informed Members with a better understanding and awareness of ethical boundaries within creative arts therapies</p> <p>Supported and empowered Members practicing the highest professional standards and driven to learn new knowledge and skills required for contemporary and emerging practice</p> <p>Professional Practice Standards that cover the breadth and depth of care that are diligently and consistently applied by Members</p>	<p>Greater Member awareness of our activities, including advocacy, professional development and Member services</p> <p>Clarity on Member benefits that we provide to give our Members a greater sense of pride in their professional and the work we do</p> <p>Strong relationships, evidenced through Memorandums of Understanding or organisational membership, with key stakeholders that champion our profession and our broader interests</p> <p>Improved public confidence and appreciation for the profession of creative arts therapies leading to the public actively promoting the use of creative arts therapies</p> <p>Increased Member self-advocacy and professional unity in promoting the profession to the public and other health professionals</p>	<p>Creative arts therapists have access to diverse, high quality CPD education and training to meet their professional development needs and goals</p> <p>Members can plan and tailor their own professional development before each membership cycle</p> <p>Our CPD program will be a valuable, world-class resource for all professionals working in the field, both nationally and internationally</p>
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