



# THE WAY FORWARD

## Christian Counsellors Association of Australia

We would like to inform you more specifically how we anticipate the new national association will operate. This letter will present an outline of the proposed structure of the new national association. The structure of the association will comprise a National Council and six state branches, which will be supported by a National Office.

### FEATURES OF THE MERGER

- The merger retains a strong state-based organization based on the principles of centralization of support and decentralization of power.
- State Associations become State Branches whose main activities shall be: provision of member services, provision of PD events, accreditation of members, addressing ethical complaints.
- Administrative support shall be provided through a National Office that shall employ a Full Time Office Manager
- The National Association shall be more marketing driven through the establishment of a Marketing sub-committee supported by a part time Promotions Manager.

### Anticipated Benefits of the Merger

- Provision of adequate administrative support resources through a National Office

- A clear stream-lined legal and governance structure
- CCAA can capitalize on opportunities and respond to developments in the counselling industry
- An organizational structure that is consistent with our brand
- More efficient pooling and utilization of financial and administrative resources

### NATIONAL COUNCIL

The new National Council will comprise at least eight members from at least four states. It will function as the executive committee managing the affairs of the association. The members of the National Council will be directly elected by association members. Candidates for the National Council will be elected specific positions, such as for President, Treasurer, Membership Chair, etc. A National Council member will hold office for two years.

### Role of the National Council

The Council shall make by-laws for the better management of the affairs of the Association including but not limited to:

- The qualifications and requirements for levels of membership of the Association;

- The establishment and administration of a Code of Ethics for observation by members of the Association;
- Regulate procedures for the hearing of complaints against accredited members of the Association with regard to the due observance of the ethical standards, reputation and the objects of the Association; and
- Establish and administer guidelines and standards of supervision for Christian counselling to be observed by members of the Association;
- Co-ordinate the effective marketing of the association;
- Establish and administer fees and other charges pertaining to accreditation of membership, membership subscription, and other activities and services provided by the Association that require a national approach.

The National Council shall co-ordinate the effective marketing of the association through developing a CCAA Brand, provision and management of a national website, developing marketing and promotions materials, co-ordinating promotion activities, developing marketing channels at both a state and national level, and other marketing initiatives and activities.

The National Council shall be responsible for the establishment and management of a National Office to provide administrative support for the activities of the State Branches.

## State Branches

We intend the new national association to remain a strongly state-based association that is in touch with its members. The State Branches shall provide the "grass-roots" activities of the association. The business of each Branch of the Association will be managed by a State Branch Committee which shall:

- Accredite applications for membership in accordance with

membership guidelines established by the National Council;

- Administer the ethical complaints against members of the Association in its Branch;
- Provide and administer continuous professional development activities for Association members in its Branch;
- Provide services to state members that foster member engagement and development of a professional community
- Foster a strong volunteer culture through encouraging active participation of association members in the affairs of the association.

## State Branch Participation in the National Council

There will be increased state participation in the activities of the National Council than under the present structure. A feature of this will be that we will set up subcommittees with representatives from each state to do the work with respect to the following important functions of the Association: Financial management, membership accreditation, marketing, and ethics.

## National Office


We intend to set up a national office to provide administrative support for the whole association. The office will be staffed by a full-time office manager. In addition, we intend to bring on staff a part-time Promotions Manager who will have the task of supporting the Marketing sub-committee and promoting the association and its members.

What we want to achieve by these changes is to create an administratively efficient association that is marketing driven and member focused.

Yours sincerely,



Bill Van Schie  
Victoria State President



Rob Salmon  
South Australia State President



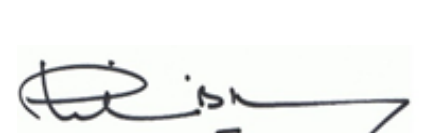
Susan Johnson  
Western Australia State President



Julie Weeks  
Tasmania State President



Vicky Hamey  
New South Wales State President



Phil Henry  
Queensland State President