

2008
2009

ANNUAL REPORT

Of the Executive of SIOPSA



11 June 2009

Highlights

- 22% increase in members from previous year.
- High attendance levels maintained for 2008 Conference.
- Branches and interest groups flourish with over 20 events, well attended nationally.
- Positive cashflow, despite increasing demands on costs.
- Significant progress in key Future Fit action domains.
- Social responsibility initiatives launched.
- Registration of SIOPSA as a trademark.
- Building of relationships with organised psychology in Australia.
- The establishment of a permanent administration office.
- The upgrading of the website with special reference to the management of bookings and payments.

Reporting Period

This report highlights the activities and key issues addressed by the Society for Industrial and Organisational Psychology from June 2008 to May 2009.

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The Executive

The Executive Committee 2008/9 consisted of:

President	Stephen Renecke	(elected)
Past President	Fred Guest	(elected)
President-Elect	Anton Schlechter	(elected)
Secretary	Simon Shane	(elected)
Treasurer	Kevin Distiller	(elected)
Communication	Anja van Aswegen	(elected)
Conference Co-ordination	Marina Grove	(elected)
CPD	Nicola Taylor	(elected)
Member Growth	Louise Niemand	(elected)
Member Services	Esther Venter	(elected)
IOP in Context	Dilnaaz Karim	(elected)
KZN Branch Chair	Busi Pepu	(ex officio)
Johannesburg Branch Chair	Valerie Hammond	(ex officio)
Pretoria Branch Chair	Anne Bucket	(ex officio)
Western Cape Branch Chair	Andre Westraat	(ex officio)
Consulting in Psychology	Anna-Rosa Le Roux	(ex-officio)
PAI, Legal	Aletta Odendaal	(ex-officio)

Not all members of the Executive have made themselves available for re-election. Of the current 11 elected Executive members, only 7 have made themselves available for re-election. The Executive will therefore call for the election of new Executive members to fill a number of portfolios.

Chairs of Regional Branches and Interest Groups are elected at the Annual General Meetings of each Branch or Interest Group.

On behalf of the Society and its members I wish to thank each and every member of the Executive, regional and interest group committees, as well as working committees for their exceptional efforts in ensuring that we continue to grow as a profession and as a Society.

President-Elect 2009/2010

One nomination for President-Elect was received:

Nadene Venter (Nominated: Aletta Odendaal, Seconded: Steve Renecke)

The President-Elect will be elected unopposed during the Society's AGM on 11 June 2009.

Meetings

The Executive Committee met five times during the reporting period on the following dates:

- 4 July 2008 (planning meeting)
- 21 August 2008
- 6 November 2008
- 5 March 2009
- 9 June 2009

Strategic Focus 2008/2009

For the 2008/2009 term of office, the Executive developed a set of strategic priorities, based in part on the changing demands on the Society and the Profession, and incorporating the fundamental strategy set in 2006 and refined in 2007.

At the outset, three essential strategic thrusts were identified, namely:

- The **Future Fit** initiative, which was launched in 2007 to build an architecture for the Profession towards meeting the demands placed on it into the short- to medium term future.
- The establishment of a more robust **administrative infrastructure** to meet the increasing demands on the Society and render an improved service to members.
- A third strategic thrust was to play a more meaningful role in structuring SIOPSA and influencing the profession to become more relevant in the South African context through:
 - **Transformation** of the Society and Profession;
 - Playing a meaningful role in **Social Upliftment**.

The three primary thrusts listed above were augmented by the existing strategy from 2007, which undertook to:

- **Communicate** – Website, Emails, Newsletters, how do we get information to and from members quickly?
- **Represent** – stakeholders, HPCSA, Public, 'Find an IOP', Interest/Task Groups, Standing Committee, Regions, etc.
- **Add value** – Member Services, Members' Directory, Professional Indemnity Insurance, Interest Groups, Conference, Journal, Career Finder;
- **Grow** – Membership Drives, Research, Education, CPD, Internships, Affiliations

Given the chosen strategic direction, the Executive identified manageable portfolios so as to structure the team to address the strategy and sustain the functioning of the Society.

The following are the portfolios, with some of the key objectives that were set within each for the 2008/2009 year:

PORTFOLIO	KEY OBJECTIVES
Future Fit	<ul style="list-style-type: none"> To drive the Future Fit process towards a more sound architecture for the profession
IOP in Context	<ul style="list-style-type: none"> To launch a sustainable social upliftment programme. To begin to transform the demographics of the IO Psychology profession.
Member Growth	<ul style="list-style-type: none"> To grow the membership of SIOPSA across all membership categories, through marketing and promotional activities.
Conference	<ul style="list-style-type: none"> To manage the Annual Conference, at least maintaining the quality of content and financial viability.
CPD	<ul style="list-style-type: none"> The rendering of an improved CPD service to members through liaison with the HPCSA and facilitation of the process of earning CPD points.
Representation	<ul style="list-style-type: none"> Building new relationships with select professional bodies and maintaining the many existing relationships.
Communication	<ul style="list-style-type: none"> To communicate effectively with members via the newsletter and website.
Academic Matters	<ul style="list-style-type: none"> Facilitating communication on academic matters. Bringing together parties with common IO Psychology education interests and needs. Facilitating appropriate research.
Member Services	<ul style="list-style-type: none"> To improve SIOPSA's value offering to its members by surveying and addressing member needs.
Regions	<ul style="list-style-type: none"> To continue to address member needs in the regions through events, activities and services. The creation of opportunities for continuing professional development.
Interest Groups	<ul style="list-style-type: none"> To continue to serve the unique needs of interest groups through events, activities and services.
Treasury	<ul style="list-style-type: none"> To ensure good governance, sound financial management and the efficient management of the Society's debtors book.
Legal	<ul style="list-style-type: none"> To safeguard the legal interests of the Society internally through adherence to the constitution and externally through general vigilance and, for example, the registration of a trademark.
Secretarial	<ul style="list-style-type: none"> To maintain good governance through adherence to the procedural requirements of the constitution.

The extent to which the Executive succeeded in addressing these objectives is evidenced in the body of this report.

Treasurer's Report

The main aim for the year from a treasury perspective was twofold – namely, to put systems and processes into place to ensure good governance and to ensure that the treasury function ran efficiently and effectively. The second aim was to put a system in place that would sort out the outstanding debt in our system.

From a systems perspective, the new website has gone a long way to automate the generation of invoices, and has made running of events more efficient. From a treasury perspective, this has also helped with the generation of invoices and the facilitation of on-line credit card payments. This should ensure that the issue with outstanding monies is minimised in the future.

A second system instituted is a weekly “pay run” cycle, where all the relevant parties of SIOPSA are made aware of payments that are to be made that week, how they should be allocated financially, and what they are for. This process has been very effective, and has ensured that all payments are made timeously and are easily accounted for.

A market link account was also opened that has been very useful in generating additional income for the society through interest earned.

In terms of the debt collection, two different approaches were utilised. First, any member with an outstanding invoice query was emailed with a letter informing them of the query against their name. Members were requested to either pay outstanding amounts or to send through proof of payment if the invoice had been settled.

Following this, SIOPSA contracted two temporary staff to telephonically follow up the remaining debtors.

Financial Position and Status

The audited financial statements from the 2008 financial year ending 31 December 2008 are attached to this report and available from the SIOPSA website. The Executive can report that the Society's financial position continues to be sound.

SIOPSA is registered as a non-profit organisation in terms of the Non-Profit Organisations Act of 1997 with registration number 042-531-NPO. As per requirements, the Society's 2006/7 NPO report to the Registrar of non-profit organisations has been submitted

Our revenue in 2008 increased to R1,291,535, from R1,125,512 in 2007, with membership fees increasing from R167,400 in 2007 to R299,300 in 2009. In addition, the decision of the Executive to invest the larger proportion of cash in fixed deposit and money market accounts, has resulted in a significant increase in interest income, which is up to R147,891 in 2008, from R94,116 in 2007, resulting in an increase of other income from R261,516 in 2007 to R447,191 in 2008.

Concomitantly, our cost of sales increased from R461,663 in 2007 to R950,993 in 2008. This means that our gross profit decreased from R663,849 in 2007 to R340,542 in 2008. Thus, profit for the year was R297,124 in 2008, down from R677,379 in 2007.

There are several reasons for this change in profit. Firstly, the cost of the conference increased significantly from R409,770 in 2007 to R851,364 in 2008, while regional costs increased from R51,893 in 2007 to R99,629 in 2008. Further, local travel increased from R20,613 in 2007 to R73,034 in 2008.

These increased costs are a sign of the growth of the society and the increase of events and benefits for our members (as more regional and interest group events were held during the past year). They also demonstrate that the society has become a truly National society, with events occurring in all of the major regions of the country, and with Executive members now located in different regions of the country.

Another significant increase in operating expenses is the increase in secretarial fees, up to R293,045 in 2008 from R121,511 in 2007. There are various reasons for this increase. For example, an amount of R98,777.96 was paid to Time Africa for work carried out in the 2007 tax year, but was only invoiced in 2008. Further, due to the growth in complexity and activity in the Society, SIOPSA appointed a full time SIOPSA administrator in June 2008. An amount of R99,716.94 was thus paid to Colorxtreme, partly as a result of this service being rendered.

Finally, due to the massive growth in activities within our society, the invoicing system we have had in place has started to take strain, which has required our accountants to spend an inordinate amount of time performing admin duties such as capturing invoices on Pastel, etc. Thus, a significant amount of the R84,950 paid to Blue Point Accounting in 2008 can be accounted for in this regard.

The SIOPSA Executive will be enhancing our invoicing and payment system, based on the recommendations of our auditors, which would dramatically minimise these expenses in the 2008/2009 financial year.

As before, we were grateful for the services of Mr Brett Francois (Tax and Accounting Consultant). SIOPSA's previous auditors, CMA Incorporated, once again audited our 2008 books. The final audited financial reports are available from the SIOPSA website at www.siopsa.org.za

Creditors and debts outstanding

Despite a concerted effort to collect monies still outstanding from previous events, conferences and membership fees (through an Executive drive in 2007, and emails and phone calls in 2008), a significant amount of money is still outstanding at present.

Our auditors have advised us to reconsider our invoicing and payment methods, and have suggested that going forward; invoices should only be issued on the receipt of a membership number or payment reference. They have also advised that the society makes use of credit cards as the only means of payments, with other forms of payment only being accepted in exceptional circumstances and by special arrangement. Our auditors believe that by following these guidelines, unidentified deposits will be eliminated. This will not only assist with the collection and generation of outstanding debt, but will also help streamline our processes, thus decreasing the admin and secretarial fees the society currently generates.

Income Statement

Annual Financial Statements for the year ended 31 December 008

Figures in Rand	2008	2007
Revenue	1,291,535	1,125,512
Cost of Sales	(950,993)	(461,663)
Gross Profit	340,542	663,849
Other Income	299,300	167,400
Operating Expenses	(490,609)	(247,944)
Operating Profit	149,233	583,305
Investment Revenue	147,891	94,116
Finance Costs	0	(42)
Profit for the year	297,124	677,379

2009 Outlook

As per the suggestions of our auditors, efforts to collect outstanding debt for 2007 and 2008 should remain a strong focus for the Executive. The debtor management process should be further improved to streamline payments.

While we remain a non-profit organisation, SIOPSA Executive will continue to work towards growing the organisation into a financially strong body. Financial strength equals greater confidence and authority: thus we need to grow the profession and represent the interests of the organisation and its individual members.

The growth in income will also allow the Society to continue providing more services to its members and society at large, as well as to focus more on the development of the profession through investment in our infrastructure and other relevant programmes.

The budget for the 2009 financial year appears overleaf.

Budget

For the Year Ending 31 December 2009

<u>INCOME</u>	1,912,599
Conference Fees	1,420,689
Membership Fees	329,230
Other	162,680
<u>DIRECT OPERATING EXPENDITURE</u>	(1,126,800)
Conference Expenses	806,830
Future Fit	85,000
Research and Grants	68,970
Regions - Western Cape	10,000
Regions - KZN	15,000
Regions - Pretoria	10,000
Regions - Gauteng	10,000
Interest Groups - PAI	30,000
Interest Groups - Consulting	10,000
Affiliations	1,000
CPD Expenses	40,000
Other	40,000
<u>GROSS PROFIT</u>	785,799
INTEREST REC'D	49,000
<u>TOTAL INCOME</u>	834,799
<u>EXPENSES</u>	(755,969)
Accounting & Audit Fees	73,040
Admin. & Secretarial Fees	472,249
Bad Debts	-
Bank Charges	3,472
Entertainment & Refreshments	4,840
Legal Expenses	-
Printing & Stationery	4,871
Subscriptions	5,586
Web Site & Newsletter	49,645
Advertising & Promotions	3,630
Computer Expenses	14,100
Travel & Accommodation	124,537
NET PROFIT (before exceptional item)	78,830
Exceptional Item - Legal Fees Payment	-
NET PROFIT / (LOSS) FOR THE YEAR	78,830

Membership Numbers

The following is an analysis of the membership status of the Society on 27 May 2009:

Table 2: Analysis of Membership Status as on 27 May 2009 and Growth since 2008

Categories	Members as at 16 May 2008	Members as at 27 May 2009
Affiliate	5	26
Associate Members	172	224
Fellows	5	5
Full Members	390	452
Honorary Members	9	10
Student Members	57	69
International Affiliate	0	1
Total:	647	787

The total number of members on the register should all members renew their membership would be 787. This represents a 22% increase in membership numbers over the previous year.

As at 27 May 2009, 1,052 individuals visited the SIOPSA website and registered as 'Guest' users, booking for SIOPSA events and receiving CPD certificates.

The late renewal of membership has been a problem for the Executive. To address this, the following actions were implemented:

- Renewal notices are now sent automatically in December to all members via the SIOPSA website. Members are reminded of their renewal every time they book for events online. Renewal can now be done online following a quick and easy process.
- Despite these changes, many members still only renew membership just prior to the conference. To ensure that members find it easy to renew their membership, an online payment or e-commerce facility has been integrated into the SIOPSA website. This allows members to renew and pay membership fees immediately.

Membership Fees

Following the last Annual General Meeting, the Executive decided to increase membership fees by a marginal amount in light of the current economic environment. This decision was facilitated by last year's relatively high increase (more than 40%) and in that the budget allowed for a relatively small increase.

It is proposed that in future the Society attempts to maintain increases at around the cost of inflation.

Heavy costs have been incurred in attempting to manage debtors effectively and this will now begin to become less of a problem, with increased automation, use of credit card payments and a more sound administration infrastructure.

Over time the Society will continue to look for new sources of income to supplement growing service offerings and projects. This will be facilitated by our improved administration infrastructure.

A general increase in membership fees in line with inflation figures is proposed for 2010.

**Table 3: Increase in fees from 2009 and illustration of fees for 2010
(assuming an inflation rate of ±10%)**

Membership Category	2008 Fees	2009 Fees	Proposed 2010 Fees
Full Members	R484.50	R500.00	R550.00
Associate Members	R484.50	R500.00	R550.00
Student Members	R245.10	R245.10	R270.00
Affiliates	R399.00	R399.00	R440.00
International Affiliates	US\$140.00	R799.00	R880.00

Honorary Membership

Stephen Reneclé will receive honorary membership for distinguished and meritorious service to SIOPSA as President for the period 2008 - 2009.

Fellowship

No fellows have been nominated this year.

Constitutional Matters

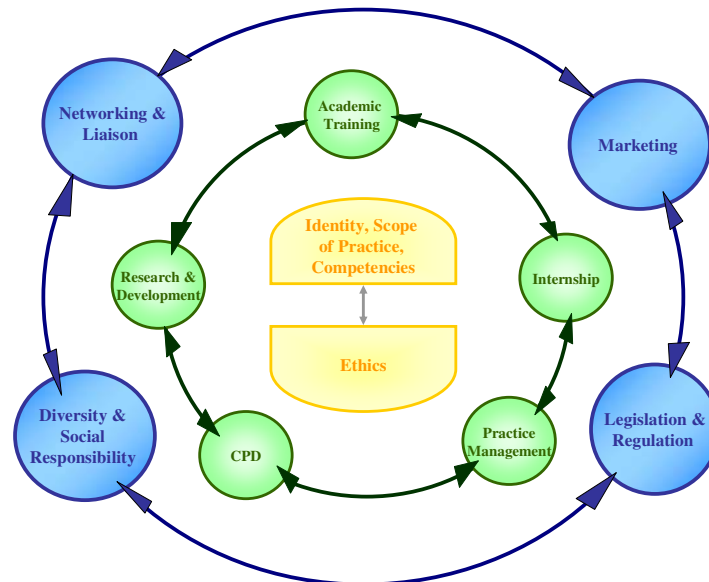
Changes to the constitution were proposed and accepted at the 2008 AGM of the Society. These have been integrated into the constitution, which can be viewed on the SIOPSA website - www.siopsa.org.za

Architecting our Profession to be Future Fit

Since the original Futuring Conference on 26 February 2008, the Future Fit conveners for the 11 Action Domains met twice (17 September 2008 and 12 November 2008) to discuss and action various aspects of the process.

As a reminder, the 11 action domains are shown below.

IOP Professional Action Domains



Given that the Scope of Practice and Ethics domains form the centre of the model, it became obvious from our discussions that it is very difficult for the other domains to produce any meaningful outcomes if these two domains have not produced some content first.

The Conveners made a decision to focus on the development of detailed frameworks for the Ethics and Scope of Practice Domains.

Ethics

The Ethics Component of the Future Fit Project is a three year project that includes a dedicated ethics management process to ensure that ethics becomes embedded in all dimensions of the profession and its members' worldviews and activities.

The following outcomes are envisaged:

1. An ethics governance structure for the profession
2. An ethics vision for the profession
3. An analysis of the profession's ethics threats and opportunities
4. A code of ethics and complementary ethics policies for the profession
5. A plan to properly institutionalise ethics in the profession (e.g. through training)
6. Reporting on the profession's ethics performance (to internal and external stakeholders)

The first outcome has already been achieved: During a meeting of the SIOPSA Executive Committee held on the 5th of March 2009 a standing Ethics Committee was formed. This committee will be an oversight and policy-forming body.

The second outcome, i.e. to formulate a comprehensive ethics vision for the profession of I/O Psychology has been achieved by a once-off event that occurred in the form of a one-day workshop held on 4 June 2009 at the University of Johannesburg.

Prof Leon van Vuuren is managing the development of the Ethics framework and members are welcome to contact him directly should you wish to contribute.

Each regional committee was asked to dedicate one regional event to this process and Prof van Vuuren visited each region to host a workshop on Ethics during which the views of members were collected. SIOPSA supported his visits financially.

This first content from this process will be presented during this year's Annual Conference.

Scope of Practice

The Scope of Practice component of the Future Fit project is also envisaged to run over the next two years. This part of the project will aim to develop a comprehensive model of roles, outcomes and competencies for the profession.

For the Scope of Practice framework to have any meaningful impact, it must form the basis for the future training and development of Industrial Psychologists, provide a framework for CPD and define the work practitioners deliver to individuals and organisations. We need the input and agreement of academics, practitioners and our clients to finalise and maintain the framework.

As with the Ethics component, the first step was to create a forum and governance structure for the management of the Scope of Practice framework. During the same SIOPSA Executive meeting held on the 5th of March 2009 a standing Education and Practice Committee was formed. This committee will be an oversight and policy-forming body and is constituted from individuals representing academia, practitioners and client organisations.

This Scope of Practice project is envisaged to have three phases:

1. *The development of an initial conceptual framework.* This phase will aim to produce an initial conceptual framework for the roles, outcomes and competencies of the profession by building on work that has been done by the BPS and other international professional societies, academic research and practitioner feedback.
2. *Testing the applicability of the conceptual framework in the South African environment.* During this phase, a survey of all members of the Society will allow for input to determine the suitability of the conceptual model. This model will be refined and then presented to the Education and Practice Committee.
3. As part of phase three, the *Education and Practice Committee* will be asked to propose and manage a research agenda for the further validation of the framework.

Fred Guest is managing the development of the Scope of Practice framework and members are welcome to contact him directly should you wish to contribute.

Representation

HPCSA and Professional Board Matters

Board Communication

Communication with the Board this year has improved from previous years, but there is still no forum scheduled where members of the Executive meet regularly with the Board to discuss the interests of Industrial/Organisational Psychologists. This should be a priority and should be addressed once the new Board has been constituted.

The Board now has two managers in order to cope with the amount of work to be processed, and this appears to have improved their service delivery remarkably.

Test Classification and Guidelines for Computer based Testing

In the latest newsletter from the Board, it was announced that the Board will be outsourcing the future test classification procedure, as the current Board does not have the infrastructure or resources in order to be able to do so. No further information is available at this time.

In addition, there has been some indication that the Guidelines for Computer-based Testing are undergoing adaptation. However, this has not been officially announced, nor is there an indication as to when any changes will be implemented.

Amendments to the Health Professions Act

SIOPSA received the opportunity to comment on proposed changes under section 15(5), read with section 61(1), of the Health Professions Act (No. 56 of 1974) as amended by Act 29 of 2007, which had to do with the nomination and appointment of members of the professional board. We sent our response through on 21 June 2008, and as yet have had no response to our comments.

We expressed our concern with the proposed procedure which would give the Minister full control of the appointment of members of boards without the need for any consideration or consultation with registered individuals.

In our view, the proposed process will not result in a more democratic dispensation of representation and self regulation, but rather the appointment of bodies to ensure political oversight by non-registered persons.

We proposed the following changes:

- The Minister must appoint a panel/s comprising of at least four people, of whom at least *the majority* shall be registered in terms of the Act
- In addition, the panel must consist of at least one representative from a professional body/association/society representing registered individuals.
- In recommending the candidates for the appointment to the boards, the panel must take into account the following factors:
 - expertise in the provision of *services within the scope of practice of the particular board*
 - any other relevant factor *that relates to the functioning of the board.*
- The clause that gives the Minister the power to appoint members of a board that do not appear on the list of recommended candidates as provided by the appointed panel be removed. We also recommended that a process be implemented through which the Minister can instruct the panel to repeat the nomination process until such time as the Minister is comfortable with the nominated members.
- The Minister must publish the names of the appointed members and the date of commencement of their term of office in the Gazette *within three months of the completion of the selection process.*

The notice for nominations for new Board members went out in December 2008, and the final date was extended from January to February 2009. On behalf of the profession, SIOPSA nominated Prof. Karel Stanz and Prof. Leon van Vuuren to stand for election to the Board. However, a recent notice has indicated that the term of office for the current Board has been extended indefinitely, as the selection process has not been completed.

PsySSA

In the latter half of 2008, it came to the attention of SIOPSA Executive that the programme for the PsySSA Annual Congress advertised SIOPSA's AGM as taking place during PsySSA's Congress. In order to avoid possible confusion among our members, we instructed our attorney, Mitchell Morrison of Fullard, Mayer, Morrison Inc., to request them to detract this notice and inform members that it was erroneously placed. Members were informed of this action on 21 August 2008. PsySSA's attorneys requested by fax to say that "... there would not be an AGM of SIOPSA at the Congress"

Against the backdrop of the turbulent relationship between SIOPSA and PsySSA over recent years, SIOPSA's Executive deemed it necessary to attempt to begin a process of relationship building between the two bodies, for the good of organised psychology in South Africa.

On approaching PsySSA's President, Norman Duncan, he welcomed the opportunity and three fruitful meetings followed. Unfortunately, in attempting to schedule the agreed fourth meeting, we were instructed, with regret, that PsySSA was intending to proceed against SIOPSA with legal action, making any meeting inappropriate. We find it unfortunate that the positive process that had commenced has now been terminated, as we feel it is to the detriment of the profession. We remain open to collaborate with PsySSA, should they be willing.

South African Board for Personnel Practice (SABPP)

SIOPSA has a close working relationship with the SABPP and all CPD activities provided by SIOPSA are recognised by the SABPP. The SABPP also fully endorsed the code of practice for psychological and other assessment in the workplace.

Human Resources Council of South Africa (HRCOSA)

For the past year HRCOSA has been dormant with no formal meetings. Discussions were held with the President to discuss the revival of the Council on two occasions without progress being made. Despite this, it is suggested that the Society continue its involvement with HRCOSA as it is capable of being an influential body in the Human Resources world.

Human Capital Institute (HCI) Africa

The SIOPSA Executive have been in discussions with HCI Africa and are exploring opportunities to jointly host an event revolving around one or more topical practice areas.

Comensa

We are currently in talks to formalize an MOU with Comensa. There were two joint events between SIOPSA and Comensa, the GCC feedback sessions in Cape Town, Johannesburg and Durban as well as an event: Resilient Organisations need Resilient People.

International Recognition (SIOP, EAWOP, BPS, APS, GCC)

The Australian Psychological Society (APS)

The College of Industrial and Organisational Psychology of Australia have expressed a desire to conclude a Memorandum of Understanding (MOU) with SIOPSA and this should be signed during 2009. Later this month the President will be attending their 8th Industrial and Organisational Psychology Conference in Sydney. He expresses his gratitude to the Society for the opportunity and will attempt to gain insight into the organisation of the profession in Australia.

The Consulting in Psychology interest group of SIOPSA has planned the signing of an MOU with the special interest group of the APS for coaching.

The Global Convention on Coaching

SIOPSA afforded Aletta Odendaal the opportunity to attend the GCC in Dublin, Ireland from 7-11 July 2008. It was indeed a privilege and honour for her to have participated in the GCC as a workgroup Chair and to have experienced the sense of community and common purpose amongst the 63 passionate coaches from 16 countries. It is further important to indicate that 57 Professional Coaching Associations & Academic Institutions (including SIOPSA) participated in the GCC process.

The convention in Dublin was a first of its kind for the coaching industry and in many circles is compared to the “Boulders Meeting of Psychology”. The GCC is a non-profit forum inspired by Dr. Michael Cavanagh (Australia) and Dr. David Lane (UK). From the launch in New York in July 2007 about 250 individuals from various areas of interest around coaching engaged in online discussions in nine working groups and produced 40 future scenarios that served as a foundation for deeper discussion at Dublin. The topics covered in the working groups were ethics, competencies, professional status, research, education, knowledge base, mapping the field, coach selection, evaluation of coaching and social responsibility.

The following principles were accepted and endorsed by all the participants: to act as a community (reach out, focus on others, be inclusive), engage in dialogue (respect, listen, encourage, involve) seek communality (patterns, themes, shared ideas), work to a common purpose (‘Imagining what the future might be’) and to serve the wider society. The week-long process of discovery, dreaming and designing a possible future was exhilarating, challenging and inspiring and as participants we created a declaration for coaching. The DUBLIN DECLARATION makes four major calls to action for coaching bodies and their members, academics, practitioners and clients to work together. There are ten attachments to the Dublin Declaration for each of the working groups with content organised under the headings of: 1) What we have found 2) Dilemmas, Questions and Concerns 3) Stakes in the ground and 4) Questions still present.

On the last day, GCC emerged as the Global Community of Coaches with a strong vision of ‘inspiring conversations that change the world’. The GCC is a community with a call to action.

Please visit www.siopsa.org.za for further information on the attachments, GCC historical map, white papers and future planning. SIOPSA, in particular through the Interest group Consulting in Psychology, will play an active role in supporting a forum for national and global dialogue amongst all coaching stakeholders. Feedback was provided in joint sessions between SIOPSA and Comensa in Johannesburg, Cape Town and Durban. I am also pleased to announce that the 2nd Global Community of Coaches gathering will be hosted in South Africa during September 2010.

European Association of Work and Organisational Psychology (EAWOP)

Under the auspices of our MOU with EAWOP, we were able to secure substantial discounts for members attending their 14th Congress in Spain in May 2009. Many thanks to Karel Stanz for having made a presentation at the EAWOP Congress on SIOPSA’s behalf. As the agreement was reached fairly close to the date of the Congress many members were unable to take advantage thereof. We are, however, extremely grateful to the EAWOP Executive for making it easier for our members to attend the Congress.

I O Psychology in Context

SIOPSA's Drive Towards Transformation and Social Upliftment

When the "IOP in context" portfolio was created, the aim was to raise awareness of Industrial and Organisational Psychology at a student level, and to create opportunities through which SIOPSA members could contribute to previously disadvantaged communities.

As part of this process, it was decided to offer career guidance assessments to grade 12 students, and Diepdale Secondary in Soweto was selected for the pilot roll-out. The school principal provided names and reports of the top 15 students who had displayed high potential. With the assistance of various volunteers, the students were assessed, feedback was provided, and a presentation was provided explaining the field of Industrial and Organisational Psychology. Thanks are given to Psytech for providing the assessment material at reduced prices for the initiative.

What was realized through the Soweto intervention, was that additional interventions could be provided to the students - for example,

- Explanations on the differences between universities and technikons;
- How to apply for bursaries;
- How to apply at the various institutions to register to study, etc.

The intention is to roll out similar initiatives regionally. The first regional initiative has commenced in KZN. Over time, social upliftment initiatives will be streamlined to optimize impact. In the forthcoming year, it is intended to multiply the efforts notably through the involvement of our membership nationally.

It is hoped that more SIOPSA members will be able to participate in this initiative to make a more meaningful impact in previously disadvantaged communities

Society Administrative Infrastructure

The past few years have seen much change in the Society's administrative infrastructure. After many years of working with an "as and when" contracted administrator, we moved to a model with the administrative services contracted out to a service provider. Contractually, an administrator was made available to us for three fifths of the day with a telephone answering service for the remainder of the day.

It soon became clear that this model was still inadequate to deal with the increased demands on the Society. These demands are reflected in the following:

- In the two years to date, membership has increased by 75%.
- In the past year 1,931 invoices were issued for membership and events.
- The demand for CPD certificates is increasing annually.
- We have four flourishing branches which hold regular events, all administered by the administration office.
- Increased correspondence and increased interaction with individuals and bodies dealing with SIOPSA.

In response to these demands we have appointed a full-time administrator, with broad and extended administrative experience in a multi-faceted, complex office environment. Carly Massimiani has taken control of the SIOPSA administration office and will begin to develop the function going forward. We have no doubt that in the medium term the Society will be able to enhance the breadth of its member services and particularly the quality thereof.

A risk that the Society will continue to experience in the medium term is the dependence on the administrator. We are certainly not in a financial position to employ an assistant administrator. The vision in the medium term is, however, to use the current capabilities to generate sufficient income to be able to employ a second individual as cover. In the interim we will undertake to ensure that we have more than one temporary contractor trained to assist in emergencies. Laverne Vermeulen, who has assisted us in the past few months, has proved to be highly competent as a temporary administrator. Our relationship with Gillian Rose of Colorxtreme, who has been an important cog in our conferences and in assisting with the administration office, continues. We thank her for her support of the Society over the years. Additional support comes from Bryan Richards of Serium, who is perpetually accessible to address website and IT issues.

Although the establishment of a stable administration infrastructure is costly, the affordability of this action will be supported by reducing the costs associated with debtors management as mentioned earlier in this report.

The Executive believes that the new administrative structure, particularly with a full-time, highly competent administration manager, a multifunctional website as a platform to drive and manage much of the administration and a new debtors management strategy, will herald a new era in the service reach and capacity that SIOPSA is able to offer.

Communication

Newsletter

One of the goals of the Communication Portfolio is to keep members informed and aware of the current activities of the society. SIOPSA's signature newsletter, Update, is aimed at providing a consistent means of communication between SIOPSA and its members.

The newsletter was distributed three times during the period of this report in October and December 2008; and in May 2009. Featured articles covered issues such as Coaching and Talent Management, and updates from each Executive's portfolio were provided.

SIOPSA Website

Since the last report on the website during the last Annual General Meeting, the Executive approved and implemented a range of significant enhancements to the website. These enhancements were specifically aimed at reducing the effort involved in managing the invoicing and reporting processes of the system and to significantly reduce bad debt. The most significant enhancement is the inclusion of an online payment facility managed by PayGate.

The new functionality includes:

- An online payment facility (both by Credit Card and EFT) and shopping cart;
- Upgraded invoicing and credit note functions that will allow for the full management of invoices on the system, thus removing the workload on having to enter invoices into Pastel;
- The enforcement of the payment of membership fees, etc. through the shopping cart. In future, members will only receive discounts on events and access to member only benefits if they are fully paid-up members. Once a member has clicked on their renewal link or we accept a membership application, a membership fee will be added to the shopping cart. If this item is removed from the cart, the user will automatically be returned to the Guest status screen;
- 'My invoices' tab shows clearly which invoices have been paid and which have not;
- New reporting functionality to provide event organisers a list of who paid for the event and who should still pay;
- If users remove the shopping cart item for a booked event, the booking will be cancelled automatically. In other words, no member will be able to book for an event without an invoice (EFT) or Credit Card payment;
- On sign-up, Academics and Interns can now indicate their status when applying for membership. PSIN numbers and Academic Institutions are mandatory to add to the application.

A further set of enhancements are currently implemented on the website and includes a blogging facility and the long promised addition of a Public Profile for each member that is searchable to the general public.

The Executive wishes to extend our thanks to Bryan Richards from Serium and Gillian Rose from Colorxtreme for their continued effort and support with the development of the website.

The Annual Industrial Psychology Conference

Conference 2008

The 2008 conference was held from 22 – 23 May 2008 at the CSIR with the focus of the conference on “**Architecting our Profession to be Future Fit**”, following on from the Futuring Conference held in 2007.

The keynote speakers at the conference included:

Prof Frank Landy (USA), prolific researcher and writer of numerous books on Industrial Psychology, with a full day workshop on an update on the science and practice of I-O Psychology and a key note on the validity of personnel decisions in the 21st century world of work.

Prof David Lane (UK), an expert on coaching, with a full day workshop on building a model for coaching psychology practice and a key note on developing a profession of coaching psychology.

Prof Theo Veldsman (RSA) presented a framework in the first interactive key note address on 'Architecting our profession to be Future Fit'. In a facilitated process of feedback on the 'Futuring Conference' held in February, professionals had the opportunity to help shape our future.

More than 50 Papers, Posters, Practitioners Forums and Symposia were presented at the conference. Scientific and practice content from leading academies and practitioners were presented on topics including:

- Consulting and Coaching;
- Leadership;
- Talent Management;
- Ethics;
- Test Theory and Construction;
- Wellness; and
- Organisational Development.

Conference 2009

The 2009 conference will be from 11 – 12 June 2009 at the CSIR with the focus on '*Promoting Sustainable Organisational Growth*'. In the current economic climate organisations are finding it difficult to cope with the various influences placing pressure on the work environment. People are being retrenched and businesses are closing down. In order to address these, a special emphasis of the conference will be on how I-O psychologists can help construct and manage work in ways that meet present needs of an organisation and its people, but with a view to long-term development and growth within the larger social, economic, and natural environment.

International and National speakers that will present include:

- **Clem Sunter (RSA)** is South Africa's leading futurist and scenario planner and is the author of a number of books, including *The Mind of a Fox* and *Socrates and the Fox: A strategic dialogue*
- **Dr Michael Cavanagh (Australia)**, a Coaching and Clinical Psychologist and Deputy Director of the Coaching Psychology Unit at the School of Psychology, University of Sydney.
- **Prof Dave Bartram (UK)**, is SHL's Research Director. In this role he is responsible for long-term strategic research projects and for exploring ways in which current scientific advances can be turned into applied assessment technologies.

More than **60 Papers, Posters, Practitioners Forums and Symposia** will be presented featuring scientific and practice content from leading academies and practitioners on topics including:

- Leadership;
- Selection;
- Career Management;
- Organisational Development;
- Person - Environment Fit;
- Strategic HR; and
- Talent Management

Member Services

The objective of this portfolio within the SIOPSA Executive is to focus on and provide information on the service we provide to our members.

In our last survey, 70% of members indicated that they would prefer to receive electronic copies of the South African **Journal** of Industrial Psychology and enjoy the additional benefit of access to electronic copies of the South African Journal of Human Resource Management. In future, members will receive new releases electronically from SIOPSA's administrator.

The SAJIP is now published by OpenJournals Publishing under an open access policy, ensuring that online content is available worldwide. Anyone can access the content (free of charge) by visiting www.sajip.co.za and following the easy steps to register. One can also access the archive for previous publications.

The last member survey also indicated that 87% of members would like their profiles to be displayed on the website's public domain. The status of the "Psychologist Directory" function has been under construction for most of the past year, while web developers have addressed the more urgent design work. We are now in a position to address this need and we are also changing the label to "**Consultant Directory**" to make it more inclusive for members. Currently information is captured on the member application form and includes: name, email, field of work, area (not too much personal detail as it is on the public domain). This information is provided and updated by individual choice.

Below are some suggestions for this functionality (in line with SIOP's searchable database of members who provide I-O consulting services):

- **Search:** features where users can search for a consultant by category, name, keyword, or location. Searching by category would allow users to identify consultants by area of expertise, searching by location allows users to identify consultants in their area or different parts of the country.
- **Display:** like a search engine result, first displays a summary of all matching consultants. Users may then click through to a full-page description of each consultant. The page can include contact information, a brief description of services offered, and a direct link to a Web site.
- **Consultant Seekers:** to help individuals/organisations find the right I-O provider for their specific needs. In addition, I-O practitioners can find other consultants who may want to partner on consulting engagements.

In order to provide information to members who might not be comfortable using emails and internet, an alternative **communication** channel was suggested. An sms system, to send bulk sms's to all members about upcoming events and important information, has been created. This is also a need that came out of the survey.

The "**Why join**" link on the website includes the many benefits offered for becoming a member.

Currently the benefits include:

- Automatic subscription to the South African Journal of Industrial Psychology
- Reduced annual conference fees
- Network opportunities on national and international level

- Representation of your interest
- Newsletters and updates
- Access to CPD activities on national and regional level
- Copies of good practice guidelines
- Access to members directory
- Professional indemnity insurance at a competitive rate

Professional Indemnity Insurance

Members have access to professional indemnity insurance at a reduced per capita cost as a group, through a reputable insurance company, which is readily available together with the required documentation.

To date, the voluntary uptake from members for Professional Indemnity Insurance (PI) from SIOPSA's identified provider, has been very small. In order to obtain the most cost effective cover the membership would need to agree that a condition of full membership would be the purchase of PI cover. The cost would be R350 per member inclusive of VAT to be collected by SIOPSA and paid through a broker to the insurer, GPLA. The alternative is the purchase of cover on an individual basis at around R1,000. Options will be discussed by the Executive and proposals put to the membership.

Membership Growth

It was a slow start to this portfolio during this period as we worked on getting the administrative systems in a more effective and efficient working order.

We have obtained membership lists and aim to get feedback from members regarding SIOPSA in general by speaking to our members regularly attending branch events. We will also send out a survey to members that are not that active to find out what they would require from the Society in general.

We have successfully completed road show sessions at three Universities. A presentation regarding the role of IO Psychology as well as SIOPSA was shown and students were informed of what the Society stands for. The Universities visited during this first part of 2009 were:

- University of Kwazulu-Natal
- University of Stellenbosch and
- University of Johannesburg.

We are planning to continue these and more Universities have been targeted for road-shows in this manner during the latter part of 2009.

The Membership Growth sub-committee have been tasked by the SIOPSA Executive to develop "Terms of Reference" for a Marketing and Communication consultancy that will develop a proper marketing and communication drive for SIOPSA in future. The sub-committee has started working on this and will present a proper draft to the SIOPSA Executive during the latter part of 2009.

Membership Growth Sub-Committee:

- Louise Niemand
- Valerie Hammond
- Anna-Rosa le Roux

- Unathi Mdlungu (Co-opted member)

Continuing Professional Development

In 2008, SIOPSA once again received accreditation as a CPD Service Provider, and was able to offer a number of events for members in the different regions to attend. From the 28 activities that were presented, a total of 75 Level 1 CEU's were available for members, with an additional 10 ethics CEU's.

CPD accredited activities for 2008:

Type of Activity	Name of Activity	Date	CEU
Western Cape	Emotional Intelligence	2008/01/24	2
Pretoria	Emotional Intelligence: Fact, Fiction or Culture?	2008/01/30	1
Johannesburg	Taking Stock of Tavistock?	2008/02/06	1
KwaZulu-Natal	Cross Cultural Challenges faced by Market Research in SA Today and Using Psychometric Tests in Multicultural Contexts	2008/03/03	3
Johannesburg	Personality Measurement in Work Settings: What do the data show?	2008/03/10	1
Western Cape	Predicting Counter-productive Work Behaviours	2008/03/11	1
Western Cape	Professional Ethical Decision-making for Organisational and Industrial Psychologists presentation	2008/04/18	6 Ethics
Conference	An Update on the Science and Practice of IO Psychology	2008/05/21	6
Conference	Building a Model of Practice for Coaches and Organisations	2008/05/21	6
Conference	Normative and Ipsative Debate: Old arguments and new answers	2008/05/21	3
Conference	Following the logic of the design model in Assessment Centre Development	2008/05/21	3
Conference	Talent Management Excellence – winning the war of talent.	2008/05/21	3
Conference	What do you mean your test is cross-culturally valid? A workshop on how to examine psychological tests for bias and equivalence	2008/05/21	3
Conference	Lessons in Alchemy: The new science of business building	2008/05/21	3
Conference	Dream Workshop: working with your dreams to increase your authenticity thus giving better service to your client	2008/05/21	3
Conference	10th Annual Conference of the Society for Industrial and Organisational Psychology of SA	2008/05/22	11 + 2 Ethics
KwaZulu-Natal	Leadership and Change & Skills Development	2008/06/18	3
Western Cape	Transformation & Change Management	2008/06/18	1
Johannesburg	Ethics in Industrial Psychology: A contemporary perspective	2008/07/10	2 Ethics
Western Cape	Panel on Assessment and Personality	2008/08/22	3
Pretoria	The talent gap in occupational psychology: A case of physician heal thyself and the cobbler's children?	2008/08/28	1
KwaZulu-Natal	Neurofeedback training and the transfer of learning and change	2008/09/03	3
Johannesburg	HIV/AIDS: Do we really understand the impact that this "tsunami" will have on our businesses?	2008/09/18	1
Pretoria	Resilience	2008/10/08	2
Workshop	Resilient Organisations need Resilient People	2008/10/09	6
Pretoria	Executive Leadership Assessment – Practical applications in the mining, energy, retail and medical industries.	2008/10/28	1
KwaZulu-Natal	Quiz Evening: Skills Development; Organisational Development and Generation X Y Workforce	2008/11/21	3
Johannesburg	Using Scenarios for Shared Learning in Organisations	2008/12/09	1
Total CEU's			75 + 10 Ethics

Due to the drastic change in the CPD fee structure in 2008, SIOPSA paid a total of R 27,550.00 in fees for the 2008 events. On the basis of a mandate obtained by SIOPSA members at the 2008 AGM, the Executive sent an appeal to the Professional Board for Psychology demanding that the fee structure be revisited. The outcome of this letter was that in no way would the Board consider negotiating CPD accreditation fees, but the fee structure was clarified to indicate the distinction between the fees paid by Services Providers and those to be paid by Individuals providing CPD events.

Along with other Service Providers, SIOPSA submitted a letter of complaint to the HPCSA regarding the fees charged by the Professional Board for Psychology. SIOPSA has been informed that the HPCSA has now constituted a task team to investigate the fee structure, and await feedback regarding the outcome.

The Executive timeously submitted an application to be a CPD Service Provider for 2009, but unfortunately this will only appear before the new committee in June. We have also submitted a list for 30 activities for 2009, and expect to pay a sum in the region of R 36,000.00 for Service Provider status and the accreditation of activities. Once the accreditation for the activities has come through, CPD certificates for events past will be issued.

Academic Matters

In SIOPSA's description the statement is made that the Society aims to serve all those working in the field of Industrial/Organisational Psychology (IOP), which includes academia, consultants and practitioners. SIOPSA has a strong focus on academia as one of its key stakeholders and would like to play a positive role in both growing and developing people that have chosen this career path, as well as building bridges between those that teach the theory of this field and those that practice in this field. SIOPSA aims to use this unique independent position to have a positive influence on the teaching of the profession and brokering relationships between the various training institutions and the various stakeholders in the IOP landscape.

The SIOPSA Executive and the Future-fit group looking at academic matters have taken up these challenges. In doing this, various projects have been embarked on and there are several others still envisioned for the future. Some of the activities have included: a national road show which has to date visited several Universities, including the University of Stellenbosch, University of Kwa-Zulu Natal and University of Johannesburg. More visits are to take place in the second half of 2009. These campus visits have been used to expose SIOPSA to students and academics and to start building more personal relationships between the Executive Committee and the staff /students at the various universities where IOP is taught. To address the aim of creating a common platform and bringing together academics from the various institutions, the SIOPSA Executive arranged a meeting of all the Heads of Departments from the various universities earlier in the year. This meeting led to many fruitful discussions around teaching and research in the field. A second such meeting is to be held at the next Annual Conference to be held in June 2009. The academic portfolio is working on creating an electronic platform on the SIOPSA website where internships can be advertised and interns can request organisations where they can complete their internships. SIOPSA is in an ideal position to bring these two groups together, something which is normally quite difficult to do otherwise. This portfolio is further working towards creating an inter-institutional platform for context relevant research and teaching in IOP. Lastly, plans are also in place for the facilitation of regional research events for students to disseminate their research on a smaller scale.

The Executive remains concerned that not sufficient funds are paid out to students as Bursaries and Grants, mostly due to a lack of advertising of the opportunities and the difficulty in administering of the awards.

We propose that the Executive investigate the possibility of making the funds, currently allocated to bursaries, available as specific scholarships awarded to meritorious students and researchers nominated by academic institutions.

REGIONS

Report from the Kwa-Zulu Natal Branch

Chair: Busi Pepu

KZN Strategic Focus

The committee's intent was to focus on adding value to members and growing the membership. The number of people attending events has grown from 10 to an average of 30 people per event. The KZN membership figure of 127 remains a challenge for the Society to reach out to the inactive members.

Events

The KZN branch successfully hosted functions during 2008-2009 which have added value and challenged the practitioners. Amongst the speakers hosted, Dr Ype Poortinga (international), challenged South African Psychologists to focus more on the cross-cultural issues rather than applying Western theories to the problems requiring SA ratifications. Relationship with SAMRA was developed through this event.

The second event of the year's highlight was Robyn Sandy focusing on leadership and change, advocating Individual change precedes organisational change.

The 3rd event's highlight was Gideon de Kock presenting Neurofeedback Training and Hugo Musselhorn facilitating Learning and Change discussion.

The end of the 2008 year quiz dinner event proved a huge success, it attracted the attendance of students, interns, academics, practitioners, corporate and SIOPSA President. The attendance demonstrated the committee's efforts to continuously engage with members and corporates as fruitful. The dinner quiz started off with Skills Development, OD with practical application to rugby, and Generation XY emphasising the need to understand the new era workforce.

The committee has planned for 5 events for 2009 bringing a combination of workshops and gala dinner functions. The first 2009 event highlight was a 'building partnerships' workshop by Bill Miller on the 10th March 2009 and Prof Van Vuuren on 19th May 2009 facilitating an Ethics discussion.

Internship Chapter

Emma Caruth and Jessie Banks have provided support to interns looking for internships. They have made presentations to the UKZN Honours and Masters students about SIOPSA. The relationship with the municipality has helped to recommend placement of interns. A more aggressive working relationship with corporates will enhance the future placement of interns. On the 27TH May 2009, a Supervisor-Intern networking event, a first of its kind networking session will be held at Robyndale Centre, Kloof. The aim of this networking session is to provide support and improve quality of relationships amongst supervisors and interns.

SIOPSA Roadshow

KZN branch participated in the road show as part of national plan to increase visibility of SIOPSA at university level. A presentation to undergraduate and postgraduate students was made at UKZN by Emma Caruth on the 14th May 2009. It was attended by 30 undergraduate students and 7 postgraduate (Honours and Masters) students.

Event Evaluation

As part of the committee's continuous improvement effort, an event evaluation form has been used to obtain feedback from attendants. The feedback comments endorsed the high ratings on the practicality of the knowledge, the experiential way in which sessions are facilitated and applicability for participants' own work. Participants found the topics meeting their expectations and enhanced their knowledge around the subject.

The Durban Country Club appears to be a fitting venue, because of the quality of its catering and the service standards of its employees, who are commended because they "always go out of their way to accommodate us".

Feedback on the *user friendliness* of the online booking system suggests that participants still experience challenges whilst booking online.

Social Responsibility

The branch has initiated its first social responsibility project in KZN, which is part of SIOPSA mission. The project volunteers are Jon Taylor, Elize Taylor, Busi Pepu, Dennis van der Zee, Bev Palmer, Karen Walls, Kathy Morgan, Mpume Shezi, Leanne Geddes and Trisha Nathoo. Needs identification has been conducted at Sivananda High School, KwaMashu. Career assessment will be administered to the top 30 students. The current sponsors of the project are Psytech and Assessment and Development Services (ADS). Jon Taylor has offered the Learning Potential Battery for assessment. The school expressed the need for human relations and performance-related interventions.

KZN Branch Committee

The members of the committee have always outdone themselves with their commitment and hard work for the profession. The committee held 5 meetings in 2008, and 3 meetings in 2009. The committee has raised the standard for KZN and the members are:

- Busi Pepu (Chairperson)
- Karen Walls (CPD)
- Linda Smith (Secretary)
- Jenny Highley (Finance)
- Emma Caruth (Internship)
- Jessica Banks (Internship)
- Sarah Smith (CPD)

New Committee Nominations

Busi Pepu is not standing for a new term and the rest of committee is available to serve. New nominations of Dennis van der Zee, Linda Brenchley and Berni James have been received and they will form part of 2009/2010 committee.

Report from the Johannesburg Branch

Chair: Valerie Hammond

Overview

The Johannesburg Branch has had an eventful and successful year. We have hosted five very successful events and have a stable and dedicated committee.

Committee

The branch committee comprises the following individuals:

- Valerie Hammond (Chairperson)
- Steven Breger (Treasurer)
- Madelaine de Beer (Secretary)
- Clayton Donnelly
- Chris Beukes
- Kevin Distiller (National Executive)
- Nicola Taylor (National Executive: CPD Portfolio)

Marketing and Events

We had a very successful year last year. We ran five successful events including:

- Deniz Ones from the University of Minnesota. We were extremely honoured to host a gala dinner at which Deniz spoke about Personality. Specifically, she addressed issues relating to the validities of personality measures for predicting job performance, and social desirability influences on the psychometric properties of personality scales. However, attendance for the event was not what was expected and the event cost us more than we envisaged.
- Dr Dennis Cronson (ICAS) on HIV/Aids and its impact on the world of work. Dennis is a medical doctor who has studied the impact of HIV/Aids on individuals and also on organisations and economies. His talk was extremely informative and made all present reassess what's being done in their workplaces regarding the HIV/Aids scourge.

- Dr Grant Friedman (JvR Consulting) on Scenario Planning in the World of Work. This last event, our end-of-year function, took the form of an outdoor champagne breakfast at the swimming pool at Bryanston Country Club. It was very well attended and enjoyed by all (except possibly the little old couple that came for their morning swim and were asked to postpone their breaststroke until our breakfast was finished!)
- Danielle Smith (Clinical psychologist in private practice). Trauma and its impacts of people in a work context. This was an excellent topic and generated much interest from our membership base. The discussion centered on the pervasive nature of trauma in our society at present and what we, as Industrial Psychologists, can do about it.
- Nanette Tredoux (Psytech). Personality and the Cattellian model. Nanette is a prolific speaker with volumes of experience. She discussed the Psytech 15FQ+ (at length) and took the group through some of the recent research regarding personality.

Finances

The Johannesburg Branch has exceeded the R10,000 budget this year as a result of venue hire costs (predominantly). Each event is attended by between 40 and 70 members (depending on the level of interest in the topic) but the venue hire cost is R2,000; the drinks cost is between R1,000 and R1,300 and the eats are R60 per head. In addition, the Deniz Ones event was extremely costly. However, the decision was taken earlier in the year to continue using Bryanston Country Club as it is accessible, they have an excellent catering and service facility and there is secure parking. Our events are also typically larger than the events hosted by the other regional branches.

Steven Breger has done an excellent job as treasurer this year and we commend him for his efforts.

Member Survey

At our final event of the current financial year, we conducted a Member Survey to obtain feedback on the events, the venue, the catering and additional topics our members would be interested in. We are currently in the process of collating this feedback.

Risk issues and focus areas for 2009/2010

- Venue. We are in the process of investigating the viability of alternate venues and will report back as soon as we have any information in this regard.
- Committee. Kevin Distiller and Nicola Taylor will be resigning from the committee and we will be looking for additional committee members.
- Events (format and pricing). We'd like to investigate the possibility of hosting events that follow a different format e.g. knowledge cafes. This will be informed by the results of our member survey.

Report from the Pretoria Branch

Chair: Anne Bucket

The Pretoria branch of SIOPSA moves into its second year of existence in 2009 and is continuing to grow. At our recent AGM (held in October 2008) the current team elected to remain on the committee. We are also pleased to welcome two new members to the team for 2009. The committee is comprised of the following members: Anne Bucket (chair), Tammy Coleman (treasurer), Gerhard van der Merwe (secretary), Kim Dowdeswell and Michelle Chazen. We also conducted a member survey to determine which topics should be covered during the regional events that would be of most interest and value to you. Our subsequent topics for 2009 are based exclusively on this feedback.

Four events were scheduled for 2009 as follows:

1. Tuesday, 10 February: "Talent management: an integrated framework for implementation", Dr Lydia Cillie-Schmidt
2. Tuesday, 19 May: "I-O psychology 101. And then some. Goodness?" (presentation concerns ethics), Prof. Leon van Vuuren
3. Tuesday, 11 August: "Better practice in assessments", Mrs Nadene Venter
4. Tuesday, 20 October: topic to be confirmed

We kicked off the year with a presentation on talent management by Dr Lydia Cillie-Schmidt. And what a memorable experience that evening turned out to be! At about 17h00 on the 10th of February, what can only be called a "torrential downpour" ensued, that continued for most of the evening. As a result, many members were unable to make it to the venue for fear of being swept away. And those members that did make it arrived totally soaked! Some of our members' cars were knee deep in water and, where there was once a little street called Boshoff Street, we had a river instead! We can only applaud the sheer perseverance and bravery of those poor souls that made it to the event. And all this in search of the elusive CPD point! We look forward to creating more riveting experiences with our Pretoria members. Have a great year everyone!

Report from the Western Cape Branch

Chair: André Westraat

The Western Cape branch has been quietly keeping itself busy with arranging talks and workshops throughout the year. The hardworking committee consists of:

- Anton Schlechter
- Anja van Aswegen
- Ameeta Jaga
- Lindsey Joseph
- Francois De Kock
- Aretha van der Merwe
- Christa Botha
- Lani Martiny
- Anneke Kruger
- Nadine Butler

These dedicated professionals have given their time and effort in order to contribute to their profession and assist others in growing their knowledge and skills base. I would neglect my responsibility if I did not thank them first of all for their efforts!

Whilst on the topic of talks and workshops, the following events were hosted by the Western Cape branch:

Event date	Topic	Speakers
22 August 2008.	The role of assessment in recruiting and retaining talent.	<ul style="list-style-type: none"> • Prof. Deon Meiring (US). • Prof Burger van Lill (UCT). • Christa van der Merwe. • Chris Swart.
16 September 2008. (Joint event with COMENSA)	Global Convention on Coaching: A retrospective and futuristic conversation.	<ul style="list-style-type: none"> • Natalie Witthuhn. • John Paisley. • Paddy Paisley. • Aletta Odendaal. • Sunny Stout Rostron.
25 November 2008.	Evaluating HR interventions	<ul style="list-style-type: none"> • Prof. Johan Louw (UCT).
26 – 27 February 2009. (Joint event with University of Stellenbosch)	A hands-on introductory workshop on design and methods in cross cultural psychology.	<ul style="list-style-type: none"> • Prof. Fons van den Vijver (Tilburg University)
5 May 2009	The ethical obligations of I/O psychologists in their roles as professional practitioners.	<ul style="list-style-type: none"> • Prof. Leon van Vuuren (UJ).

The following events are planned for later in 2009:

Promoting diversity in the workplace: Strategies and best practices in the Netherlands	Ype Poortinga
Talent Management	Prof. Leatitia van Dyk (US Business School)
Consumer psychology	Prof. Ronel du Preez (US)

The Western Cape Branch of SIOPSA has also been fortunate to be an exhibitor at the ACSG conference held in Stellenbosch from 18 – 20 March 2008. During this event, conference goers were once again reminded about the role SIOPSA fulfils in the industry, new members were reached and administrative issues were resolved in a face-to-face manner. The branch is also assisting the SIOPSA Executive in their endeavours to promote SIOPSA to students, and to this end have already hosted a road show event at the University of Stellenbosch. The University of Cape Town and University of the Western Cape will be visited later in the year in order to get I/O students involved in SIOPSA.

The Western Cape branch of SIOPSA is truly committed to advancing the role and influence of industrial / organisational psychology in industry, to help grow the SIOPSA membership base in the Western Cape and contribute to the greater change effort in this beautiful province.

Interest groups

People Assessment in Industry (PAI)

Chair: Aletta Odendaal

Committee

There were a number of changes to the committee with the resignation Charmaine Swanevelder, due to emigration to the United States; and Deon Meiring, due to commitments to organising the Congress of International Association of Cross-Cultural Psychology (2012). They both served for several years on the committee and we wish them every success with their new endeavours. The current Executive committee is:

- Aletta Odendaal (Chair)
- Kim Dowdeswell (Secretary)
- Pieter van der Merwe (Liberty)

Co-opted Members to fill the current vacancies:

- Deon de Bruin (University of Johannesburg)
- Lenard Durand (SA Breweries)

PAI co-hosted the following events during the reporting period:

1. Professor Trevor Bond from the Hong Kong Institute of Education; a three-day hands-on workshop on: Applying the Rasch Model in the Human Sciences at the University of Johannesburg from 1 to 3 December 2008.
2. Workshop on modeling longitudinal data from 2-3 February 2009 presented by Prof. Dr. Christian Dormann, Dept. of Work, Organisational & Economic Psychology, University Mainz.
3. Design and Methods in Cross-Cultural Assessment . A hands-on Introductory Workshop, By Prof Fons van De Vijver from the Tilburg University, the Netherlands and the North-West University at the University of Stellenbosch, 26-27 February 2009

4. Prof Deon de Bruin, 10 June 2009; a pre-conference workshop: Using moderated multiple regression in establishing criterion-related validity across cultures.

A major objective for the period June 2009 to June 2010 is to build on PAI's sound relationship with different organisations, supporting best practices in assessment to investigate the possibility of activating corporate membership. We further aim to release the Bi-Annual PAI Survey: Issues facing organisations using assessment in the workplace. The Executive is also exploring the possibility of designing a short course providing union officials with an entry-level understanding of the use of psychological / psychometric assessment in the workplace, illustrating the value of assessment and providing a 'checklist' for using assessments. A need was also expressed that PAI should monitor CCMA/ Labour Court cases to provide feedback to members on cases where recruitment, assessment or restructuring processes are challenged, so as to provide best practice guidelines.

Through all our activities we are working towards setting the standard for people assessment in South Africa. Suggestions for future activities can be forwarded to aodendaal@uj.ac.za.

Consulting in Psychology

Chair: Anna-Rosa Le Roux

The Consulting *in* Psychology interest group has had another successful year with a clear focus on skills development in the areas of coaching, as well as consulting for psychologists in business. We hosted an informal small group event with Dr Willem de Jager sharing knowledge on the implementation of coaching in a consulting firm. This event was hosted as a Boardroom discussion and members left the event with vibrancy and energy, looking forward to more of these.

On the consulting front, the interest group is hosting the 29th O.D. World Congress in South Africa in association with Kumba Iron Ore from the 20th to the 22nd of July 2009. This conference provides a learning opportunity for both novices and experienced practitioners through formal presentations and case studies, as well as unstructured conversation opportunities with national and international presenters.

The interest group has also arranged to sign a Memorandum of Understanding with the Australian Psychological Society's special interest group in coaching, formalising our intent to work closer together in research and practice areas. We have distributed a call for papers amongst our members for the International Coaching Psychology Review which is co-authored by the Australian and British Psychology Societies.

We are planning to continue our knowledge brokering function and liaise on a national, as well as international level with thought leaders and role players in the areas of coaching and consulting and to continue to build on our local knowledge base in this area.

Consulting in Psychology Interest Group:

- Anna-Rosa le Roux (Chairperson)
- Mongezi Makhalima (Treasurer)
- Monique Greenland (Scribe)

CLOSING REMARKS

If a profession is a defined vocation then I fear that I/O Psychology in South Africa has for too long been a discipline.

We have defined ourselves by looking to the academics and the human resources (HR) managers. Put differently, we have said "An I/O Psychologist is someone who trains I/O Psychologists" or an "I/O Psychologist is someone who manages HR employees."

Historically, we have not defined our profession as an organised vocation, as have the medical, legal and auditing professions. We have a picture of what a doctor does and it's not training other doctors.

I believe that it is for this reason that so many others, less appropriately qualified, have played in and dominated, our space.

In the mid 1980's, many of us dreamt of a time when organisations would specifically seek out the services of I/O Psychologists to address their human resources consulting needs, over those less appropriately qualified.

In recent years clearly more and more I/O Psychologists have begun to play an influential role in consulting to South African organisations. Managers are now, from time to time, insisting on or preferring the services of an I/O Psychologist. I sense that we are standing at the dawn of the realisation of an earlier dream. To nurture this embryonic development, we will have to work together towards building a profession. To achieve this, I believe we need to succeed in two areas, namely:

- The Future Fit initiative contains all the ingredients needed to, over time, build a strong, highly relevant profession.
- We will need to be relevant to our South African context and need to play a meaningful role in the development of our country.

At the outset of my term of office, having not been involved in the organised profession for many years, I was highly impressed by the capacity, standing and reach that SIOPSA has. This has been built by years of dedicated, competent and energetic professionals and guided by far-reaching vision and solid organisation. I see all these characteristics in the Executive team that I have had the privilege to work with over the past year.

I have no doubt that the Society is in the very capable hands of professionals who will be prominent role players in the various facets of our profession in the years to come.

I would like to extend my heartfelt thanks to the Executive team and all those who have supported us, both professionally and administratively, throughout the year.



STEVE RENCLE
PRESIDENT : SIOPSA, June 2009

APPENDIX A

A copy of the Annual Financial Statements of the Society is available under separate cover on the SIOPSA website - www.siopsa.org.za