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# **ANNUAL REPORT**

Of the Executive of SIOPSA



29 July 2010

## Highlights

- A standing Ethics Committee was formed and an Ethics Helpdesk for members was introduced.
- High visibility, as well as attendance levels, has been maintained for Annual Conference.
- Regional Branches and Interest Groups flourish with over 20 well attended events nationally.
- A significant increase in CPD-bearing activities. In 2009 alone, members could potentially have earned 104 CEU's from SIOPSA activities.
- We've maintained a positive cash flow, despite increasing demands on costs.
- Significant progress has been made in key Future Fit action domains.
- Career counselling sessions were presented in a Soweto Highschool
- A permanent administration office was established and improved administrative procedures were put in place.
- The website was upgraded to manage event bookings and online payments.

## Reporting Period

This report highlights the activities and key issues addressed by the Society for Industrial and Organisational Psychology from 1 July 2009 to 30 June 2010.

## Contents

Highlights.....	2
Reporting Period .....	2
Contents .....	3
Message from the President .....	5
The SIOPSA Executive.....	7
The SIOPSA Executive Committee 2009/10 .....	7
President-Elect 2010/2011 .....	7
Meetings .....	8
Strategic Focus 2009/2010.....	9
Treasurer’s Report .....	11
Financial Position and Status .....	13
Income Statement.....	13
2010 Outlook.....	14
2010 Budget .....	14
Membership Numbers .....	15
Membership Fees.....	16
Honorary Membership.....	16
Fellowship .....	16
Constitutional Matters.....	17
Architecting our Profession to be Future Fit.....	17
Ethics .....	18
Scope of Practice.....	19
Internships and Practice Management.....	19
Representation.....	20
HPCSA and Professional Board Matters.....	20
PsySSA .....	20
South African Board for Personnel Practice (SABPP).....	20
Human Resources Council of South Africa (HRCOSA).....	20
Human Capital Institute (HCI) Africa.....	21
Comensa.....	21
International Recognition .....	21
Proposed MOU: The Australian Psychological Society (APS).....	21
I O Psychology in Context.....	22
SIOPSA’s Drive Towards Transformation and Social Upliftment .....	22
Society Administrative Infrastructure .....	23
Communication.....	26
SIOPSA Website.....	26
The Annual SIOPSA Conference .....	27
The 12 <sup>th</sup> Annual SIOPSA Conference 2009 .....	27
The 13 <sup>th</sup> Annual SIOPSA Conference 2010 .....	28
Membership Value Proposition, Growth and Services .....	32
Continuing Professional Development .....	40
Academic Matters .....	43
Regional Branches.....	44
Report from the Kwa-Zulu Natal Branch.....	44
Report from the Johannesburg Branch.....	45
Report from the Pretoria Branch .....	48
Report from the Western Cape Branch .....	49
Interest groups.....	51
People Assessment in Industry (PAI) .....	51

Consulting in Psychology.....	52
Closing Remarks .....	54
APPENDIX A.....	55

## Message from the President

We most definitely live in interesting times! The current global recession, has rendered the business world a tough place to be where the norms of yesterday no longer apply today. However, as Industrial/Organisational Psychologists (IOPs), we are well equipped to assist organisations in dealing with the current challenges and opportunities. Our profession has accumulated a vast body of beneficial knowledge and, as IOPs, we understand how to improve the quality of work life and job satisfaction of individual employees, as well as contributing to the productivity and success of our organisations. As IOP's we understand that people provide the competitive advantage to organisations; we know what attracts scarce skills; we understand the nature of engagement; and we are skilled at facilitating change and transformation. We are therefore well equipped to add value, in these turbulent times, to the organisations and communities we find ourselves in. I hope these challenges will offer you many opportunities to reap new found rewards and to pursue personal meaning and satisfaction.

The Annual SIOPSA Conference has become a recognised brand and a mainstay event on the people management/Human Resources, and academic events calendars. We are confident that this year we will stage a world class 13<sup>th</sup> Annual Conference that will build on the success of the previous years'. I would like to extend my thanks to all that have been involved in arranging this conference. In particular, a BIG thank you must go to Marina Grove for organising and co-ordinating the event. Marina has worked tirelessly in this regard and always makes things look effortless. I'd also like to thank all the dedicated individuals (too many to mention by name) who have, in some way assisted in bringing this event to fruition. My appreciation must also be extended to our members and conference delegates without whose support such a conference would not be possible.

I would also like to extend my thanks to various SIOPSA executive members for their guidance and support over the last year; Steve Renecke (Past-President) for his sage advice; Nadene Venter (President-Elect) for her enthusiasm and vision; Aletta Odendaal and Fred Guest, (as well as the other past presidents), who have steered the Society into the strong position we enjoy today and who have been instrumental in our signing global MOU's with SIOP, EAWOP and the BPS. Our Regional Branch Chairs also deserve a special mention for growing their regional branches and for hosting regular, informative and professionally-presented events. Over the last few years our Regional Branches have established themselves as strong professional bodies and the events that they host (in Johannesburg, Pretoria, Cape Town and Durban) offer our members great opportunities to learn and network with likeminded professionals. Additional branches are currently being established and we hope to tell you more about these developments in the near future.

Although our membership base has steadily grown over the last year, with the current harsh economic conditions, this growth has slowed down. We are working very hard at the moment on various initiatives intended to urge members to renew their membership and to attract additional members. We appreciate that it is only through a strong support base that we are able to represent and grow the IOP profession. So, contrary to popular opinion, size does matter! The media and legislators are far more likely to give attention to large, representative organisations with credibility and influence.

Our growth in membership and the diversity of activities that we offer have also brought to the fore certain challenges that we have had to overcome. The EXCO realized that in order for the Society to render the level of service expected by our members, it had become necessary to put in place a full-time administration office with an experienced administrator. We were fortunate to secure the services of Carly Massimiani, who has, in recent years managed the conferencing division of

Knowledge Resources. It has been almost a year since Carly joined us and she has quickly become an indispensable asset to the Society. Carly has driven several initiatives to improve the administration of the Society, the most visible being our new website with its online booking and payment system. With these system changes we have also developed and implemented various new procedures to ensure the smoother running of the Society; with a specific focus on the collection of monies owed to the Society and solid financial governance.

In closing, let me restate that this has not been a year without challenges. However, in spite of these, the Society continues to grow and to enhance the image of the Industrial/Organisational Psychology profession in South Africa. This is as a result of the hard work and dedication displayed by the members of the SIOPSA Executive, the Regional Branch Committees and the various interest groups. To the dedicated members of all these teams, I would like to express my heartfelt thanks. Your tireless efforts and continued support is truly appreciated.



**Professor Anton F. Schlechter, PhD**  
**PRESIDENT**  
**SIOPSA, July 2010**

## The SIOPSA Executive

### The SIOPSA Executive Committee 2009/10

President	Prof Anton Schlechter	(elected)
Past President	Stephen Renecke	(elected)
President-Elect	Nadene Venter	(elected)
Secretary	Marina Grove	(elected)
Treasurer	Andre Westraat	(elected)
Communication	Valerie Hammond	(elected)
Conference Co-ordination	Marina Grove	(elected)
CPD	Dr Nicola Taylor	(elected)
Future Fit	Fred Guest	(elected)
Member Growth/Services/ Value Add	Louise Niemand	(elected)
	Esther Venter	(elected)
	Johan Olwagen	(elected)
IOP in Context	Dilnaaz Karim	(elected)

### Interest Groups

Consulting in Psychology (IG)	Dr Anna-Rosa Le Roux	(ex officio)
PAI (IG), Legal	Aletta Odendaal	(elected & ex officio)

### Regional Branches

KZN Branch Chair	Karen Walls	(ex officio)
Johannesburg Branch Chair	Steven Breger	(ex officio)
Pretoria Branch Chair	Kim Dowdeswell	(ex officio)
Western Cape Branch Chair	Anneke Kruger	(ex officio)

Some of the members of the Executive committee have not made themselves available for re-election. The Executive will therefore call for the nomination and election of four (4) new members to fill the resulting vacancies at the upcoming AGM to be held on the 29<sup>th</sup> July 2010

The Chairs of the Regional Branches and Interest Groups are elected at the Annual General Meetings of each respective Regional Branch or Interest Group. These Chairs hold ex officio positions on the Executive committee.

### President-Elect 2010/2011

Two nominations for President-Elect were received:

**Andrew Johnson** (Nominated: Aletta Odendaal, Seconded: Stephen Renecke)

**Marina Grove** (Nominated: Fred Guest, Seconded: Danie Oosthuizen)

The President-Elect will be elected during the Society's AGM on 29 July 2010.

## Meetings

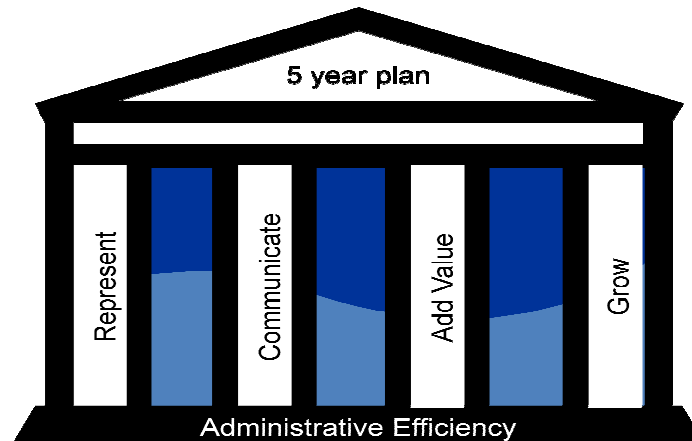
The Executive Committee met five times during this reporting period on the following dates:

- 12 August 2009
- 12 November 2009
- 28 January 2010
- 25 March 2010
- 27 June 2010



## Strategic Focus 2009/2010

Based on the changing demands that have been placed on the Society and the Profession over the past couple of years, the Executive Committee developed a fundamental strategy in 2006, which was further refined in 2007. This strategy sets out the strategic priorities of the Society from 2006 to 2011 and is summarised in the figure below.



For the 2009/2010 term of office, these priorities were revisited and it was decided that they were still relevant and should be pursued as planned. At the outset of the 2009/2010 term of office, three essential strategic thrusts were however highlighted. These are:

- The **Future Fit** initiative. This was launched in 2007 in order to build an architecture for the Profession towards meeting the demands of the short- and medium term future.
- The establishment of a more robust and effective **administrative infrastructure** to meet the increasing demands on the Society and to render an improved service to members.
- Structuring SIOPSA and influencing the profession to become more relevant in the South African context through:
  - **Transformation** of the Society and the Profession;
  - Playing a meaningful role in **Social Upliftment**;
  - Urging Academic departments to conduct research relevant to the SA context.

The three primary thrusts listed above are augmented by the existing strategy (developed in 2007), which undertakes to:

- **Communicate** – (website, e-mails, newsletters, etc.);
- **Represent** – (stakeholders, HPCSA, Public, Interest Groups, Standing Portfolio Committees, Regions, etc.);
- **Add value** – (Member Services, Members' Directory, Professional Indemnity Insurance, Interest Groups, Conference, Journal, Career Finder, etc.); and
- **Grow** – (Membership Drives, Research, Education, CPD, Internships, Affiliations, etc.)

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

Listed below are the standing portfolio committees as well as some of the key objectives that were set within each for the 2009/2010 year:

PORTFOLIO	KEY OBJECTIVES
<b>Future Fit</b>	<ul style="list-style-type: none"> <li>To drive the Future Fit process towards a more sound architecture for the profession</li> </ul>
<b>IOP in Context</b>	<ul style="list-style-type: none"> <li>To launch a sustainable social upliftment programme.</li> <li>To begin to transform the demographics of the IO Psychology profession.</li> </ul>
<b>Conference</b>	<ul style="list-style-type: none"> <li>To manage the Annual Conference so as to maintain and enhance the quality of content and financial viability.</li> </ul>
<b>CPD</b>	<ul style="list-style-type: none"> <li>To render an improved CPD service to members through liaison with the HPCSA and through the facilitation of the process of earning CPD points.</li> </ul>
<b>Representation</b>	<ul style="list-style-type: none"> <li>To build new relationships with various relevant professional bodies and to maintain the many existing relationships.</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>To enhance the brand image of SIOPSA via effective and timeous communication initiatives (website, newsletter, e-mail)</li> </ul>
<b>Academic Matters</b>	<ul style="list-style-type: none"> <li>To facilitate communication on academic matters.</li> <li>To bring together parties with common IO Psychology educational interests and needs.</li> <li>To facilitate appropriate research.</li> </ul>
<b>Membership Proposition and Services</b>	<ul style="list-style-type: none"> <li>To focus on and provide information regarding the service the Society provides to members.</li> </ul>
<b>Regions</b>	<ul style="list-style-type: none"> <li>To continue to address member needs in the regions through events, activities and services.</li> <li>To establish and encourage a spirit, vision, culture and behaviour of member-engagement, knowledge- and experience-sharing, and continuous sector learning.</li> <li>To create opportunities for continuing professional and personal growth and development.</li> </ul>
<b>Interest Groups</b>	<ul style="list-style-type: none"> <li>To continue to serve the unique needs of interest groups through events, activities and services.</li> </ul>
<b>Treasury</b>	<ul style="list-style-type: none"> <li>Continued good quality governance, sound financial management and the efficient management of the Society's debtor's book.</li> <li>Development of a debt management policy in line with the Society's requirements.</li> </ul>
<b>Legal</b>	<ul style="list-style-type: none"> <li>To safeguard the legal interests of the Society internally through adherence to the constitution and externally through general vigilance.</li> </ul>
<b>Secretarial</b>	<ul style="list-style-type: none"> <li>To maintain good governance through adherence to the procedural requirements of the constitution.</li> </ul>

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

## Treasurer's Report

Looking retrospectively since taking over the treasury function from my predecessor, 2010 was, and will be, a year of transition and adaptation. The momentum is kept to ensure that the required policies and procedures are maintained to guarantee good governance, and the continued financial security of the Society. Poor debt is still an issue of great concern despite the positive results of systemic changes which are slowly filtering through.

Continued investment was made in the refinement of the official SIOPSA website to facilitate online booking and payment, however the website still needs to be tweaked in order to get the full benefit. The slow pace of acceptance on the side of members to fully utilize the website is still a great obstacle in realizing the full benefit that the new and improved system has to offer; to this end, training will have to continue. Once the website, and accompanying booking policies and procedures are entrenched, a resulting fall in accounting fees should be seen.

Fiscal procedures, such as the weekly "pay run" is assisting in good record keeping, and ensuring that payments are done centrally, and timely. No queries or complaints have been received from creditors, underlining the efficacy of the system. The online banking profile is set up to assist the treasurer in maintaining sound control over the Society's accounts, and the relationship with Standard Bank SA is maintained to ensure good relations.

As stated earlier, debt remains a problem that has to be dealt with as a matter of urgency. Functionalities on the website will enable the Society to ensure that no bookings can be made by a member, or visitor, to attend any SIOPSA functions if any outstanding monies are owed by that person. To this end, we should see a significant reduction in debt from the middle of 2010 onwards. Also in this regard, through extreme effort by our administrator and her assistant leading up to the 2010 Annual Conference, they are ensuring that no person attends the 2010 conference without having paid before the commencement of the conference. She has endured many an irate caller, but has resolutely stood firm on her undertaking to ensure payment before attendance. 2010 should also see the introduction of a debt management policy by the SIOPSA executive that would further strengthen the society's ability to manage debt.

During March 2010, a temporary assistant has been working closely with the administrator to assist in a membership drive, personally contacting members to remind them, and assist them in renewing their annual membership. This work has assisted the Society to have a meaningful, yet brief, one-to-one with members.

## Financial Position and Status

The audited financial statements from the 2009 financial year ending 31 December 2009 are attached to this report and are available on 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 NPO report to the Registrar of non-profit organisations has been duly submitted.

Our revenue in 2009 decreased from R 1,291,535, in 2008 to R 1,244,257 in 2009, with membership fees decreasing from R 299,300 in 2008 to R 218,854 in 2009. Also evident is a slight decrease in interest income from R 147,891 in 2008, to R 137, 129 in 2009. Due to recoveries made to the amount of R 36, 896 and income through branch events to the amount of R67.905 a resulting in increase of income from R 447,191 in 2008 to R 460,784 in 2009 can be reported.

Cost of sales has decreased from R 950,993 in 2008 to R 724,374 due to a drop in conference cost (venue and overheads) thus increasing our gross profit from R 340,542 in 2008 to R 519,883 in 2009. Profit for the year was R 376,314 in 2009, up from R 297,124 in 2008. Regional cost has increased from R 99,629 in 2008 to R 159,953 in 2009. In some part, this increase can be contributed to an increase in venue cost pertaining to the hosting of regional events.

Accounting fees remain high (R 19,636 in 2008 increased to R 23, 800 in 2009) and a concerted effort will be made to reduce this cost. Preliminary discussions have already started to fulfil more of the accounting functions in-house that should lead to significant reductions in the accounting fees. An increase in the banking fees from R 3, 156 in 2008 to R 19, 429 in 2009 can be attributed to the website Paygate commission that had to be paid. This functionality on the website allows for online payment, another initiative put in place to ensure ease of use to members and better debt management by SIOPSA. The increase in computer expenses, R 43, 182 in 2009 from nothing in 2008, reflected on the annual financial statements, reflect the cost incurred in redesigning and developing the Society's website to fulfil the functions throughout this report. Also, a laptop was procured for the administrator to the value of R 12,368 to increase her administrative flexibility and increase her operational effectiveness. Consulting and professional fees of R 27, 755 in the 2009 statements reflect expenditure incurred through the use of attorneys to conclude the contract of the Administrator, and in dealing with ongoing happenings between SIOPSA and PSSYSA.

Due to the SA Journal of Industrial Psychology becoming an open, online resource, a saving of R 32, 456 was made in 2009. The increase in secretarial fees from R 293, 045 in 2008 to R372, 739 can be contributed to work conducted by Colorxtreme early in 2009. Since then, the administrator has been able to fulfil more functions in-house. Telephone and fax cost has increased from zero in 2008 to R 9, 443 in 2009. The high cost can be attributed to the use the Administrator made of the 3G wireless internet connection. This has already been addressed, and use is made of a Neotel Connection which is significantly less expensive. In a concerted effort by the executive to cut on travel expenses, I am glad to report a reduction in the travelling expenditure from R 117, 872 in 2008 to R 83, 148 in 2009.

As treasurer, I am constantly mindful of the economic changes in the external environment, and to this end I continuously urge caution and mindfulness in dealing with the financial endeavours of the Society. I would like to thank and congratulate my colleagues on the executive for their combined, concerted effort in, financial terms, making SIOPSA a viable and successful organisation

To conclude, we are grateful for the services of Mr Brett Francois (Tax and Accounting Consultant) and SIOPSA's auditors, CMA Incorporated, who once again audited our 2009 books. The final audited financial reports are available from the SIOPSA website at [www.siopsa.org.za](http://www.siopsa.org.za)

## Income Statement

### Annual Financial Statements for the year ended 31 December 2009

Figures in Rand	2009	2008
Revenue	1,244,257	1,291,535
Cost of Sales	(724,374)	(950,993)
Gross Surplus	519,883	340,542
Other Income	323,655	299,300
Operating Expenses	(604,326)	(490,609)
Operating Surplus	239,212	149,233
Investment Revenue	137,129	147,891
Finance Costs	0	0
<b>Profit for the year</b>	<b>376,341</b>	<b>297,124</b>

## 2010 Outlook

Looking forward, great strides have been made in the Ethics and Scope of Practice Future Fit Domains. These successes come at a cost to the Society, but should be seen in light of the tremendous benefit each will have on the profession. Furthermore, the Society is becoming increasingly aware of its social responsibility towards the greater community, and to this end, costs will to be incurred in 2010 to fully realise these goals.

A determined effort will be made in 2010 to address the issues of debt, administrative plans are afoot to streamline our "accounts" department in order to drive down cost. Also, I aim to develop a workable debt management policy for Society that would further assist in effectively managing debt.

The budget for the 2010 financial year appears overleaf.

## Budget

### For the Year Ending 31 December 2011

<b><u>INCOME</u></b>	2,103,859
Conference Fees	1,562,758
Membership Fees	362,153
Other	178,948
<b><u>DIRECT OPERATING EXPENDITURE</u></b>	(1,308,778)
Conference Expenses	1,012,778
Future Fit	50,000
Research and Grants	50,000
Regions - Western Cape	15,000
Regions - KZN	15,000
Regions - Pretoria	15,000
Regions - Gauteng	15,000
Regions - PE	15,000
Interest Groups - PAI	30,000
Interest Groups - Consulting	10,000
Affiliations	1,000
CPD Expenses	40,000
Other	40,000
<b><u>GROSS PROFIT</u></b>	795,081
INTEREST REC'D	137,129
<b><u>TOTAL INCOME</u></b>	932,210
<b><u>EXPENSES</u></b>	831,567
Accounting & Audit Fees	80,344
Admin. & Secretarial Fees	519,474
Bad Debts	0.00
Bank Charges	3,819
Entertainment & Refreshments	5,324
Legal Expenses	0.00
Printing & Stationery	5,358
Subscriptions	6,145.
Web Site & Newsletter	54,610
Advertising & Promotions	3,993
Computer Expenses	15,510
Travel & Accommodation	136,991
NET PROFIT (before exceptional item)	100,643
Exceptional Item - Legal Fees Payment	-
<b>NET PROFIT / (LOSS) FOR THE YEAR</b>	<b>100,643</b>

## Membership Numbers

The following table is an analysis of the current membership status of the Society:

**Table 1: SIOPSA Membership Status 2008 to 2010**

Categories	Members as at May 2008	Members as at May 2009	Members as at June 2010
Affiliate	5	26	8
Associate Members	172	224	114
Fellows	5	5	4
Full Members	390	452	353
Honorary Members	9	10	12
Student Members	57	69	66
International Affiliate	0	1	1
<b>Total:</b>	<b>647</b>	<b>787</b>	<b>558</b>

As evidenced in the table above (see Table 1), the total number of members on the register has decreased by 229 (29%) when compared with the previous year. It is likely that the primary reason for this decline relates to the recent economic downturn. This hypothesis is borne out by the fact that other, similar, member-based organisations have experienced similar declines in membership.

The above table does not, however, reflect the Society's 262 active guests. We are working to "convert" our guests to active members as they require as much administrative resource as active members! This therefore means that we are working with 820 delegates who actively participate on the website and at our events at any given time.

The late renewal of membership has been a problem for the Executive for some time now. To address this issue, as well as to encourage the renewal of membership, the following actions were implemented:

- Renewal notices are now sent automatically in December to all members via the SIOPSA website. In addition members are reminded of the requirement to renew their membership every time they book for an event online.
- Membership renewal can now be done online via a quick and easy process.
- To ensure that members find it easy to renew their membership, an online payment, or e-commerce, facility has been introduced via the SIOPSA website. This allows for members to pay their membership fees safely and conveniently.

## Membership Fees

Following the last Annual General Meeting, the Executive decided to increase membership fees by a marginal amount in light of the prevailing economic conditions. A general increase in membership fees, in line with inflation figures, was therefore implemented for 2010. CPI was recorded at 5.08% when the increase was implemented. The same membership increase rate was levied to both full members and international affiliates.

**Table 2: Increase in SIOPSA membership fees from 2008 to 2010**

Membership Category	2008 Fees	2009 Fees	2010 Fees
Full Members	R484.50	R500.00	R526.00
Associate Members	R484.50	R500.00	R526.00
Student Members	R245.10	R245.10	R258.00
Affiliates	R399.00	R399.00	R420.00
International Affiliates	US\$140.00	R799.00	R526.00

As stated above, the Society has attempted to maintain increases at around the cost of inflation. However, this may not be possible next year (2011). Significant costs have been incurred in our attempt to manage debtors more effectively through the use of increased automation, credit card payments and implementing a more effective administration infrastructure. A cost analysis was conducted and it was found that the Society's cost of servicing one member is not covered by the membership fee that is currently levied. As a result, there is a financial shortfall for each registered member that needs to be covered by event profit. In light of this information the Executive will propose a more substantial increase in membership fees at the upcoming AGM.

## Honorary Membership

Dr Anton Schlechter will receive honorary membership for distinguished and meritorious service to SIOPSA as President for the period 2009 - 2010.

## Fellowship

No fellows have been nominated this year.



## Constitutional Matters

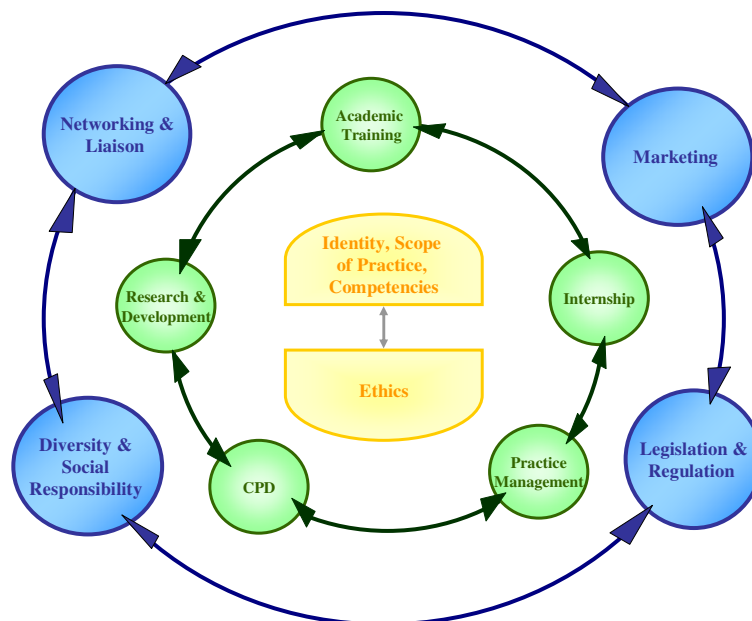
Various amendments to the SIOPSA constitution have been proposed by the Executive Committee and members were informed of these proposed changes 30 days before the 2010 Annual General Meeting to be held on the 29<sup>th</sup> July 2010. More information on these proposed changes can be available on the SIOPSA website - [www.siopsa.org.za](http://www.siopsa.org.za)

## Architecting our Profession to be Future Fit

The Future Fit program has made significant advances in stimulating discussion and developing model that we believe will service as the basis in the future work of the Industrial/Organisational Psychologist.

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. In addition, the Internship and Practice Management domains will deliver outcomes at the 2010 Annual Conference.

## 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 for this domain:

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 2009 phase of the Future Fit professional ethics project was completed successfully. During a meeting of the SIOPSA Executive Committee held on the 5<sup>th</sup> of March 2009 a standing Ethics Committee was formed. The purpose of the SIOPSA Ethics Committee is to maintain and promote an understanding of ethical issues in Industrial and Organisational Psychology in Southern Africa. This will be accomplished through the education of its members on ethics issues, and supporting members to deal with ethics issues that they may be faced with while practicing their profession. The SIOPSA Ethics Committee currently consists of the following members: Marina Grove (Chairperson), Aletta Odendaal, Anna-Rosa le Roux, Christopher Beukes, Kim Dowdeswell, Louise Neveling, Nadine Butler, Stephen Renecke and special advisor: Leon van Vuuren.

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. In addition, each Regional Branch 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 Prof Van Vuuren's visits financially.

Three research reports in this regard have been uploaded onto the SIOPSA website. The three reports pertain to qualitative and quantitative research studies to assess the ethical risks in the profession, as well as an ethics vision for the profession that was obtained through an appreciative inquiry intervention. Papers based on these reports have been included in the 2010 conference program. Although the research on an international benchmarking approach to compare codes of ethics for the profession internationally has not quite been completed, there will, however, be a presentation on the results of this study at the 2010 conference.

During 2010 external stakeholders' (e.g. clients, employers, the Professional Board for Psychology) perceptions of ethical risks and expectations of the profession are being researched. Six research reports and subsequent papers at the 2011 conference are envisaged for the 2010 research. An integration of the information obtained through all the interventions conducted during 2009 and 2010 will inform the development of a custom-made code of ethics for the I-O Psychology profession in 2011. A special edition (on professional ethics) of the SA Journal for Industrial Psychology will be published during 2011.

A sincere word of thanks is hereby extended to all SIOPSA members that have participated in different ways to the success of the professional ethics project to date!

## Scope of Practice

The Scope of Practice component of the Future Fit project is also envisaged to run over the next two years (2009/2010). 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 SIOPSA Executive meeting held on the 5<sup>th</sup> 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.

The first report on the Scope of Practice was published and presented at the June 2009 SIOPSA Conference. The first report proposed a draft model of roles, outcomes and competencies for the Industrial Psychologist based on a theoretical model.

The publication of the report was followed by a survey to SIOPSA members based on the draft model proposed in the first report. The second report provides a summary of results from this survey and will be presented to members during the 2010 conference.

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. We would like to thank Fred, as well as the other members that have worked with him for their contribution to this project.

## Internships and Practice Management

Two other domains actively met and worked on outcomes during the period of the Annual Report. These are the Internship and Practice Management domains. Both domains will present practitioner sessions at the 2010 conference. SIOPSA wishes to thank Stephen Renecke (Renecke and Associates), Michelle Steward and Reeve Scheel (both from KPMG) for their commitment and willingness to make a contribution in these domains.

## Representation

### HPCSA and Professional Board Matters

The constitution of the new Council and Professional Boards at the HPCSA was delayed by over a year and a half, which meant that any major issues tabled for discussion at either body was held over until the new committees were created. The new Professional Board for Psychology will be Gazetted in July 2010, and their inaugural meeting is due to coincide with the SIOPSA conference. SIOPSA nominated Prof Karel Stanz and Prof Leon van Vuuren as members of the Professional Board and we would like to congratulate them on this achievement.

Once the new committees have been determined, professional bodies have been encouraged to submit their proposals for suggestions and changes to the issues that have not yet been dealt with. We will set up a meeting between the new Board members and the SIOPSA Executive to discuss ways forward and possible collaboration between the Board and SIOPSA as soon as it is possible.

With regards to communication with the administrative managers at the Board for Psychology, this year we have enjoyed an efficient and friendly working relationship, and ensured an open channel of communication.

The HPCSA has also implemented a new IT system, which has caused havoc with many of their information systems. Many members will have experienced the confusion when no notifications for payment of registration fees were sent out at the beginning of the year. We urge you to check that your registration is current, as they are still working on updating the new system. A number of the registration cards have also not been sent. We hope that the HPCSA will be able to recover their systems as soon as possible.

### PsySSA

Following the last meeting we had with PsySSA in 2009 we requested that we continue to look for opportunities for cooperation. Although PsySSA stated that they would no longer be willing to meet with us, we assured them that our door remained open to them to explore areas of mutual interest. We have not had any further correspondence from PsySSA.

PsySSA held a "SIOPSA" AGM and through our lawyers we strongly objected to this as we believe it could create confusion in the market. This issue will be addressed at the upcoming AGM.

### South African Board for Personnel Practice (SABPP)

SIOPSA has always enjoyed a good 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. We will continue to build on this relationship.

### Human Resources Council of South Africa (HRCOSA)

For the past year HRCOSA has been dormant with no formal meetings. Discussions were held with the Past-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 Executive has been in discussions with HCI Africa and are exploring opportunities to work together. Jointly hosting an event revolving around one or more topical practice areas has been proposed as one way in which these two organizations can collaborate. HCI has vast knowledge resources at its disposal and we will be looking for ways in which we can share these with our members through the collaboration between these organisations.

## 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

The Executive has signed MOUs with the Society of Industrial and Organisational Psychology (SIOP), the European Association of Work and Organisational Psychology (EAWOP) and the British Psychological Society (BPS).

There is clearly a move afoot internationally for I/O Psychology bodies to move closer together and there have been keen talks between SIOP and EAWOP in this regard. We have expressed SIOPSA's interest in being part of this emerging international collaboration. Internationally it appears that the profession is grappling with the same issues, including differentiating themselves from therapeutic psychology, identity related issues and inappropriate restrictions relating to licensing. SIOPSA proposed some form of collaborative affiliation between the three Southern Hemisphere bodies (SIOPSA, Australian Psychological Society and the New Zealand Psychological Society) which together can engage with SIOP and EAWOP. This proposal was well received and will be explored further.

## Proposed MOU: The Australian Psychological Society (APS)

Shortly after the 2009 Annual conference, the Past-President Steve Renecke attended the 8<sup>th</sup> Industrial Organisational Psychology Conference in Sydney. His visit was financially supported by the Society. During his stay in Australasia he met with the heads of the College of Industrial and Organisational Psychology of the APS, SIOP, the New Zealand Psychological Society and the Organisational Psychology Interest Group of the latter. The Australian College of Organisational Psychology is keen to sign a Memorandum of Understanding with SIOPSA, but needs to gain approval from the APS to do so. This is still in process.

In Australia, the President of SIOP, Eduardo Salas, was invited to present a keynote address at the 2010 Annual SIOPSA conference, which he agreed to do.

## 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 SIOPSA's aim to contribute to previously disadvantaged communities, Diepdale Secondary in Soweto was offered several career guidance workshops. During previous interactions with the school whereby career guidance assessments were provided, it was realized that a more basic approach to career guidance was required. A workshop was provided to 45 students focusing on basic self assessment, career directions, how to apply at the tertiary institutions, the differences between degrees, diplomas and certificates, how to prepare for an interview, etc. This was well received.

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

Carly Massimiani was appointed in June 2009 to take over the administration function of the Society. With her assistance various new systems, procedures and policies have been implemented to ensure the better running of the Society's administration processes. We are pleased to report that many beneficial changes, for both our members and the Society, have transpired over these last 12 months. These include:

1. The provision of a full-time Administration Service

For the past 12 months the SIOPSA office has been manned by a full-time office administrator from 08:30 – 16:30.

2. Training of additional Staff to assist in SIOPSA projects

Carly Massimiani has been working closely with a new temporary staff member, Rosalie Williams, to assist in various functions/projects in the SIOPSA office. These include:

- The March Membership Run kicked off at the beginning of March, whereby all active and non-active members, who have had some sort of activity with SIOPSA over the years, were contacted via telephone and asked 3 questions:
  - What expectations do you have of the Society as a member of SIOPSA?
  - If members were not active – we assisted in the sign-up process or queries thereof, and questioned if there was anything else SIOPSA could offer to make joining more worthwhile
  - On a scale of 0-10 how likely is it that you would recommend SIOPSA to your friends and colleagues

To date over 2000 phone calls have been made. Feedback was eagerly given by members who enjoyed chatting to us directly. Suggestions and ideas were noted and many will be implemented and managed accordingly. The feedback has been correlated and shared with the Executive for further action.

- Rosalie has also been contracted to assist in the Debt Collection of the conference period from June – August 2010.

3. Office Infrastructure

We have invested heavily to substantially grow the SIOPSA office infrastructure. We are now fully functional in terms of our equipment and fitted the administration office with:

- 2 x Office Desks
- 1 x Desk top Printer
- 1 x Laser Printer (Specifically for use during our conference period for large print jobs)
- 1 x Laptop
- 1 x Desktop

- 1 x External Hard drive
- Confirmed office line with our 0860 office number – the ‘official SIOPSA number’  
0860 SIOPSA (746 772)
- Neotel Internet access

#### 4. SIOPSA Website

Our first immediate focus in improving the administrative function was the SIOPSA Website. SIOPSA has spent a significant amount of time and money creating a website that would manage various administrative functions of the Society. However, after careful consideration and evaluation of the problems experienced by the members and the administrator, it was decided to change to a new developer. SIOPSA contracted Jaco van Zyl of Palm Soft Technologies to continue with the development of the website. Jaco has been working closely with Carly on an improvement plan and the development work required was divided up into 3 phases:

- Phase 1 Urgent – Fixing current functionality
- Phase 2 Updates – Enhancing current functionality
- Phase 3 Extras – New ideas around further developing the SIOPSA website

To date we have completed Phase 1 (February 2010) and the SIOPSA Website is more functional and user friendly, with current functionality working well. At the September Executive meeting Phase 2 will be presented for approval. This phase will further improve the functionality of the website as well as removing remaining bugs in the system still being experienced by users and the administrator. There is still room for improvement and growth, but we are continually striving to offer our members an easy online platform to access for all their queries. Changes to the SIOPSA website is discussed further in this report.

#### 5. SIOPSA Regional Events

Our highlights for the year so far in term of delegate numbers were:

- Scope of Practice PLUS Ethics and Assessments (JHB 27th May) which attracted 59 delegates; and
- Emotional Intelligence at Work (PTA Workshop 29th April) which attracted 71 delegates.

Carly has designed and implemented a SIOPSA Toolkit for the co-ordination and management of the regional events. With our four Regional committees offering many events, we have implemented a structure that will assist them in streamlining the event management process. The SIOPSA Toolkit assists the regions to better manage marketing turnaround time, the event budget, as well as providing a step-by-step guide in co-ordinating any event they run.

Further improvements implemented by the administrator include:

- All the regional events are available in advance on the home page of the SIOPSA website and can be temporarily diarised by members
- Debt management on Regional Branch events has improved drastically. This has been achieved through the following procedures being put in place:
  - The administrator sends out emails as well as makes calls to the members that have not paid before the event take place.



- We have implemented a stricter approach to the registration and payment function, by managing deadlines for our event bookings better.
- We have been managing a no pay-no show policy, whereby members are expected to pay upfront for an event. Payment is strictly NOT taken on the evening at registration
- Delegates that have not booked online will not receive their CPD Certificates.

#### 6. CPD Certificates

CPD certificates for 2008 and 2009 were manually processed and updated onto the website by January 2010. Certificates are directly available to members off their CPD Profile

We are still working closely with the HPCSA to improve our turnaround time in generating these certificates. This is an area where we are still improving.

#### 7. Invoice Changes

We have implemented a new procedure to help manage the debt of the Society. Members will not be able to book for any new events if they have any outstanding invoices. This has been in effect as from January 2010 and will only be applicable to 2010 invoices.

We are still experiencing a problem around the generation of company invoices. Members are still generating personal invoices and then requesting to have these invoices modified to reflect the company details on them. Due to system constraints once an invoice has been generated it cannot be modified. We will be adjusting the invoicing process slightly in the next phase of website development where members will be able to view their invoice before creating the final copy.

We are also still receiving payments without any references to an invoice (usually from personal EFT's as well as company remittances) and will have to find ways to deal with this better in the future.

All in all we are pleased to report that there has been a drastic change in the administration of the Society, and we hope our members have noticed and are enjoying the new experience and easy flow of the Society's admin procedures.

## Communication

One of the goals of the Communication Portfolio is to keep members informed and aware of the current activities of the society as well as relevant issues pertaining to the profession as a whole. SIOPSA's Quarterly newsletter is aimed at providing a consistent means of communication between SIOPSA and its members.

The news letter has been distributed four times during the current reporting period (October 2009; December 2009; February 2010 and June 2010). In each edition various topical issues have been addressed including: the new Executive team; ethical issues; international conferences; book reviews; professional indemnity insurance; regional branch activities; and our local SIOPSA conference. The look and feel of the newsletter has been updated to reflect a more professional image and the content of the newsletter has been enhanced significantly.

## SIOPSA Website

Since the previous report on the website during the 2009 Annual General Meeting, the Executive approved and implemented a range of significant enhancements to the website. These enhancements are aimed at reducing the administrative effort involved in managing the invoicing and reporting processes and to 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;
- The enforcement of the payment of membership fees, etc. through the shopping cart. Members now only receive discounts on events and access to member-only benefits if they are fully paid-up. Once a member has clicked on their renewal link or we accept a membership application, a membership fee is added to the shopping cart. If this item is removed from the cart, the user is automatically returned to the Guest status screen;
- The 'My invoices' tab shows clearly which invoices have been paid and which have not;
- New reporting functionality to give event organisers a list of who has paid for an 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.

Further enhancements to the website are envisaged for the future.. These include a blogging facility as well as a Public Profile for each member that is searchable to the general public.

A SIOPSA group has been established on the social networking sites LinkedIn and Facebook. These represent additional means of communication with our members. In addition, an agreement with HR Future's electronic magazine has been reached. With each edition of the electronic magazine, SIOPSA will have a dedicated page for members (as well as wider stakeholder) communication.

## The Annual SIOPSA Conference

### The 12<sup>th</sup> Annual SIOPSA Conference 2009

The 2009 Annual SIOPSA conference was held from 11 – 12 June 2009 at the CSIR, in Pretoria with the focus on '**Promoting Sustainable Organisational Growth**'. The underlying principle for the conference was that 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 was 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 at the conference included:

- **Clem Sunter (RSA)** is South Africa's leading futurologist 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.
- **Peter Zarris (Australia)**, Chief Executive Officer of OPIC Group, a consulting firm focusing on maximising people potential and organisational capability.

More than **60 Papers, Posters, Practitioners Forums and Symposia** were presented and featured scientific and practice content from leading academics and practitioners on topics including:

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

The conference attendance is illustrated below.

Full	164
Associate	64
Affiliate	6
Student	15
Guest	110
Fellow	2
Honorary	7
<b>Total</b>	<b>368</b>

The following Sponsors are thanked for their contribution to the 2009 conference:

- PI Company
- Psytech
- Saville Consulting
- SHL

The following Exhibitors attended the 2009 conference:

- ACSG
- Assessment Centre Technology
- BIOSS
- HPCSA
- Integrity International
- Jopie van Rooyen & Partners
- JvR Consulting Psychologists
- Knowledge Resources
- Le Masa
- MAC Consulting
- Online Profiling
- Phia Henning
- Phulo Consulting
- SABPP
- The Consultants
- Toastmasters
- University of Johannesburg
- Work Dynamics

## The 13<sup>th</sup> Annual SIOPSA Conference 2010

The 2010 SIOPSA Annual conference will be held from 29 – 30 July at The Forum in Bryanston. The conference will be built around the theme: ***Industrial and Organisational Psychology Stepping Up: From Best Practice to Next Practice in addressing work issues in the 21<sup>st</sup> Century***, and will place special emphasis on exploring the current hot topics and future trends that will push Industrial/Organisational Psychology into the next quarter-century.

The background to choosing this theme was sourced from Brian Schrader, in which he plots the Industrial/Organisational Psychology odyssey, which in summary is provided next. During the first decade of the 21st century, Industrial/Organisational Psychology will reach the 100-year-old mark. Hence, it is appropriate to reflect on the many changes that have, and will, come to pass in I/O

Psychology's next century. It is clear to see that trying to adapt to the current world of work and apply psychological concepts is a demanding and fast-changing task for researchers, practitioners, consultants, and academicians alike.

However, these same issues also offer us a glimpse of what I/O psychologists are likely to face in the next 15 years. Business guru, Peter Drucker (1993) has illustrated how every few hundred years the world undergoes a very sharp, discontinuous, and dramatic transformation that completely changes the fundamental state of humankind. I/O psychology (and likely the world) is in the beginning of one of those transformations. The next century will be one of unprecedented change, but one that can be partially predicted by examining current trends. Perhaps Paul Muchinsky (2000) said it best when he stated, "The axiom that 'the best predictor of the future is the past' may have to be modified in the next century, at least as it applies to I/O Psychology. A few caveats or modifiers may be in order, such as 'the best predictor of the future is the *very recent past*'".

In the 21<sup>st</sup> century human beings are faced with multiple factors that affect their work and personal lives. Think of globalisation, the recent financial meltdown, poverty, AIDS/HIV, corruption, climate change, natural disasters and even terrorism.

The workplace is not isolated from these factors and as we stand at the brink of the second decade in the 21<sup>st</sup> century is it not time that I/O psychology examine its role in understanding and disseminating this to find solutions to issues that affect organisations and people alike? What role is technology playing in this? How can we measure and improve organisations at the same time? How do we invest in the next generation and preserve talent? How do we assist people in the workplace to reach their full potential amidst all this? Ultimately is the time not right for I/O psychology to start thinking about 'next practice' in addressing workplace needs and demands?

The conference line up will include more than **95 abstracts**, which include formats such as Research papers, Posters, Debates, Panel Discussion, Symposia, Master Tutorials and Case Studies. Areas that will be covered include:

- Consulting Psychology/ Strategic HR/Executive Coaching
- Personality/Person-Environment Fit
- Wellness
- Construct development and measurement
- Counterproductive behaviour, Workplace Deviance and Absenteeism/ Turnover
- Ethics
- Teams
- Engagement
- Selection
- IOP Scope and Teaching

**International speakers at the conference will include:****Prof Eduardo Salas**

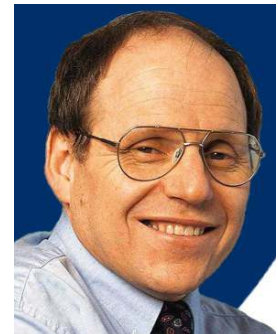
Prof. Salas is Trustee Chair and Professor of Psychology at the University of Central Florida. He also holds an appointment as Program Director for Human Systems Integration Research Department at the Institute for Simulation & Training.



His expertise includes helping organizations on how to foster teamwork, design and implement team training strategies, facilitate training effectiveness, manage decision making under stress, develop performance measurement tools, and design learning environments. He is currently working on designing tools and techniques to minimize human errors in aviation, law enforcement and medical environments. He has consulted to a variety of manufacturing, pharmaceutical laboratories, industrial and governmental organizations. Dr. Salas is a Fellow of the American Psychological Association (SIOP and Division 21), the Human Factors and Ergonomics Society. He received his Ph.D. degree (1984) in industrial and organizational psychology from Old Dominion University.

**Prof Julian Barling**

Julian Barling received his Ph.D in 1979 from the University of the Witwatersrand, in Johannesburg, South Africa, where he subsequently taught Industrial Psychology. In 1982, he joined the State University of New York at Stony Brook as a Visiting Professor of Psychology. He joined Queen's University in 1984, initially teaching in the Department of Psychology, moving to the School of Business in 1994, where he is Professor of Organizational Behavior and Psychology. Formerly one of the Directors of the Executive MBA programs, Dr. Barling is currently the Associate Dean with responsibility for the Ph.D, M.Sc and Research programs in the School of Business.



Dr. Barling is the author of several books and he was formerly the editor of the American Psychological Association's *Journal of Occupational Health Psychology* and chair of the American Psychological Association's Task Force on Workplace Violence.

Dr. Barling has worked with numerous private (e.g., CIBC, Telus) and public organizations (e.g., Health Corporation of Newfoundland, National Income Stabilization Fund), and teaches in Queen's Executive Education program. He is currently involved in research on the topics of leadership, work stress and workplace aggression.

**Ilke Inceoglu MA, MPhil., PhD, CPsychol, AFBPsS**

Ilke Inceoglu is a Senior Psychologist at SHL Group Ltd. Prior to joining SHL she was a Research Fellow and Associate Consultant at Aston Business School, UK. She is a Chartered Psychologist and an Associate Fellow of the British Psychological Society (BPS), a member of the Society for Industrial and Organizational Psychology (SIOP), the European Association of Work and Organizational Psychology (EAWOP) and the International Association of Applied Psychology (IAAP).

She received her PhD in Organizational Psychology from the University of Munich, Germany, where she carried out research in the area of team innovation, team performance and organizational culture.

At SHL her work has been focusing on employee engagement, work motivation and person-job fit. She has led the development of the employee engagement questionnaire and worked on a range of client projects using this measure to increase employee engagement, retention and performance.

She has presented several conference papers on employee engagement, motivation, values and person-job fit and also authored and co-authored journal articles and book chapters on these topics.

**Jarrett H. Shalhoop, Ph.D.**

Dr. Shalhoop is a Senior Consultant in the International Consulting Practice of Hogan Assessment Systems, a worldwide leader in personality assessment for employee selection, career development, and talent management. While working with many of the Fortune Global 500 companies, Dr. Shalhoop has designed and implemented numerous large-scale employee selection and leadership development programs across a wide range of organizational applications. As part of his specialized expertise, he has developed, validated, and evaluated multiple assessment-based solutions using validity generalization and criterion-related validation. His extensive experience also includes the creation and delivery of training programs across the globe for assessment tools, structured interviews, and assessment centers.

Prior to joining Hogan Assessment Systems, Dr. Shalhoop was a Consultant for Jeanneret and Associates and Valtera Corporation, supporting Fortune 500 clients primarily in the United States. He is a regular contributor to multiple scientific conferences, including the Society for Industrial and Organization Psychology and the Association of Test Publishers, and has been published in the Journal of Applied Psychology. He received his B.A. in psychology from Auburn University, and was awarded his M.A and Ph.D. in Industrial and Organizational Psychology from The University of Akron, where his dissertation focused on the role of organizational justice in leader-member relationships.

## Membership Value Proposition, Growth and Services

### 1. INTRODUCTION

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

Some of the quick win efforts SIOPSA has been involved in over the last year include:

- Arranging preferential rates for Professional Indemnity Insurance for members
- Conducting a survey to determine why members join and what their needs are
- The work done by Fred Guest and others around the Scope of Practice action domain
- The work done by Prof Leon van Vuuren and the Ethics committee around the Ethics domain
- The website that is up and running once again providing a one-stop access to SIOPSA
- Negotiations with the HPCSA around CPD points by Dr Nicola Taylor

The benefits deriving from being a SIOPSA member have always included the following:

- Reduced Annual Conference fees
- Reduced membership fees for student, honorary and retired members
- Network opportunities on a regional, national and international level
- Representation of members' interest with the HPSCSA, and other professional associations
- 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

This year the committee reviewed the member value proposition and decided to stratify this from a strategic perspective down to operational issues. We envisaged that SIOPSA needed to take a long term view and that it could contribute at the following five levels over the next few years:

#### 1. SIOPSA will ensure that through its positioning in the marketplace it creates visibility for the profession and ensures its competitive edge

- ⇒ Position the profession of I/O Psychology within the fold of the HPCSA Professional Board of Psychology.
- ⇒ Position itself vis. a vie related professional councils, societies and institutions – e.g.. SIOP; ACSG; PsySSA; BPS; HRCOSA; SABPP; EAWOP; ASIOP; GCC; IUPS and others.
- ⇒ Investigate the scenarios business and communities are likely to face in the future that will add value to or detract from SIOPSA's mission.
- ⇒ Establish partnerships with other international I/O Psychology and related organisations, to the mutual benefit of their members.

#### 2. SIOPSA will ensure that I/O psychology operates in a synthesised and integrated manner to extract maximum value for its stakeholders

To achieve this SIOPSA will:



- ⇒ Ensure a seamless flow for value adding services between:
  - ❖ Legislation/Regulatory issues and the scope of practice of I/O psychologists
  - ❖ Academic qualifications, requirements and training
  - ❖ Academic research
  - ❖ Workplace positioning of I/O psychologists, psychometrists and interns
  - ❖ Linking academia and practice

**3. SIOPSA will contribute to ensuring I/O psychology delivers and disseminates best practices in all its places of endeavour**

To achieve this SIOPSA will through its Executive, its Regional branches and members:

- ⇒ Liaise and network with international sister organizations.
- ⇒ Investigate its scope of practice and determine professional domains.
- ⇒ In each of these domains collate and disseminate proposed best practices, both in SA and internationally.
- ⇒ Establish policies, procedures and protocols to ensure best practices and ensure that this takes place in an ethical manner.

**4. SIOPSA will contribute to ensuring I/O psychology related issues and problems experienced by its members are resolved effectively, efficiently and timeously**

To achieve this SIOPSA will through its Executive and Regional branches:

- ⇒ Create portfolios to engage members around the issues they face
- ⇒ Provide access to members to forums to address and resolve their queries at a practical level
- ⇒ SIOPSA will support its membership in terms of ethical practices within the scope of practice, but also represent its members where the scope of practice is transgressed by individuals and groups outside of the profession.

**5. SIOPSA will contribute to ensuring I/O psychology needs of members in an ongoing manner**

To achieve this SIOPA will through its Executive and Regional branches:

- ⇒ Provide opportunities for members to deal with their day-to day needs appropriately
- ⇒ Provide opportunities for ongoing education
- ⇒ Provide forums for members to remain informed of guild, social and networking news

- ⇒ Provide a variety of communication platforms that will allow members to engage the Society and colleagues alike

### **CRITICAL SUCCESS FACTORS**

In order to achieve the mission of SIOPSA, it should meet at least the following critical success factors:

1. Clarified and complied with regulatory issues
2. Clarified and defined scope of practice
3. Defined and provided international best practices and tools
4. Provided network opportunities
5. Encouraged relevant research
6. Ensured appropriate and extensive continued education opportunities
7. Provided news and information relevant to members' needs on several platforms
8. Created conducive environment for providing job opportunities and resources for members
9. Contributed to the upliftment of communities and ensured equity in all its practices

SIOPSA is aware of the needs of its diverse membership. As such it will address these needs by the question: "What's Innit For Me (WIFM)"?

### **SIOPSA will and should provide the following benefits:**

#### **For all members:**

1. Provide members with a professional society, highlighting what is happening in the profession
2. Link members to other local and international societies and create/share benefits in belonging to these organisations
3. Negotiates with the Professional Board of Psychology on behalf of members
4. Presents conference and branch workshops to keep members informed
5. Forms formal structures for specific interest groups
6. Provides a yearly conference to provide members opportunities to share in latest research and practice issues and to network
7. Provides discounts at conference and workshops for members vs. non members
8. Provide opportunities to present on own areas of expertise

9. Provides website for access to all professional and social activities
10. Provides social networking opportunities through:
  - a) Facebook/Twitter/Linked In
  - b) Sms
  - c) Blogs
11. Negotiates Indemnity Insurance for members (which is legally required)
12. Provides and regulates and recognises CPD opportunities
13. Provides guidance and support re ethics
14. Provide reading lists on themes of Scope of Practice and best practice issues
15. Provide virtual platforms for e-learning
16. Create book clubs for discussion of themes
17. Provides an online journal through the South African Journal of Industrial Psychology
18. Negotiate discounts for members for tools, books and psychometrics and other service providers
19. Provide student members with on line access to have surveys and data to be collected
20. Create opportunities to link seasoned psychologists to act as coaches and mentors for young, newly qualified psychologists and psychometrists
21. Creates a consulting directory to give members an opportunity to highlight their field of interest and expertise
22. Helps student link with organisations for job opportunities
23. Along with universities help students negotiate the registration process and board exam requirements

**For students**

1. A professional body that they can identify with and within which they can be represented
2. Provides them discounts as members and for conference fees
3. Helps provide information with regard to Board exam requirements and guidelines
4. Links students through website with guild issues
5. Provides students opportunities to utilise website and social networks such as facebook, twitter, linked in, blog etc to become linked with other students and professionals alike and to provide their input on themes of import to them

6. Links students and organisations for job opportunities
7. Creates opportunity for corporates and students to link around need and requirements
8. Negotiate values add services and discounts
9. Helps students investigate opportunities in marketplace: corporate, joining consulting groups, creating own business
10. Provides forum for practice issues
11. Creates interest group as part of SIOPSA structure
12. Helps students understand Scope of Practice
13. Through website and social network groups helps students see “ what’s out there” and “what’s happening”
14. Provides guidelines around ethics as applicable to their situation

#### **For academics and researchers**

1. See all other categories as well
2. Associate with profession through SIOPSA membership
3. Creates platform where all academics can add value to strategic guild issues irrespective of academic institution affiliation
4. Creates platform for academic interest group (AIG)
5. Through Academic Interest Group have input at SIOPSA executive level
6. Through AIG create alignment in training and development of students and members alike
7. Through AIC support students in getting qualified – clarify Professional Board requirements
8. Gives access to sharing research and academic issues at conferences by creating specific streams for presentation and allowing them bragging opportunities in sharing knowledge
9. Link academics through website and social networking to create blogs and discussion groups
10. Helps provide them opportunity to create best practices in field
11. Creates opportunities for CPD through academic institutions
12. Potentially creates opportunities for publication
13. Provides guidelines around ethics as applicable to their situation

#### **For psychometrists**

1. See all other categories as well

2. Associate with profession through SIOPSA membership
3. Creates specific Psychometric Interest Group to have input at Executive level
4. Creates platforms through SIOPSA to share latest research and best practices at yearly specific conference and the general SIOPSA conference
5. Helps them define their scope of practice, vs., scope of practice of psychologists
6. Represents them in negotiation with Professional Board around these issues
7. Helps them seek job opportunities by linking them with organisations seeking their services
8. Provides guidelines around ethics as applicable to their situation

#### **For corporate members**

1. See all other categories as well
2. Associate with profession through SIOPSA membership
3. Helps defines scope of practice of psychologists for corporates and value adding services by psychologists
4. Provide them with conference where they can share their knowledge
5. Facilitates discounts for corporate at conference
6. Helps members link with others in corporates to share around best practices in their fields, either through interest groups, conference and or blogs and social network groups
7. Clarifies and creates opportunities to link around CPD
8. Links corporates who have need for new blood and students looking for job opportunities
9. Links corporates with academic institutions and researchers around research and how to utilise their data bases for research opportunities
10. Links members to share how to position themselves in dealing with challenges of corporate world; e.g. my boss is the HRD, but doesn't value my specific input
11. Helps corporates share case studies for best practices and benchmarking
12. Provides guidelines around ethics as applicable to their situation

#### **For independent Consultants**

1. See all other categories as well
2. Associate with profession through SIOPSA membership
3. Helps defines scope of practice of psychologists for independent consultants and value adding services by psychologists

4. Provide them with conference where they can share their knowledge in stream of practice related issues and case studies
5. Helps them create a platform for practice interest group to address specific issues experienced
6. Links practitioners around similar issues faced in terms of “ how to”
7. Represent independent consultants in dealings with Professional Board to advance their way of business
8. Provides guidelines around ethics as applicable to their situation
9. Links them with academia as potential coaches and mentors
10. Negotiates with universities around access to libraries
11. Helps newly qualified members through interest group to establish own practices and all the implications thereof
12. Provides access to new tools and best practices and potentially negotiate discounts for members with service providers

The committee is of the opinion that in rendering services to its members, SIOPSA needs to make some fundamental shifts in how it approaches its role and how it represents its members. This shift is best reflected in the move “FROM.... TO”

From	To
Accepting the status quo	Challenging the status quo
Level 2 thinking (Problem solving)	Level 3 and up thinking (Best Practices to Strategic Thinking)
Rule bound and compliance	Principled value adding
Reactive responsiveness	Proactive anticipation
Defining for..	Engaging and defining with..
Self interest of stakeholder groups	Collaboration amongst stakeholder groups

The committee also sees SIOPSA and its stakeholders in this collaboration need to be the definers of best practice around the following themes:

Organisation culture	Strategy and structure	Leadership development
Process mapping	Profiling	Assessment
Succession planning and management	Coaching	Talent management
Employee engagement	Employee Value Proposition	Organisational development

We also believe that to ensure SIOPSA and its stakeholder remain relevant we would need to join with members in ensuring that the application of the scope of practices is aligned and in tune with the true organizational needs around, amongst others, the following topics and how psychology can play a role in managing and enhancing the behavioural aspects of:

IT	Behavioural Finance and Auditing	Human Capital
Behavioural Marketing	Sales & Consumer Psychology	Production and operations
Logistics	SHEQ	Risk
Behavioural Economics	Administration	Legal
Trauma and emergency management	EWP	etc

## Continuing Professional Development

The last year has been exceptionally busy in the CPD portfolio, as we have been through a process of cleaning up our systems, creating structures for regional events, and looking for innovative CPD solutions. Part of this process has involved cementing our relationship with various managers at the HPCSA, clarifying the requirements, and communicating this to our members. Many of our members were also selected for auditing, and this helped us test our process, the quality of our outputs, and the ease of access to information. The CPD portfolio set a number of goals this year, and we have gone a long way to achieving them. Each of the goals set are discussed briefly below.

1. Ensure that the CPD administration system runs smoothly

The fluctuations in administrative support over the last two years caused an incredible disturbance in the reporting, recording, and storing of CPD events on both the online system and in the accounts system. Thanks to the members' feedback and Carly's organisation skills, it appears that all the activities have now been uploaded to the system, and the process of registering the society and CPD events with the Professional Board now runs smoothly.
2. Ensure that all members have received their CPD certificates

Due to the fact that all the activities have now been loaded, members should be able to access their CPD certificates from the website.
3. Reduce the cost of CPD registration with the HPCSA

We have implemented a system of sharing events across regions, which requires the activity to only be registered once with the Board. This saves on the cost of registering activities. Once the new Council has been constituted, an investigation into the CPD pricing schedule of the Psychology Board will be launched.
4. Ensure consistency of CPD events across regions

By sharing CPD events across regions, and ensuring the best topical speakers at the events, we believe that we have gone a long way towards creating consistency in the availability and quality of regional events. The regional teams have done an outstanding job of sourcing speakers and running successful events, and by sharing their ideas and through improved communication have created a wonderful opportunities for networking and professional development. Well done!
5. Investigate other avenues of obtaining CEUs

Our main concern for our members is that there are enough opportunities for members in any region to participate in SIOPSA activities that qualify for CEUs. We have been investigating avenues through which members can obtain CEUs, even if they are not situated in any of the major centres. We have now put a process into place where members will be able to obtain CEUs electronically, which will be launched at the conference.
6. Ensure that members can get all their required CEUs from SIOPSA

Our workshop schedule has been carefully put together to ensure that there are enough opportunities for members to obtain their required allotment of CEUs for the year. In addition, we have extended the length of the regional activities to increase the number of CEUs obtained at each event. The table below shows the schedule of events held in 2009.



In 2009, 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 32 activities that were presented, a total of 94 Level 1 CEU's were available for members, with an additional 10 ethics CEU's.

Region	Date of Activity	Name of Activity	CEU's
Conference	10/06/2009	Coaching in complex times: A systemic approach to meeting your client's needs in challenging times.	6
Conference	10/06/2009	Crafting Winning Consulting Proposals	3
Conference	10/06/2009	Identity-based narrative coaching: moving women's stories from perfection to passion	3
Conference	10/06/2009	The Impact of Meta-Resilience on Executive Groups in Australia	3
Conference	10/06/2009	Using graphic facilitation to support organisational development and learning processes in organisations	3
Conference	10/06/2009	Criterion-centric approaches to validation and its value for measurement in Integrated Talent Management.	3
Conference	10/06/2009	Moving beyond Organization Development to Organization Individuation: a whole-day workshop on consulting to organizations using a Jungian orientation	3
Conference	10/06/2009	Personal Growth and Development for Executive Coaching	3
Conference	10/06/2009	Using Moderated Multiple Regression in establishing criterion-related validity across cultures	3
Conference	11-12/06/2009	12th Annual Conference of the Society for Industrial and Organisational Psychology of SA	2 Ethics 13 CEUs
JHB	26/03/2009	Trauma: It's endemic in our society; it impacts on everyone – at home and at work!	3
JHB	14/05/2009	Personality: Valuable findings for the South African Context	3
JHB	17/09/2009	Good Judgement	3
JHB	28/10/2009	I-O psychology 101. And then some... Goodness?	2 Ethics 3CEU's
JHB	01/12/2009	Special Event / Talent Management	1
KZN	10/03/2009	The Organization Workshop-Building Partnerships	1
KZN	19/05/2009	I-O psychology 101. And then some... Goodness?	2 Ethics 3CEU's
KZN	18/08/2009	Workplace accommodation for people with disabilities & Ensuring diversity and inclusivity of the disable in recruitment	3
KZN	20/10/2009	Employee Wellness	2
KZN	30/10/2009	Sensory Intelligence	2
PTA	10/02/2009	An integrated approach to Talent Management	1
PTA	19/05/2009	Ethics	2 Ethics
PTA	27/08/2009	Measuring and Managing Employee Engagement	1

PTA	13/10/2009	Sensory Intelligence	2
PTA	26/11/2009	Gala Dinner	2
WC	05/05/2009	I-O psychology 101. And then some ... Goodness?	2 Ethics 3CEU's
WC	25/06/2009	Promoting Diversity in the Workplace: Strategies and Best Practices in the Netherlands	1
WC	11/08/2009	Consumer Psychology: Store Image, what is it and does it matter?	1
WC	27/10/2009	Talent	1
WC	17/11/ 2009	HR Capacity	1
CiP	11/03/2009	The coaching process - a practical discussion	1
CiP	21 - 22/07/2009	OD Congress	13
		Total CEUS: 94 CEUs plus 10 ethics	104 CEUs

The changes in our CPD offering from 2009 to 2010 have been fairly dramatic, and we really appreciate your comments and feedback as to what you would like to see in the next year.

## 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 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. The Executive has put together a task team to 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.

## Regional Branches

### Report from the Kwa-Zulu Natal Branch

**Chair: Karen Walls**

#### **KZN 2010 Strategic Focus**

The committee's intent for 2010 was to continue with 2009 focus on adding value to members and growing the membership. The committee has since seen the steady growth of members attending the events.

#### **Events**

The KZN branch successfully hosted its first event on the 3<sup>rd</sup> of March 2010 with Fred Guest presenting on Scope of Practice and Karen Walls presenting on Alternative Dispute Resolution and Change. During this event the AGM was held and new nominations were received.

The second branch event was held in May 2010 entitled The Psychological Correlate of Flow presented by Gideon de Kock and Jenny Highley. Gideon presented the research that he conducted for his Doctorate exploring Neurofeedback Training and how it can be used to generate learning that brings about changes in behaviour and performance back in the 'real world' and on the job.

During this event Kathy Morgan educated members on online booking and this presentation was found valuable. Kathy demonstrated a live step by step guide followed by a question and answer from the members. Future events are planned for 2 September and 4 November 2010 and are also available on the Society website for bookings.

#### **Internship Chapter**

Emma Caruth has continued to provide support to interns looking for internships. The relationship with the municipality has helped to recommend placement of interns. A more aggressive working relationship with corporate will enhance the future placement of interns.

#### **KZN Branch 2010 Committee Members**

The members of the committee have always outdone themselves with their commitment and hard work for the profession. The branch wishes to thank the outgoing committee members, Karen Walls, Jessica Banks, Berni James, Linda Brenchley and Emma Caruth for their hard work during their term. These committee members have raised the standard for KZN. The committee has scheduled four (4) meetings for 2010.

The 2010 members are:

1. Busi Pepu
2. Louise Nevelling
3. Jenny Highley
4. Dennis van der Zee
5. Linda Smith
6. Kathy Morgan
7. Ros Date
8. Nerisha Baijnath
9. Kim Reddy

## Report from the Johannesburg Branch

Chair: Steven Breger

### Overview

The Johannesburg Branch has had a re-energised, eventful and dynamic year. We have hosted five successful events, moved venues (more than once), and changed the structure and format of our events, in order to provide a more inclusive, engaging and valuable service offering to all our members. This would not have been achieved without the generous assistance, support and commitment of each of our dedicated committee members.

### The Committee

The branch committee comprises the following members:

- Steven Breger (Chairperson)
- Valerie Hammond (Branch Committee and Exco)
- Clayton Donnelly (Treasurer)
- Vuyo Nako (Branch Committee)
- Chris Beukes (Branch and Ethics Committee)
- Madelaine de Beer (on maternity leave from Feb 2010)

### A Year of Successful Events

Our five events held over the 2009/2010 period are as follows:

Event date	Topic	Speakers	About
17 Sept 2009	<i>Good Judgement: What is it, and can it be trained?</i>	Lize Strauss, Registered Psychometrist and manager of JVR's Bureau Service and IT departments.	The aim of this presentation was to consider the relevance of judgement in today's environment, and, through a meta-analysis of the available literature, provide a basic foundation for further studies. Neurological, physiological, emotional, cognitive and personality aspects were explored and linked to the process and outcomes of decision making and judgement.
28 Oct 2009	<i>Enron: Where Was the I-O Psychologist? An Ethical Perspective.</i>	Professor Leon van Vuuren, Department of Industrial Psychology and People Management at UJ. He holds a Ph.D. in Industrial Psychology and is a registered Psychologist	This topic recalled the largest corporate disaster in the history of capitalistic organisations. Where were the I-O psychologists when Enron, and all its stakeholders, needed them? Could the I-O Psychologists have prevented the disaster? How?
1 Dec 2009 – final event for the year	<i>Talent Management: A Multi-national</i>	Bronwen Gericke, Industrial Psychologist, and Tracey Macdonald	The presenters shared an interesting and informative case study regarding the Talent Management model,

	<i>Case Study.</i>	from PeopleTree Group.	applied process, and resultant successes within the client's multinational organisation.
3 March 2010 – Double-Bill Event	<i>The 2010 World Cup: A look behind the scenes of the Soccer World Cup,</i>  <i>and</i>  <i>A Workshop on the psychodynamic implications of this event on the South African Psyche.</i>	Rennies Travel's Kevin Estment and Valerie Hammond, Industrial Psychologist  Dr. Pieter Koortzen, Industrial Psychologist and leading assessment and psychodynamic expert and academic, affiliated to Resolve Encounter Consulting and UJ.	What does hosting the event mean for South Africans, from a practical, work-specific, psychological, and a psychodynamic point of view?  Kevin and Valerie presented and facilitated an interactive, informative and explorative session regarding this enormous event. The 2010 Soccer World Cup is the biggest South African showcase ever to grace the world stage. The speakers discussed the planning and workings of the event, the insights regarding the role players, the logistics management required and what our work and life in South Africa is likely to be like during and after the event.  Pieter Koortzen then facilitated an extremely interesting and informative workshop on what some of the psychodynamic implications of hosting such an event will be on the South African psyche.
27 May 2010 – Double-Bill Event	<i>Scope of Practice</i>  <i>and</i>  <i>Ethics and Assessments: Dealing with day-to-day ethical challenges</i>	Fred Guest, Industrial Psychologist, and Head of Professional Services at SHL South Africa. Fred is also the Past-President of SIOPSA (June 2006 - 2008).  Anne Buckett, Industrial Psychologist is presently the Managing Consultant of Precision HR. She has served as an executive committee member of People Assessment in Industry (PAI), past Chairperson of ACSG (Assessment Centre Study Group) and was Regional Chairperson for the SIOPSA Pretoria Branch.	Fred discussed the Scope-of-Practice Survey conducted during November 2009 and provided some interesting insights to the following questions: How do you describe your field of work to non-Industrial Psychologists? What does an Industrial Psychologist actually do? Can it really be called psychology"?  This highly engaging and interactive 'roadshow' workshop – facilitated countrywide – has been an opportunity for all Siopsa members to engage in dialogue and to share their thoughts on the content of the survey.  Anne and Madia facilitated an interactive workshop aimed at exploring some of the most common ethical challenges that we face in the

		<p>Dr Madia Levin, Industrial Psychologist, has a PhD in Organisational Behaviour from the University of Pretoria. She is a lecturer at Unisa.</p>	<p>assessment arena, and they look at ways to address these appropriately.</p> <p>Industrial Psychologists are faced with many ethical challenges in the workplace and often the lines between client satisfaction, business needs, good practice and ethical conduct become blurred. By being prepared, Industrial Psychologists can endorse the fact that good ethical practice is good professional practice.</p> <p>This workshop incorporated: A brief theoretical overview of assessments in South Africa; An overview of past ethical challenges in assessments versus future ethical challenges; A brief literature review of the key challenges facing assessment practices; as well as input and feedback provided by the delegates which forms the basis of a research project focusing on ethics in assessment.</p>
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Looking to the second half of 2010 [post- 2010 WC and the SIOPSA Conference], the Johannesburg Branch Committee is contacting the Guest Speakers whose topics are proving to be dynamic – these include: *Emotional Intelligence, Resilience and NeuroLeadership*, amongst others.

**Our Re-energised Event Format**

The Johannesburg Branch has restructured its Event model in order to provide a more interactive and engaging forum for our members – both to add value to our members, wherever possible, and to be finance-efficient.

We have changed the structure and format of our events from the former 5 x Single-Speaker/1-CEU events per year, to the current 4 x Double-Speaker/2-CEU (min.) per year. While the duration of each event is now doubled, this arrangement is proving highly popular with our members, who are extremely keen to earn double the CEUs, at approximately half the cost, not to mention the reduced travel-traffic-stress benefit of having one event less.

We have turned our financial situation around in that we are now thankfully in the ‘black’. Kudos must go to Valerie in this regard for negotiating with HRG Rennies Travel, who has generously provided us with a venue at no cost! This is a huge gift and will be of financial benefit to SIOPSA and our Branch members.

Much communication and administration is necessary to run an event, and we are continually attempting to streamline the overall process wherever possible – to ensure an engaging, successful and enjoyable event for our members.

Clayton has done an excellent job as Treasurer this year, and we commend him for his patience, persistence and valuable input.

Our 'Double-Bill' event format and venue arrangement also means that each of the Committee members is now required to do much more than their fair share – many thank you's go to Vuyo, Chris, Val and Clay in this regard!

### **Our Vision for the Year Ahead (2010/11)**

It is vital that we continue to develop and grow our profession – it is important that our members have a credible and robust forum in which to network, to engage and to share our collective wisdom, knowledge and experience. SIOPSA, through its regional events, is strategically placed to achieve this objective.

SIOPSA must always be vital and viable, and replenishing each of the Regional Branch Committees with volunteer members who are representative of our membership profile is key. Encouraging and recruiting new talent onto our respective committees is essential for a healthy SIOPSA.

We provide our members and guests with an opportunity to share their feedback after each event. This information has proved to be a valuable method of two-way communication between Branch Committees and members, so that we may continually improve and create a dynamic event experience.

It is important, however, to take increasing and timely cognizance of the interface between people behaviour and technology (i.e., the phenomenon of social networking) is this not part of what we do? How, then, can we develop and sustain a culture of robust dialogue and engagement?

## **Report from the Pretoria Branch**

### **Chair: Kim Dowdeswell**

At our 2009 AGM the current team largely elected to remain on the committee, with Anne Buckett stepping down after guiding the Pretoria branch through its first two years of existence. The committee now comprises of the following members: Kim Dowdeswell (chair), Tammy Coleman (treasurer), and Gerhard van der Merwe (secretary).

Five events were scheduled for 2010, based on requests and suggestions obtained from a member survey to determine which topics would be of most value and interest to the Pretoria-based members. The line-up includes:

Wednesday, 10th March: "How do you describe your field of work to non-Industrial Psychologists?" presented by Fred Guest, as well as an information session on the competitive Professional Indemnity insurance package negotiated for SIOPSA members by local insurer Etana Insurance Company Pty Ltd.

Thursday, 29th April: "Workshop on Emotional Intelligence @ Work" presented by Jopie de Beer.

Wednesday, 2nd June: "A Workshop on the psychodynamic implications of the FIFA World Cup on the South African Psyche" presented by Pieter Koortzen, and "What is an IO Psychologist? Issues around Role Clarity, Scope of Practice and the IO Psychologist as Consultant" presented by Steve Renecke.



Thursday, 16th September: “Ethics and Assessments: Dealing with day-to-day ethical challenges” to be presented by Anne Buckett and Madia Levin.

Thursday, 25th November: A return of our popular end-of-year gala dinner, themed around coaching and psychology.

2009 saw the venue for our Pretoria regional events move to the Pretoria Country Club, which went down very well with our members. In order to cover slightly higher costs associated with the country club as a venue, the 2010 events are featuring either two speakers per event, or two-hour workshops for maximum networking and learning value as well as CPD-earning opportunities. Interestingly, the attendance of the Pretoria events this year over last has been substantially better, with Jopie de Beer’s session on emotional intelligence topping a record 71 people.

## Report from the Western Cape Branch

**Chair: Anneke Kruger**

The Western Cape branch has been busy with arranging talks and workshops throughout the year. The 2009/2010 committee consists of:

- Ameeta Jaga
- Andre Westraat
- Aretha van der Merwe
- Christa Botha
- Lani Martiny
- Nadine Butler
- Alison Lodewyk-Felix
- Adrian Parsadh

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.

The following events were hosted by the Western Cape branch:

Event date	Topic	Speakers
25 June 2009	Promoting diversity in the workplace: Strategies and best practices in the Netherlands	• Ype Poortinga
11 August 2009	Consumer Psychology	• Prof. Ronel du Preez (US)
27 October 2009	Talent Management	• Prof. Laetitia van Dyk (US Business School)
17 November 2009	Human Resource Capacity Development	• Peter Morris
4 March 2010	Sensory Intelligence	• Annemarie Lombard
13 April 2010	Neuro-Leadership	• Jeanne-Lu Bruwer
25 May 2010 (Double-Bill event)	Reflection in Practice & How do Industrial Psychologists describe their field of work to non-Industrial Psychologists	• Dr. Linda Price • Fred Guest

The following events are planned for the second half of 2010:

Retrenching helpfully	Andrew Bramley
Developing Resilience in the Face of Adversity: A Positive Change Process	Dr. Willie Visser
Work-Life Balance	Presenter to be confirmed

The newly introduced “Double-Bill events” seems to be highly popular with our members who are extremely keen to earn the double CEU’s, at approximately half the cost. The Branch chairs are also in communication as to share, wherever possible, the most popular speakers and their topics, nationally.

### 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.

Vodacom (Century City) appears to be a fitting venue, because of its central location, the quality of the auditorium and the service standards of its employees.

### Focus for 2010/2011

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**

Our mission ...

*To be recognised as the leading body in the continuing promotion of fair and ethical assessment in the workplace to which people will automatically refer for assessment expertise and knowledge.*

PAI has for several years been leading initiatives in South Africa to promote the use of psychological assessment methods in the workplace, establish and maintain a code of practice that provides practitioners with guidelines for ethical assessment practices, publish criteria for test validation in industry and act as facilitative interface between government, labour and industry to inform and promote proper psychometric practice. In addition PAI's website act as a valuable resource that provides access to information about tests and test use to the psychology profession but also to the broader public.

#### **Committee**

The current Executive committee is:

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

Co-opted Members to fill the current vacancies until next AGM:

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

The planned AGM for March 2010 that coincided with a full day symposium on test administration was cancelled due to the unavailability of the international keynote speaker. The AGM will now be scheduled for October 2010.

Major activities during the reporting period focused on exploring current best practice and standards around the world on test classification as well as test user standards and to engage with all stakeholders to work towards best practice guidelines for South Africa. In addition emphasis was placed on strengthening relationships with international professional bodies publishing best practice guidelines. We are also currently upgrading PAI's website and in this regard a lot of gratitude goes to Kim Dowdeswell for her time and effort.

#### **Focus for remaining 2010/2011**

We aim to release the Bi-Annual PAI Survey at the conference in 2011: We are currently 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. Please contact Aletta Odendaal should you wish to volunteer your services on any of the new projects. Any support in this regard will be greatly appreciated.

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](mailto:aodendaal@uj.ac.za).

## Consulting in Psychology

The Consulting in Psychology interest group (CPIG) is a relatively new edition to the SIOPSA fraternity and our unique character is emerging within the context of activities of global Coaching/ Consulting interest groups.

In this regard we have extended our mandate towards formalising our relationship with the Australian Psychological Society's Interest Group of Coaching Psychology (IGCP) on a more practical level. SIOPSA has been requested to participate in what has become known as the first International Congress for Coaching Psychology (ICCP) and specifically to form the southern leg of the ICCP. This is an initiative that has been driven in unison by the Interest Group of Coaching Psychology of the British Psychological Society (SGCP) and the Australian Interest Group of Coaching Psychology (IGCP). Two legs of the event are currently considered with the first being planned for London in December and the second leg around March/April in 2011 in Australia.

The Consulting in Psychology Interest Group has nominated Aletta Odendaal to be part of the international organising committee and represent SIOPSA from a coaching perspective.

More information on ICCP can be obtained online: <http://www.coachingpsychologycongress.org/>

On a more local level, shortly after the establishment of the Consulting in Psychology Interest Group, following a strategic planning session held in August 2007, the interest group considered it necessary to develop a Practice Guidelines document aimed to assist in guiding the development of Consulting in Psychology in South Africa. The initial document was reviewed by the Steering committee of CPIG with feedback from the working committee. A draft version will be shortly distributed to selected SIOPSA members, as well as other interested stakeholders for their input and review.

The idea behind these guidelines is to open discussion around the practice of Consulting *in* Psychology. Practical considerations such as providing fit for purpose, ethical and professional services, with due regard to the stakeholders and with specific reference to the broader client/ business context in which the consultation takes place are being referenced. Practicing Consulting in Psychology will be informed by the competence of the psychologist in consulting, specifically regarding the client context, (i.e. business understanding), psychological knowledge base (i.e. scope of psychology), as well as role specific competencies (i.e. consulting knowledge and skills).

The purpose of these guidelines is specifically to:

- To encourage high standards of consultation based on sound knowledge bases, founded in theoretical, as well as good practice application driven by the specific (client) context of the consulting environment.
- To guide and direct the development of training programs, and courses to support the field of Consulting in Psychology.

- To foster cooperative relations amongst associations, interest groups, psychologists, professional bodies and Educational Institutions in the best interest of Consulting in Psychology as Discipline.
- To support the advancement of Consulting *in* Psychology as a science, profession and means of promoting the value of people and business.
- To continue to stimulate the exchange of knowledge, ideas and consulting experience amongst psychologists and other interested parties.

We are looking forward to jointly craft the development of Consulting in Psychology in South Africa with due consideration of international themes, trends and conversations.

Anna-Rosa le Roux (Chairperson)

Mongezi Makhalima (Treasurer)

## Closing Remarks

The 2010 SIOPSA Annual Report bears testimony to the vibrancy and success of this organisation. It can be said that SIOPSA, like the South Africa in which it finds itself is truly alive with possibilities.

As professionals that work in the realm of Industrial/Organisational Psychology we can be proud to be associated with SIOPSA and everything it stands for. This state of affairs has come about through the hard work, unselfish sacrifice and passionate commitment of a large group of volunteers. The current Executive would like to pay tribute to every individual that has somehow played a part in making SIOPSA the organisation it is today and that which it will become in the future.

We look forward to many more years of growing and nurturing the Industrial/Organisational Psychology profession.

## 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](http://www.siopsa.org.za)