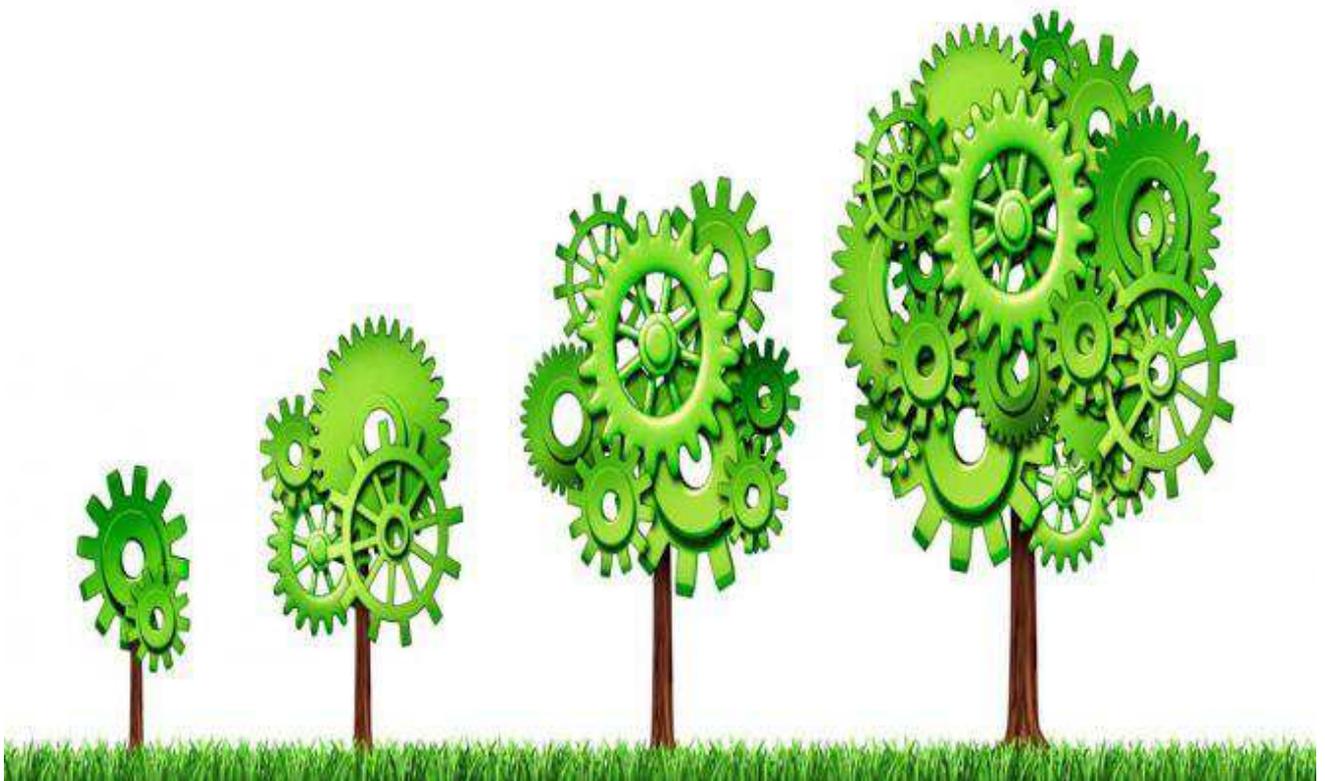




**SIOPSA**

SOCIETY FOR INDUSTRIAL &  
ORGANISATIONAL PSYCHOLOGY OF SA

# ***SIOPSA Annual Report 2015***



“Gearing for Growth”



# Contents

<b>Highlights</b>	Page 4
<b>Reporting Period</b>	Page 6
<b>Message from the President</b>	Page 7
<b>SIOPSA Executive</b>	Page 9
<b>SIOPSA 2020 Strategy</b>	Page 12
<b>SIOPSA's Operations Plan</b>	Page 14
<b>SIOPSA Structure</b>	Page 22
<b>National &amp; International Cooperation</b>	Page 24
<b>Portfolios</b>	
Annual Conference	Page 26
CPD/eCPD & Social Media	Page 28
Ethics	Page 29
Emerging Psychologists	Page 30
Marketing and Communication	Page 32
<b>Regional Branches</b>	Page 34
Eastern Cape	Page 36
Johannesburg	Page 38
KwaZulu Natal	Page 40
North West	Page 42
Pretoria	Page 44
Western Cape	Page 48

<b>Interest Groups</b>	Page 50
Interest Group for Coaching & Consulting Psychology (IGCCP)	Page 51
Interest Group for Cross Cultural Psychology (IACCP)	Page 53
Interest Group for Systems Psychodynamics Organisations (IGSPO)	Page 55
People Assessment in Industry (PAI)	Page 57
<b>Society Administration</b>	Page 58
<b>Membership &amp; Ratification</b>	Page 59
<b>Constitutional Matters</b>	Page 61
<b>Finance &amp; Treasury Reports</b>	Page 62
Treasurer’s Report 2015	Page 62
Interim Financial Position: June 2015	Page 65
Budget & 2015/16 Outlook	Page 66
<b>Closing Remarks</b>	Page 69

# Highlights

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- As at the end of June 2015, SIOPSA's paid-up membership numbers had grown year-on-year by 6% overall, including an 18% growth in student membership.
- The Society continues to expand its footprint both geographically, with the launch of a new regional branch servicing members in the Vaal Triangle, as well as thematically, with the launch of the Interest Group for Psychometry Professionals taking following the conference this year, and two additional interest groups planned to launch later in the year.
- The creation of the Chief Operating Officer role to support SIOPSA's pursuit of our strategic objectives and key imperatives, as mandated at the 2014 AGM. Since the 1<sup>st</sup> of February 2015, Nadene Venter has fulfilled that role most ably.
- In response to the Minister of Health's call for nominations to serve on the next term of the Professional Board for Psychology, SIOPSA submitted motivations for three of our honorary members – Dr. Andrew Johnson, Dr. Aletta Odendaal and Prof. Dirk Geldenhuys – to stand. At the time of writing, the appointment process is still to be finalised but all three of SIOPSA's nominations have passed through the initial screening phase.
- Discussions between SIOP and SIOPSA on refreshing a previous agreement acknowledging the intent to work together in support of developing IO Psychology in the global community, with the intention of building it out into a more tangible Memorandum of Understanding (MoU) offering value to both SIOP and SIOPSA members.
- The MoU signed with the ACSG at the ACSG Annual Conference in March 2015 brings members of both organisations mutual benefits.
- The Emerging Psychologist event hosted by the Pretoria Regional Branch held on 7 March was particularly well received and attended by both Honours and Masters students from the major universities in the region. The event was video-recorded and prepared for national distribution.
- Another highlight for our initiatives in the Emerging Psychologists' space in KZN was the attraction of students to the regional events and the interaction with students on a personal level through creating awareness to the IOP field amongst the IOP Masters students at the SIOPSA/UKZN 2014 Student Event.
- As part of the annual SIOPSA drive to be socially responsive, this year's CSR project is 'Bring a Can to Conference'; a food collections initiative where the number of cans collected by the Society will be matched by Woolworths and donated to a needy old age home in the region.
- The IGCCP interest group developed and facilitated a CPD-accredited *Foundational Coaching Skills Workshops*: competency-building workshops that bridge and align the pertinent theory, knowledge and thinking essential for psychology practitioners in coaching.

- The IGCCP also represented SIOPSA in the International Consulting and Coaching Psychology spheres, by attending, participating and representing SIOPSA and the IGCCP at the back-to-back Coaching and Consulting Psychology Conferences in San Diego, USA, in early February 2015.
- Through the IGCCP's relationship with Prof. Stephen Palmer, and our MoU with the International Society for Coaching Psychology (ISCP), the IGCCP has arranged that all SIOPSA members who wish to become Affiliate Members of the ISCP, may do so at no charge.
- The IACCP interest group facilitated a presentation by internationally renowned speaker Prof Fons Van de Vijver at the SIOPSA Pretoria Branch on the 10th November 2014, entitled "Bias-Free Psychological Assessment: from Holy Grail to Practical Solutions".
- The Second Annual Systems Psychodynamic Workshop was held at the Saint George Hotel & Conference Centre, from the 18th to 20th March 2015. 31 participants attended the intensive 3-day experiential Group Relations event and participants reported favourably on their learning about consultancy, coaching awareness, and competence from the experience.
- The results and recommendations following a comprehensive Constitutional Review necessitated by the approval of the SIOPSA 2020 strategy, to ensure that the constitution remains aligned and supports the new vision and mission of the Society, will be presented at this year's AGM for member approval.
- SIOPSA's financial well-being remains intact, and under André Lombard's skilled and dedicated guidance the Society was able to sustain and increase a strong Treasury platform and administrative footing as the year progressed.
- The Society's efforts remain supported by committed, enthusiastic and service-oriented administrative staff.
- Members of the Executive and Managing Committee continue to give unselfishly of their time and energy to the Society, driving forward our various initiatives.

## Reporting Period

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This report highlights the activities and key issues addressed by the Society for Industrial and Organisational Psychology from 1<sup>st</sup> August 2014 until 31<sup>st</sup> July 2015. Regarding the Society financial reporting (audited) in this Report, the period spans the previous financial year from 1 August 2013 – 31 July 2014.

**Date of issue: 27 July 2015**



**SIOPSA President 2015 Kim Dowdeswell**

# Message from the President

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When I stepped up into the President's role in July last year, I fully expected to find leading the Society to be both a challenging and rewarding experience. I had no idea just how true that expectation would prove to be, but I have been supported in every challenge by an exceptional Executive Committee and SIOPSA's Advisory Board. In the end, the past year has not only been an amazing learning experience, but also a greatly fulfilling journey beyond anything I could have imagined.

With the imminent arrival of my first child, I have recently had some cause to reflect on my own choices and beliefs in life – both professionally and personally – and in doing so have found the reasons why I became an IO Psychologist to be intrinsically related to my involvement with the Society over the years.

I believe in empowering people to realise their dreams. All people in this world have great potential; the challenge lies in each individual finding where their passion and potential lies and pursuing it. My dream is to see our country become great – rising above the legacy of our past and crafting a better life for all – and just thinking of the potential impact that the Society can have on achieving this, through our SIOPSA 2020 vision and the actions of each of our members, is exhilarating.

With this in mind it has been my honour to have led the Society as it has taken key strides forward – with the appointment of the COO and the operationalisation of the Strategic Plan – towards the SIOPSA 2020 dreams. Our co-ordinated efforts to promote Industrial and Organisational Psychology (IOP) as a profession and SIOPSA as the leading professional society for the application of psychology in the workplace can only have benefits for our members, industry, and ultimately the country as a whole.

As a Society we still have some big challenges ahead of us, one of which is the need for transformation. In a country as diverse as South Africa, our profession as a whole and society in particular remains challenged with achieving transformation. Our Past President André Westraat has subsequently taken up the initiative, consolidating various conversations regarding transforming the profession of IO Psychology and SIOPSA as a professional organisation. Further efforts are ongoing, including aligning initiatives between the Society and Universities, but I would also challenge each and every member to consider what their own contribution could be.

The pages that follow in this annual report are a reflection of the past year's activities, filled with achievements and challenges, but overall I believe SIOPSA has continued to grow both in membership numbers and in positioning ourselves for success now and in the future. I wish our incoming President Llewellyn van Zyl all of the best as he takes up the leadership of the Society. I know that as he builds on the work of those who have gone before, we will see this

Society and the profession it represents continue to grow and make meaningful contributions to our members, our communities, and South Africa as a whole.

Kind regards



**Kim Dowdeswell**

*SIOPSA President, 2014/2015*

## SIOPSA EXECUTIVE

<b>The SIOPSA Executive Committee 2014/2015</b>		
<b>President</b>	Kim Dowdeswell	(elected)
<b>Past President</b>	André Westraat	(elected)
<b>President-Elect</b>	Llewellyn van Zyl	(elected)
<b>Secretary</b>	Manoko Matlala	(elected)
<b>Treasurer</b>	André Lombard	(elected)
<b>Conference Co-ordination</b>	Shirleen Titus	(elected)
<b>CPD/eCPD &amp; Social Media</b>	Ederick Stander	(elected)
<b>Emerging Psychologists</b>	Alison Felix	(elected)
<b>Ethics</b>	Lourens van Schalkwyk	(elected)
<b>Marketing &amp; Communication</b>	Hema Parbhoo	(elected)

<b>Interest Groups (ex officio)</b>		
<b>Interest Group in Coaching &amp; Consulting Psychology (IGCCP)</b>	Steven Breger	(elected and ex officio)
<b>People Assessment in Industry (PAI) Interest Group</b>	Vacant	(elected and ex officio)
<b>Interest Group in System Psychodynamics Organisations (IGSPO)</b>	Frans Cilliers	(elected and ex officio)
<b>Interest Group for Cross Cultural Psychology (IGCCP)</b>	Deon Meiring	(elected and ex officio)

<b>Regional Branches (ex officio)</b>		
<b>Eastern Cape Branch Chair</b>	Frik Nortje	(ex officio)
<b>JHB Branch Chair</b>	Talitha Muller	(ex officio)
<b>KZN Branch Chair</b>	Carin Bergh	(ex officio)
<b>North West Branch Chair</b>	Lene Jorgensen	(ex officio)
<b>PTA Branch Chair</b>	William van Aarde	(ex officio)
<b>Western Cape Branch Chair</b>	Adrian Parsadh	(ex officio)

## President-Elect 2014/2015

Two nominations for President-Elect were received for the 2014/2015 term, namely Alison Felix and Llewellyn van Zyl.

<b>Nominee</b>	<b>Nominated</b>	<b>Seconded</b>
Alison Felix	André Westraat	Nadene Venter
Llewellyn van Zyl	Sebastiaan Rothmann	Diederik Geldenhuys

Congratulations to Llewellyn van Zyl on his election as President Elect.

The President Elect for 2015/2016 will be elected during the Society's AGM on 28th July 2015.

## Meetings

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

<b>Meeting dates of the Executive Committee</b>
27 August 2014
6 November 2014
6 February 2015
20 May 2015
26 July 2015

## SIOPSA MANCO and EXCO



From left to right:

- Back row: Ederick Stander, William van Aarde, Frik Nortje, Juliette Powell
- Middle row: Steven Breger, Lene Jorgenson, Deon Meiring, Carin Bergh, Talitha Muller, Hema Parbhoo, Alison Felix, Rosalie Williams
- Second row: Shirleen Titus, Nadene Venter
- Front row: Llewellyn van Zyl, André Westraat, Kim Dowdeswell, Manoko Matlala
- Insert: André Lombard



**SIOPSA  
 MANCO**



# SIOPSA 2020 Strategy

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SIOPSA 2020 is embodied by the four “dreams” providing a roadmap for the future of SIOPSA, namely:

1. To establish the benefits of IO psychology as a profession and SIOPSA as the leading professional society on “people matters” in the workplace.
2. To create a professional society with which all current and future IO Psychologists in our country want to be associated.
3. To establish SIOPSA as a regulatory body for IO Psychology in South Africa.
4. To run SIOPSA as an effective business with services to its members and other stakeholders.

During the 2013/2014 term it became clear that, although inspirational and providing broad direction, the four “dreams” led to a lack of focus. There was a need for a clear, coherent and compelling vision to create goal-directed behaviour towards achieving the initiatives. Also, the dreams were not sufficiently externally focussed and did not compel action as forcefully as strategic objectives and imperatives might have done. As such, under Andre Westraat’s capable leadership the EXCO set about creating a strategic plan consisting of a related vision and mission statement, and various key directives, re-interpreted from the original four Dreams”, that would give rise to specific actions to achieve SIOPSA 2020.

Themes and timeframes were linked to the strategic plan:

2014-2015 “Gearing for growth”

2015-2017 “Growth through innovation and excellence”

2017-2020 “SIOPSA - the leading and self-regulatory body for IOP in SA”

## “Gearing for Growth”

The ‘theme’ for the 2014/2015 term – *Gearing for Growth* – centres around three key imperatives, namely

- Running SIOPSA as an effective business,
- Becoming an invaluable service for practitioners, and
- Establishing positive, mutually beneficial relationships with regulatory bodies.

A major step forward in pursuing these key imperatives is the creation of SIOPSA's Chief Operating Officer role. At the 2014 AGM the members gave EXCO mandate to proceed with appointing a Chief Operating Officer for the Society, to support our strategic imperatives. The purpose of the role was defined as to operationalise and deliver on the key imperatives of the strategic plan in order to promote Industrial and Organisational Psychology (IOP) as a profession and SIOPSA as the leading professional society for the application of psychology in the workplace.

While it took longer than the three-month time frame originally discussed in the AGM, as we wanted to ensure our decisions were in the best interests of the Society, earlier this year we were pleased to announce that the search for our new COO was over and we have appointed Nadene Venter in the role, commencing from the 1st of February.

In her role as COO, Nadene Venter has assisted and supported the EXCO in determining how to achieve SIOPSA's strategic objectives. Detailed efforts have gone into action planning, and following a MANCO workshop on how to achieve these objectives, an operations plan has been put in place with attainable actions for each of the areas, which is outlined in the next section.

A number of internally-focused actions in support of our strategic objectives have already been taken, such as the appointment of the COO, the formalisation of SIOPSA's operational plan, and efforts in the office to improve our service to members. There have been externally-focused actions too, such as SIOPSA submitting nominations for three of our honorary members to stand for the next term of the Professional Board for Psychology, and engaging with the media to raise the profile of IO Psychology as a profession and SIOPSA as the profession's society.

Another key aspect of SIOPSA 2020 is the inclusiveness of our third dream, "To create a professional society with which all current and future IO Psychologists in our country want to be associated". In a country as diverse as South Africa, our profession as a whole and society in particular remains challenged with achieving transformation. The issue was raised again at the 2014 AGM, and since then members of the MANCO have taken action, consulting with a number of SIOPSA's Advisory Committee as to how we could emerge a systematic plan to address transformation. At a breakfast session with the SIOPSA Advisory Committee attended by the MANCO, three key questions were discussed, namely 1) what do we mean by a transformed Society, 2) what will success look like in the short, medium and long term, and 3) how best to focus our efforts to achieve this success. Our Past President André Westraat has subsequently taken up the initiative, consolidating the conversations regarding transforming the profession of IO Psychology and SIOPSA as a professional organisation into a working document. Further efforts are ongoing, including serving as an agenda for discussion at the Head of Departments forum taking place at the upcoming conference, to ensure the Society's efforts are aligned with the Universities' on this point.

Finally, more of the 'behind the scenes' work that went into building out SIOPSA's operational plan has fed into actions intended for the 2015/2016 term, including a new proposed structure for the Society's EXCO. With all the various activities over the past year, it feels as though we are accelerating towards our 2020 vision.

# SIOPSA Operations Plan

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## The Journey

SIOPSA 2020 is a journey for SIOPSA to become more relevant and stay relevant in the future:

“During the past few years, there has been a growing need to identify and articulate a clear and relevant strategy for the organisation.”

*(SIOPSA 2020 Strategy - From aspiration to implementation)*

### ***The Dreams: Where do we want to be?***

First there were the dreams...

*(SIOPSA strategy)* “By means of a participative appreciative inquiry process a number of dreams were identified to act as an inspirational compass for SIOPSA, and these dreams were further refined and focused into the following 4 pillars:

- **Dream 1:** To establish the benefits of IO Psychology as a profession and SIOPSA as the leading professional society on “people matters” in the workplace
- **Dream 2:** To create a professional society with which all current and future IO psychologists in our country want to be associated
- **Dream 3:** To establish SIOPSA as the statutory body for IO Psychology in South Africa
- **Dream 4:** To run SIOPSA as an effective business, with services to its members and other stakeholders

### ***The Strategy: What do we need to change to get there?***

The strategy crystallised the dreams into high level objectives that we have to achieve to realise our vision and to deliver business results to our stakeholders.

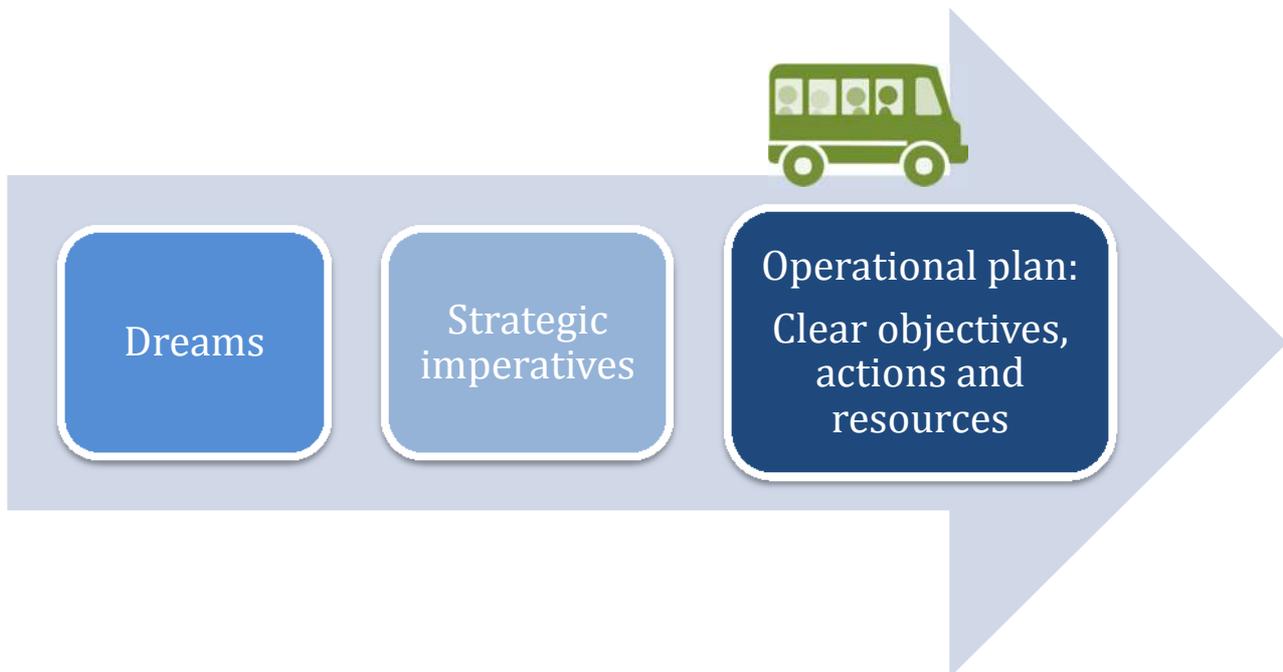
The strategy (published in the annual report and still in the SIOPSA website) set nine “non-negotiable, high level objectives that we have to achieve ...”

Now, the question is “How?”

### ***The (Operational) Plan: How will we get there?***

The Operational Plan is the action plan and roadmap that will outline SIOPSA's path to SIOPSA 2020. Its purpose is to guide the implementation of the strategy.

*The journey from dream to reality .....*



### **So what's the plan?**

*The question:*

**How** are we going to get to SIOPSA 2020?

*The answer:*

By making SIOPSA a **one-stop service** provider.

This will be achieved by setting, adopting, resourcing, delivering and monitoring seven operational objectives – focus areas to make our “to do” and “to get” lists for the journey.

## Operational Objectives



Objective	Outputs (deliverables)	Major milestones (actions)
Run SIOPSA as a business	<b>Socialise the strategy</b>	This includes socialising and communicating the strategy (including the vision and mission) and finalising implementation plans; developing a score card with indicators for tracking progress; and implementing a clear governance process with reporting to EXCO and members.
	<b>Structure</b>	Rule of business: "structure follows strategy". Re-evaluate and align the structure to best meet the objectives of the strategy and plans. E.g. portfolios of EXCO and committee based structure
	<b>Financial management</b>	Sound financial management = a healthy business. A three-year financial planning cycle with annual budgets, and an income diversification and growth strategy. Move finance function in-house and formalise all supplier agreements to create a one-stop service with better customer service levels.

Objective	Outputs (deliverables)	Major milestones (actions)
<p><b>Run SIOPSA as a business</b>  <i>(cont.)</i></p>	<p><b>Monitor and evaluate</b>  <b>(M&amp;E)</b></p>	<p>Adopt a balanced score-card for SIOPSA and annual customer surveys to check if we are doing what we said we would. Ensure that we are working towards a customer-centric model. Create a customer experience monitor.</p>
<p><b>Foster a growing, diverse and engaged membership</b></p>	<p><b>Membership growth</b></p>	<p>Correctly identify and segment target market.            Develop and implement a growth plan to grow membership base (new members). Build the SIOPSA database and access HPCSA and alumni databases.            Convert IO Psychologists registered with the HPCSA: convert emerging psychologists to full members and convert guests to members.            Establish a SIOPSA Academy to develop members and users (business, unions) in IO Psychology and to host conferences/workshops /training courses. (Phase one will consist of a feasibility study.)            Increase (amongst others) the number of regions and interest groups.            Host international conferences.            Examine the feasibility of expansion to SADEC.</p>
	<p><b>Transformation &amp; improved diversity</b></p>	<p>Transformation sub-committee as additional MANCO portfolio.            Develop an action plan with the aim to increase the number of black (as defined in the EE Act) IO Psychology members            Support academia to increase Black IOP graduates.            Offer bursaries for previously disadvantaged master's students.            Explore internships and mentorship programme.</p>
	<p><b>Develop Products &amp; Services</b></p>	<p>Conduct market research and focus groups to determine what constitutes value for the different members (and discuss at conference).            Investigate the feasibility of establishing a Scientific Advisory Board that serves as a thought partner to SIOPSA on product/service initiatives and developments.            Develop value proposition for suitable products.            Market products and services as per marketing plan.            Investigate possibility of research chairs.</p>
	<p><b>Increased access to IOP profession</b></p>	<p>Engage with Career Centres at Universities and establish a presence.            Work with universities to market IOP and SIOPSA.            Participate in career centres and days.</p>

Objective	Outputs (deliverables)	Major milestones (actions)
<b>Foster a growing, diverse and engaged membership (cont.)</b>	<b>SIOPSA a CPD accreditor</b>	Awaiting approval from HPCSA. Project team to implement and communicate. CPD audit process.
	<b>Secure current membership</b>	Develop and sell value propositions (products and services) per segment. Liaise with regional chairs and workshop collaboratively on how we can nurture existing members and grow. Create a one-stop service for members including CPD accreditation, assistance with and access to HPCSA documentation and other web-based tools.
<b>Marketing and communication</b>	<b>PR &amp; Communication (incl. media relations)</b>	Develop a communication strategy. Identify target audiences and messages, channel and tools. Conduct research survey. Identify and issue relevant media releases. Develop internal communication and media policy. Drive brand recognition so that SIOPSA is established as the leading society for the IO Profession. Increase SIOPSA's presence through targeted public relations.
	<b>Marketing &amp; brand awareness</b>	Develop marketing plan with appropriate messages and target audiences. Develop marketing collateral and brand guidelines. Build brand awareness. Update and keep the SIOPSA website and social media pages relevant and fresh. Make content available on SIOPSA website that is useful and adds value to IOPs
	<b>Digital and social media (incl. SIOPSA website)</b>	Develop social media strategy and use social media platforms more effectively. Record key events and post online. Create visibility and a communication platform for interest groups on SIOPSA website. Create an IOP online forum and conduct webinars.
	<b>Member communication</b>	Increase and improve communication to, from and between members. Online networking forum (phpBB3): create web space for professional and regulatory body details/purpose/contact etc.
<b>Set the standards for IOP</b>	<b>Scope of practice and competency framework</b>	Formulate and implement detailed scope of practice and competency framework and include the oath, salary survey/competency framework including Ethics work. Unpacking the broader core competency framework in terms of practices and implications. Facilitate alignment between scope of practice and competency framework. Compare international standards and frameworks. Compile green and white papers.

Objective	Outputs (deliverables)	Major milestones (actions)
<b>Set the standards for IOP (cont.)</b>	<b>Alignment with academic curriculum</b>	Conduct an annual workshop with Heads of Departments on key strategic issues.
	<b>Updating and publishing best practice guidelines and White Papers</b>	Task interest groups to compile best practice guides. Set up technical advisory committee. Conduct research and publish annually.
<b>Ensure relationships with regulatory bodies</b>	<b>Relationship management</b>	<p>Establish mutually beneficial relationships with regulatory bodies and strategic Government Departments. Set lobbying agenda.</p> <p>Create web space for professional and regulatory body details/purpose/contact etc. Invite them to speak at SIOPSA events.</p> <p>Establish document repository for HPCSA documents on SIOPSA website; render assistance to IOPs and emerging psychologists with HPCSA matters</p>
<b>Connecting SIOPSA with community (CSR)</b>	<b>Set up a SIOPSA Foundation</b>	<p>Research foundations established by similar bodies regarding structure and operation.</p> <p>Identify and implement CSR projects under the Foundation's umbrella.</p>
	<b>Education to broader NGO/NPO community</b>	<p>Create a database of NGO's.</p> <p>Reach out to the database via the Foundation.</p>
<b>Become a trusted advisor and ambassador for IOP</b>	<b>Establish SIOPSA as leaders on people matters in the workplace</b>	<p>Identify and pursue valuable PR initiatives.</p> <p>Liaise with business and general society through the technical committee and /or interest groups.</p> <p>Network with and lobby key stakeholders.</p> <p>Increased media exposure.</p>
	<b>Create sustainable partnerships with industries and business communities through SABPP, PsySSA and MOUs</b>	<p>Revitalise relationships with existing MoU partners.</p> <p>Use current relationships to increase value to members.</p> <p>Identify related organisations with which SIOPSA can form mutually beneficial relationships.</p> <p>Identify related organisations and negotiate with them regarding absorption into SIOPSA as affiliates or interest groups.</p>
	<b>Stakeholder engagement and buy-in</b>	Identify relevant stakeholders. Create buy-in from all stakeholders (lobby).

## Who will enact the plan?

As the saying in business goes: structure follows strategy. The idea is to have a resource pool to enact the various aspects of the plan: a team of elected officials, committee members, volunteers, partner organisations, all supported by the SIOPSA office staff and Chief Operations Officer (COO).

### *The role of EXCO*

The Executive Committee (EXCO) is legally responsible for monitoring the financial and other governance issues of the Society. To support the delivery of the operational plan, an EXCO portfolio will be set up for each operational objective.

Thus each EXCO portfolio will take responsibility for, drive and monitor this delivery area at the highest level.

### *The role of the COO*

The COO fulfils the role of the project manager. It is the role of the COO to monitor the progress and initiate projects, tasks and evaluations where needed in conjunction with EXCO. This person will report and drive communication on progress and needs, monitor budgets and targets and ensure accurate, transparent reporting and management.

### *My role as member*

The resource pool needs you. Each member has a collection of skills and talents that can be used. And each member has limited time to “donate” to the Society and the delivery of its goals. So we are hoping that each member will make some of their time available for an area in which they are gifted or connected.

A committee will be formed for each EXCO portfolio / operational objective. Members can thus make themselves available for election to EXCO or volunteer to join one of the committees that appeals to their interests and personal strengths.

In this way, the resource pool will be larger and the load will be shared, lightening it for everyone.

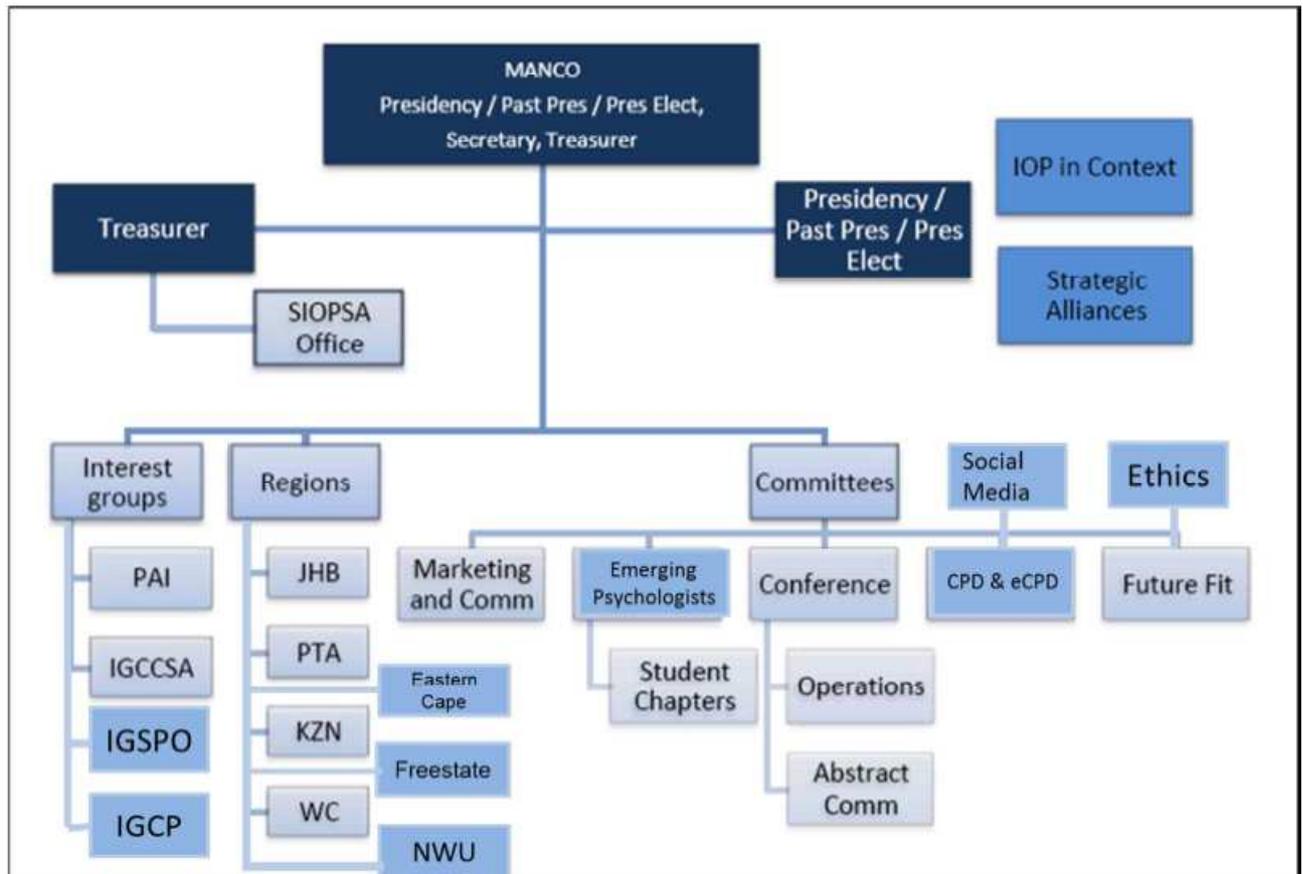
## Finally: What is the plan NOT?

- It is not the plan of the COO
- It is not the plan of the President or MANCO
- It is not a plan for any single year
- It is not inflexible

*Prepared by Nadene Venter, Chief Operations Officer*

# SIOPSA Structure

During the 2014/2015 term the committee-based structure previously introduced was maintained. All members are continually invited to consider serving the Society by participating on a committee. Any SIOPSA member can serve on a committee, although certain committees may have additional criteria for membership and these will be formulated by the committees themselves over time.



## Looking forward: 2015/2016

For the next 18 to 24 months, the operational plan will serve as a guiding force towards the 2020 SIOPSA Dreams. It outlines specific, measurable deliverables for the Society in a manner that is not only aspirational but achievable. In order to best position the Society to achieve these objectives, a fundamental change in the way in which the EXCO is structured.

The new proposed portfolios for the EXCO aligns to the operational objectives, to allow for a refocus on strategic matters, to create greater capacity that will lead to improved progress on operational matters, and to foster longevity and continuity in focus through increased participation.

Operational Objectives	Proposed Portfolio
SIOPSA as a business	MANCO: Treasurer
<b>Diverse and representative</b> membership growth	MANCO: Transformation
Diverse and representative <b>membership growth</b>	Member Growth & Member Services
Marketing and communication	Marketing and Communications
Setting standards for training/scope of practice/framework for IOP	Professional Practice
Relationship with regulatory bodies	External Affairs
Connecting SIOPSA with Community (CSR)	SIOPSA Foundation
Trusted advisor to Business / community on people matters/ Acting as ambassador for the profession of IO Psychology	External Affairs
	Annual Conference SIOPSA Academy

The composition of the MANCO will remain as currently (i.e. President, Past President, President Elect, Treasury and Secretary) with the inclusion of the Transformation portfolio, given the critical importance of SIOPSA's transformation initiative.

The composition of the EXCO will be structured as follows:

Portfolios	Regional Branches	Interest Groups
Membership Services	Eastern Cape	Coaching & Consulting Psychology (IGCCP)
Membership Growth	Johannesburg	Cross-Cultural Psychology (IACCP)
Marketing & Communications	KZN	Systems Psychodynamics of Organisations (IGSPO)
Professional Practice	North West	People Assessment in Industry (PAI)
External Affairs	Pretoria	Psychometry Professionals (IGPP)
SIOPSA Foundation	Vaal Triangle	
SIOPSA Academy	Western Cape	
Conference		

# National & International Cooperation

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It is imperative to advance SIOPSA's vision, mission and strategic objectives in line with our constitution to ensure financial independence and sustainable growth of SIOPSA as a professional society.

To this end we continuously identify and attract NGO's and related organisations with which SIOPSA can forge symbiotic relationships of mutual benefit. This year, such initiatives have been driven on both a national and international level.

## National Cooperation

The Assessment Centre Study Group (ACSG) is one such organisation which shares a common purpose and hold similar values to SIOPSA while operating in different yet complementary context, allowing both to learn from one another. Jointly we have a stronger potential influence over the promotion of common interests, and we believe that, together, the societies can offer their members an enriched experience.

Building on this common purpose, a Memorandum of Understanding (MoU) with the ACSG was signed at the ACSG Annual Conference in March 2015 by David Bischoff (Past Chairman of ACSG), Kim Dowdeswell (President of SIOPSA) and Nadene Venter (Chief Operating Officer) of SIOPSA. For members of either organisation, the benefit of such an MoU could include, but is not limited to:

- The discussion and sharing of respective organisational and structural best practices to assist with the continued and prosperous growth of both the ACSG and SIOPSA;
- The sharing of information in printed and electronic media;
- Exchanges and assistance with academic research;
- Mutual recognition of conferences and workshops for professional development;
- Member discounts for the attendance of conferences; and

Discounted access to materials published by SIOPSA and ACSG. A benefit of this MoU already realised for SIOPSA members is the dissemination of the Best Practice Guidelines for the Use of the Assessment Centre Method in South Africa (5th Edition), as compiled by the ACSG Taskforce. The purpose of this document is to establish professional guidelines and communicate ethical considerations for users of Assessment Centres (ACs) in South Africa. The revised 5th edition Guidelines represent an update of the 2007 4th edition Guidelines and take the latest international developments, AC design, implementation and evaluation of ACs in the workplace in South Africa into consideration.

## International Cooperation

While attending the 30<sup>th</sup> Annual Conference of the Society for Industrial and Organizational Psychology (SIOP) in Philadelphia, Pennsylvania this year, SIOPSA President Kim Dowdeswell had the opportunity to meet with SIOP President Prof. Jose M. Cortina and SIOP President Elect Dr. James L. Outtz.

The discussion centred on refreshing a previous agreement between SIOP, SIOPSA and EAWOP, which primarily acknowledged the intent to work together in support of developing IO Psychology in the global community, and building it out into a more tangible MoU offering value to both SIOP and SIOPSA members.

To this end, we are honoured to be joined by Dr. Outtz at the SIOPSA annual conference this year, to progress conversations and expand on the details of a potential agreement. While discussions are still under way and subject to the SIOP Board's approval, potential outcomes of the agreement could include capacity building and outreach in emerging markets, reciprocal thought partnership on matters relevant to our respective societies, especially sharing of learnings, and the creation of joint task teams for projects of common interest.

The President would like to thank Nadene Venter, in her role as SIOPSA COO, for her support and guidance in driving these conversations.

*Prepared by Kim Dowdeswell*

# Annual Conference

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## The 2014 Conference

One of the major annual events which brought together new awareness, ideas and interesting people, is the Annual SIOPSA Conference, which was held from the 21<sup>st</sup> to 23<sup>rd</sup> July 2014 at the CSIR in Pretoria. In support of the growth of our members, and the profession in general, the Annual SIOPSA Conference's theme, **Partnering for Performance** featured three specific themes, i.e. **Entrepreneurship**, **Growth** and **Leadership**.

The 3-day Conference flow was structured through keynote addresses, facilitated panel discussions, workshops, master tutorials, individual presentations, posters and roundtable discussions which were led by relevant professionals. Professor Andrew Thatcher and the elected Abstract Review Committee carefully reviewed over 100 submissions from academics and practitioners. This Scientific Review Board was stringently selected on the basis of subject matter experts who have both local and international credibility and are skilled in the applied scientific integrity of the field of Industrial and Organisational Psychology.

Our invited keynote speakers shared their expertise in topics related to South African and Global Best Practices for Individual, Team and Organizational Growth. Some specific focus areas included Official updates, Future Fit trends, Emerging Psychologists, PAI and introducing a Code of Good Conduct in Coaching Psychology. An Oath Ceremony invited IOP's to commit to the Ethical Standards and Practices of the profession. In weaving together the three themes, the conference closed-out through a **Partnering Café** and the application of an *open space technique* where all stakeholders shared and listened to insights made at the conference.

SIOPSA continues to consider social responsibility as a key strategic imperative thus demonstrating their commitment to socio-economic growth in the wider South Africa. We embarked on a **CSI project** which is focused on *Empowering the Social Entrepreneur*. This project was launched at the conference and more than 1000 hours of time were sponsored by all practitioners who hoped to reciprocate goodwill towards social enrichment.

All conference delegates registered with the HPCSA received up to 24 CPD points for the full three days of participation and attendance. We thoroughly enjoyed welcoming everyone at SIOPSA's 16th Annual Conference where we believe the experience for everyone involved fully expressed the Scientific-Practitioner model intended.

## The 2015 Conference

The Conference 2015 title **"Breaking through Tradition: IO Psychology for the 21st Century"** emerged from observations and trends in member feedback requesting our next conference to address current burning topics of IO Psychology. Thank you to our members'

feedback which provides a stimulus for the society in its quest towards building a flourishing profession. We are reinforcing the Science of Psychology and its rightful place in IO Psychology. As Applied Scientists we continue to build on a pure discipline which continues to lay the foundation for a strong Scientist-Practitioner model. We hope to strengthen participation in a multi-discipline approach as we journey through the 21st Century.

This year's 3-day conference flow is again structured around keynote addresses, facilitated panel discussions, workshops, master tutorials, individual presentations, posters and roundtable discussions. Fred Guest, a past president and member of the SIOPSA Advisory Board, together with his Abstract Review Committee reviewed almost 100 submissions received from academics and practitioners alike, resulting in the conference programme brought to you this year.

Highlights at the 2015 Conference include our keynote speakers Chantell Ilbury (strategist and best-selling business author), Prof. Ian Rothmann (Director of the Optentia Research Focus Area at North-West University), and Justice Malala (political commentator, analyst and newspaper columnist), our invited speaker Dr. James L. Outtz (SIOP President Elect), and the IO Psychologist's Oath Ceremony, whereby new and established IO Psychologists are invited to commit to the Ethical Standards and Practices of the profession.

As part of the annual SIOPSA conference's drive to be socially responsive, this year's CSR project is looking at asking every delegate that attends the conference to 'Bring a Can to Conference'. The total food can proceeds will be donated to a needy old age home in the nearby region. Through the efforts of our Marketing & Communications Co-ordinator Hema Parbhoo, our team has obtained Woolworths' agreement to **partner with us by matching and donating the same amount of cans** we are able to collect through this initiative!

*Prepared by Shirleen Titus, on behalf of the Conference Committee*

## CPD/eCPD & Social Media

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Building on the work carried out in the previous year, a key focus for the CPD/eCPD portfolio this year was proceeding with registering SIOPSA as a CPD Accreditor with the HPCSA, meaning that in the future members, non-members and entities would be able to apply to SIOPSA for the CPD accreditation of their activities (e.g. seminars, workshops, journal clubs etc). While the application for accreditor status has been made, we still await feedback despite numerous follow-ups.

On the eCPD front, the contract with AOSIS was reviewed and suggestions made to offer a dedicated CPD platform to both psychometrists and IO psychologists and to develop a more robust ethics value offering. The challenge in this regard is that opportunity for ethics-related eCPD activities is mostly determined by how many publications appear in the SAJIP on ethics specifically; which is limited at the moment. A suggestion on the table is a discussion between SIOPSA and SAJIP to explore ways of promoting more published work on ethics.

On the Social Media side of things, all branches were asked to nominate one designate to the Social Media portfolio who could directly communicate branch events/ initiatives on the various platforms. This was done successfully. It was also recommended that Social Media be allocated a portfolio of its on EXCO, called "Digital Communications", given the scope and importance of building our presence and communicating with our members via digital methods. In the proposed structure the refreshed Marketing & Communication portfolio will take over responsibility for Social Media as well.

*Prepared by Ederick Stander*

# Ethics

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Professional ethics encompasses the personal and corporate standards of behaviour expected of professionals. Ethical behaviours not only protect the professional but that of the profession as a whole.

SIOPSA's Ethics Helpline continues to provide our members with an avenue to explore ethics-related questions. This year, a number of queries have been addressed, frequently related to the matter of ethics information required in preparation for the HPCSA's board exam. Furthermore, conversations are ongoing with Leon van Vuuren from Ethics SA to explore ways in which SIOPSA and Ethics SA may work together to the benefit of both organisations.

An initiative we are particularly proud to be associated with is the Professional Board for Psychology's revision of the code of ethics for psychology, to ensure it is still relevant and responsive to contemporary ethical challenges faced by practitioners in all spheres of psychology. The Board had previously tasked its Committee of Preliminary Inquiry to act as coordinating function of the Board in facilitating a code revision initiative. Earlier this year, the Board approached both SIOPSA and PsySSA to assist in the review, and the great work already done by SIOPSA in this area was acknowledged.

One of the first steps in this process is the engagement session facilitated by the Board for Psychology taking place on the 27<sup>th</sup> July 2015 at our annual conference. Interested members are encouraged to attend the session and get involved in the review and revision process.

***Prepared by Lourens van Schalkwyk***

# Emerging Psychologists

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The focus of the Emerging Psychologists Committee is to provide information and support for up and coming IO Psychology students and interns to help them develop and grow in the profession.

## Activities during the 2014/2015 term:

- A group of regional representatives were convened to identify challenges of IO Psychology students in their region as well as facilitate the provision of information and support to their respective regional IO Psychology students and interns.
- Two of the regions, Kwazulu-Natal and Pretoria, hosted events for emerging psychologists in October 2014 and March 2015 respectively. This followed on from the Western Cape region's emerging psychologists' event held in April 2014.
- The committee fields queries from emerging psychologists and students on an ongoing basis, particularly with regards to:
  - Providing career guidance and information about IO Psychology as a profession, what the academic requirements are, and which institutions offer relevant programmes.
  - Guidance with regards to the requirements for internship programmes / practicum and registration with the HPCSA for IO Psychologists and Psychometrists
  - Internship supervision
- Assisting prospective IO Psychology interns finding external intern supervisors

## Planned focus and activities for 2015/2016:

- Liaising with the Psychology Students Association (UNISA) regarding collaboration opportunities
- Marketing SIOPSA as a professional society amongst current IOP students and interns
- Conducting a survey with current IO Psychology students and interns to better understand their needs and challenges
- Additional regional Emerging Psychologist events

- Updating the SIOPSA website with additional, relevant information for IO Psychologists

*Prepared by Alison Lodewyk-Felix*

# Marketing & Communication

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The initial entry into SIOPSA in 2013 was to focus on one of the strategic pillars which was to run SIOPSA as an effective business; however, due to existing internal portfolio conflict the role was realigned to provide support to the conference portfolio in terms of communications and more formally to lead and run the 2014 CSR project from inception to completion. The portfolio was later expanded to include marketing and communications. Concerns were raised regarding the role, scope and magnitude of the portfolio further exacerbated by limited resources and practical time constraints; the intention to identify and assign support to the portfolio unfortunately did not materialise due to various practical reasons, but over time the SIOPSA Office informally undertook that role.

## Corporate Social Responsibility (CSR)

At the 2014 Annual Conference SIOPSA embarked on a CSI project focused on *Empowering the Social Entrepreneur*, whereby more than 1,000 hours of time were sponsored by practitioners who hoped to reciprocate goodwill towards social enrichment. Post the 2014 conference there was a clear project plan in place to ensure the following:

- A series of follow up emails were sent to delegates to ensure that they sign up and register on the link.
- Delegates all received telephone calls and were provided with telephonic support in order to complete the registration process.
- There were ongoing follow up meetings and communications with our strategic partners to ensure that the database was updated.
- Internet security risks were promptly mitigated when they arose.
- The communication process was consistent until March 2015 and even though volunteers did successfully register, unfortunately due to technological and system issues outside of SIOPSA's control, the mentoring process did not ultimately take place as planned.
- The issues preventing the roll-out of the initiative as intended have subsequently been resolved, and the organisers are now reaching out to the volunteers to kick-start the process.

The CSR project for 2015 has once again been assigned to this portfolio:

- This year's initiative entitled "Bring a Can to Conference", collecting food cans for donation to a needy old age home.

- We are very excited to have secured the support of Woolworths in this initiative: for every can contributed by our members, Woolworths will match and also donate another can to support our initiative. They have challenged us to see what we can achieve as a community. Together we “CAN” make a difference!

## Conference Portfolio Support

- Consistent support was given to the Conference Portfolio from a communications and review perspective. This also entailed the process of conference reflection and evaluation.
- There were consistent meetings and feedback sessions with the Conference Portfolio.
- Assisted in compiling the 2015 conference schedule and focusing on the conference communications going forward in order to ensure sufficient delegate attendance.

*Prepared by Hema Parbhoo*

## Regional Branches

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SIOPSA owes a lot of its success to the ongoing efforts and commitment of the regional branches and interest groups, growing our membership from the ground up. The regional branches in particular are where we frequently have the greatest touchpoints with our members, where relationships are forged, and the greatest dialogue takes place.

Our six established regional branches – the Eastern Cape, Johannesburg, and KwaZulu Natal, the North West, Pretoria, and the Western Cape – continue to be a source of great activity for members, particularly with regards to networking opportunities and CPD events. The introduction of the “Branch of the Year” award in 2013 has spurred on healthy competition between the branches, with this year’s prize to be awarded at the Gala Dinner taking place the evening of the 28<sup>th</sup> July 2015.

With the contribution of our regional branches to membership growth in mind, we are pleased to announce that a need was identified to establish a SIOPSA presence and specifically a regional branch within the Vaal Triangle, under the drive of Ederick Stander. Research conducted by a large petrochemical company in the area indicated that the Vaal Triangle houses more Industrial Psychologists and Psychometrists per square meter than anywhere else in the country. At the end of his term in the CPD/eCPD & Social Media portfolio on EXCO in July 2015, Ederick Stander will be inaugurated as the Vaal Triangle Branch's first chair.

### *Inter-regional co-operation*

Each region has, over the reporting period, made a great effort to present dynamic and excellent speakers on relevant topics, as can be seen from the variety of events reported on. To further enhance this for members, the regions have continued to nationalise their approach by sharing expertise between the regions, particularly with regard to importing out-of-province guest speakers.

The inter-regional co-operation has been further assisted through a workshop run in May this year, co-facilitated by SIOPSA Treasurer André Lombard and SIOPSA COO Nadene Venter. The workshop centred around two primary objectives: knowledge and information sharing, alignment and collaboration, whilst the opportunity was also utilised to obtain critical feedback and suggestions for how each of the regions and interest groups could receive better support from SIOPSA nationally.

We are sure the Regional Chairs will continue working together to share regional event feedback regarding the most popular event speakers and topics, as well as success stories and learnings, with the ongoing support of the SIOPSA national office.

## ***Member feedback***

We continue to urge event attendees to provide us with valuable feedback, both positive and in the form of suggestions. If regional events are to continue to be successful, we need to receive members' feedback following CPD events, provide suggestions on topics they would like to see covered, or even volunteer topics in which they can share their expertise.

## ***Regional Branch Membership***

***Every regional branch has submitted a call for members to get involved in the committee or in assisting with CPD events.***

***We again reiterate the call to members to become more involved in SIOPSA.***

***Participation in your region is an excellent place to start.***

## Eastern Cape Branch

Name and surname	Position
Frik Nortje	Branch Chair
Dr Tracy Potgieter	Internships/Marketing
Dr Sharon Munyaka	Emerging Psychologists
Susan McGoldrick	Marketing, Social Media, CPD
Roelf van Niekerk	Emerging Psychologists

The Eastern Cape Regional Branch will exist as a collaborative group of IOP professionals that ignite a passion for our IOP profession across the Eastern Cape. Furthermore, this group will:

- Serve as a support to the IOP professionals in the region – a group for US!
- Provide information, growth and guidance to members
- Be seen as the guiding body for members of the business and public community who require IOP services
- Enlarge the footprint for SIOPSA in the Eastern Cape;
- Provide custodianship to IOP practice in the region.

### ***Activities during the 2014/2015 term***

The Eastern Cape Branch has faced a number of challenges this year as, while Port Elizabeth is a relatively small community, there are a few well-established forums where individuals can attend events to enhance their professional knowledge and skills. However, we are exploring potential partnership options with a number of these forums.

We are particularly proud of the NMMU Student / Industry function we hosted earlier this year on the 18<sup>th</sup> of March. The purpose of this event was to provide a forum for Masters and Honours students to interact with people in industry, and during this event the students were also introduced to SIOPSA. The timing of the event coincided with the “study block” of the Masters students. As a result 10 walk-in registration forms were completed and 7 email addresses were added to our mailing list.

### ***Objectives for 2015/2016***

SIOPSA's member base in the Eastern Cape is small and disparate, consisting of about 20 professionals registered with the HPCSA and about 35 post-graduate students.

In order to successfully support the National SIOPSA business objectives in the long-term, it was decided that the short-term priorities would be to build membership and strategic partnerships in the Eastern Cape region through:

- Building membership among psychologists/psychometrists and students in the Eastern Cape region by
  - Recruiting all psychologists and psychometrists on the database to sign up from 1 August 2015
  - Igniting interest through strong marketing and possibly mandatory membership for all post-graduate students at NMMU. Develop a value proposition that meets the needs of students for mentorship and navigation of the registration and internship process, information about professional practice, as well as networking opportunities with possible employers.
- Building strategic partnerships for the benefit of our members. The evaluation criteria which will be used to prioritise the value added benefit of each strategic partnership are as follows:
  - CPD points
  - Experiential opportunities for student and interns
  - Networking opportunities for members (potential clients, potential employers, other IOP professionals)

In the 2016/17 financial year we will address other stakeholders such as business, members of the public and outreaches to schools. However, the focus for the coming year would be membership and demonstrating value-add to members.

***Prepared by Frik Nortje***

## Johannesburg Branch

Name and surname	Position
Talitha Muller	Branch Chair
Thenjiwe Msomi	Treasurer
Danel Odendaal	Secretary
Sunaina Vaghela	Emerging Psychologists
Lena-Marie Josling	Marketing and Interest Groups

We kicked off the year with our event on Leadership Branding in October 2014, where we were fortunate and honoured to have Edward Kieswetter (Group CEO of Alexander Forbes) as our keynote speaker. He shared the inspiring message on “Leading with a Higher Purpose” and the remarkable turnaround story of Alexander Forbes. He was followed by Pamela Barletta who shared a practical process for leadership branding by means of a case study.

As the business capital of South Africa, our aim is to bring business matters closer to our members to enhance our understanding of the challenges faced by business leaders and how we can add value through our scope of practice, i.e. to understand, modify and enhance individual, group and organizational behaviour effectiveness.

As people practitioners, our world of industrial/organizational psychology often overlaps with the human resources profession. To foster greater collaboration between these two professional fields of people sciences, namely human resources and organizational psychology, we decided to partner with the South African Board for People Practices (SABPP) in hosting our annual regional ethics event. We had three presenters and each brought a unique view of business and people ethics, namely Mias de Klerk (Moral Blindness), Cynthia Schoeman (Ethics trends for 2015) and Frank de Beer (Ethics in people practices). Jan Hollenbach closed the session through the facilitation of practical, real-world examples of ethical dilemmas.

We ended the SIOPSA year 2014/2015 in May 2015 with the topic ‘Strategic Alignment and the OD Practitioner: Building the bridge between the drawing room and the front-line’, which was presented and facilitated by Dr. Norman Chorn, a strategy and organisation development practitioner who works in Australia, UK, New Zealand and South Africa and who has particular skills in developing future strategy and aligning organisations with their current and future environments.

We received fantastic ideas for future workshop themes from our attendees e.g. Gamification, Mindfulness in Organizations, Generational Theory, Employee Engagement, Neuroscience at

work, to name but a few, and can't wait to find additional ideas at SIOPSA's 17th Annual Conference.

We look forward to serve our members during 2015/2016!

*Prepared by Talitha Muller*

## KwaZulu Natal Branch

Name and surname	Position
Carin Bergh	Chairperson
Susan Ellison	Marketing and Communications
Holly Pittam	Treasurer
Lutfiya Adams	Marketing
Emma Caruth	Secretary and Interest Groups
Andrea Hansen	Emerging Psychologists

The last year was one of progress for the SIOPSA KZN region, by not only working towards increasing its membership but also diversifying its experiences, talents and knowledge. The committee comprises of professionals from various industries and sectors who form a strong regional branch committee team and constantly focus on adding valuable insight to the field of Industrial Psychology as well as developing emerging Industrial Psychologists.

The 2014/2015 year brought about two successful SIOPSA KZN regional events where we were honoured with guests such as Professor Llewellyn van Zyl, and CEB's Brandon Pleaner. Another highlight for the KZN region towards the end of 2014 was the attraction of students to the regional events and the interaction with students on a personal level through creating awareness to the IOP field amongst the IOP Masters students at the SIOPSA/UKZN 2014 Student Event.

Whilst we aimed to increase the number of student members in our KZN region, our main objective was to play a role in assisting with the development of upcoming professionals in South Africa. Our student event at UKZN proved to be successful and insightful as committee members and a fellow SIOPSA member (Tenille Petersen) from Illovo Sugar shared their knowledge and experiences as student, intern and industrial psychologists. This allowed for the UKZN students to gain a wider understanding and outlook of the field in which they will enter into.

In 2015 the committee arranged a very well attended event focusing on "A Whole-Brain® Approach to Burnout", presented by Ollie Olwagen, and "A Systems Psychodynamic Analysis of Moral Blindness", by Dr Mias de Klerk.

As we plan for the 2015/2016 term, the KZN branch now aims to tap into diverse aspects of the IO Psychology field, focusing on crucial areas such as coaching, appreciative enquiry and ethics.

We also aspire to attract a variety of IOP specialists to increase the pool of perspectives and ideas whilst introducing debating and critical thinking to stimulate the minds of each.

*Prepared by Carin Bergh*

## North West Branch

Name and surname	Position
Lené Jorgensen	Branch Chair
Lizelle Brink	Secretary
Laetitia Gustafson	Marketing and Communication
Bouwer Jonker	Community Service
Marissa de Klerk	Treasurer
Jaco Pienaar	Strategy
Leon de Beer	Social Media

### *Feedback from the 2014/2015 term*

During September to November 2014 the main aim for the Potchefstroom SIOPSA branch was to negotiate with the North-West University in order to capitalise on the offer to register for 2015 with 2014's fees. The negotiations mainly involved negotiating for the Honours and Masters students' membership and event fees:

- The School for Human Resource Sciences agreed to pay SIOPSA membership fees for the Honours group (22 students), as well as event fees.
- Workwell Research Unit agreed to make the payments for the 2015 Masters students (16 students).
- At the start of 2015, as per usual during the first classes SIOPSA was introduced to the students in order to encourage participation and increase knowledge.
- A bigger effort was made to network with professionals in the local community to attend SIOPSA events.
- Two events were planned for 2015, one of which took place on the 27<sup>th</sup> February with Prof. Llewellyn van Zyl providing a workshop on "Developing human potential through positive psychological interventions". The event was attended by 36 participants. As was expected, the students enjoyed the networking opportunity.



Exciting community initiative projects the branch is busy with involves:

- The Boikutso Young Achievers (YAA) project: Bouver Jonker (Community Service Portfolio) facilitates the project where the Honours students provide mentorship, career guidance, knowledge on study methods and life skills to the learners from a local high school. The YAA was founded in 2010 at Boitshoko High School by a group of learners together with Mrs H lanie Jonker as facilitator. Five workshops are provided to the (15) learners throughout 2015 (of which two were presented during February and March). On 9 May the learners will receive career guidance and afterwards be escorted to the NWU open day.
- Another CSI project led by Dr Lizelle Brink (secretary) involved Leadership development for high school students at another local high school. The honours and (some) master students provide a leadership development weekend seminar to the (40) learners.

What is still clear since the launch event of the NW branch is that the students (emerging psychologists and psychometrists) especially make use of the networking and learning-opportunities provided by the SIOPSA events and CSI. Positive feedback was received from 2014's student group, who capitalised on their networking with some obtaining internships or attending SIOPSA events elsewhere in the country.

*Prepared by Len  Jorgensen*

## Pretoria Branch

Name and surname	Position
William van Aarde	Chairperson
Thuto Thabang Malaka	Treasurer
Louise Coetzee	Secretary
Francois de Wet	Marketing
Bongi Sokhela	Marketing
Suhail Ramkilawan	Emerging Psychologists

Pretoria Branch started the new financial year with the introduction of new committee members to the portfolios of Chairperson, Marketing and Treasurer, and also grew its members from five to seven. The Emerging Psychologists portfolio added Abstract Committee and Digital Committee to its fold. This report highlights the activities of the branch in both hosting events and securing a formal corporate social responsibility drive within the University of Pretoria.

### *Pretoria Branch Events 2014/2015*

In aligning our activities with the broader SIOPSA 2020 Strategy we partnered with the various Interest Groups allowing the Branch to offer events covering the full spectrum of I/O Psychology. We planned nine (9) events for the period August 2014 to December 2015. Two (2) additional events were added to the original list, one in December 2014 in partnership with UNISA and the other in March 2015 in partnership with the ACSG, bringing the total number of events to be hosted for the period mentioned to eleven (11):

2014	2015
<p><u>9 September 2014:</u> The advances made in the psychology of economic/financial decision-making – a valuable frontier and skillset for psychologist with Mr Pieter van der Merwe</p>	<p><u>12 February 2015:</u> Success on Mount Everest – A psychological and behavioural perspective with Dr Louis Carstens</p>

2014	2015
<p><u>10 November 2014:</u> Bias-free Psychological Assessment: From Holy Grail to Practical Solutions with Professors Deon Meiring (UP) &amp; Fons Van de Vijver (Tilburg University Netherlands)</p> <ul style="list-style-type: none"> <li>Partnered with the IACCP</li> </ul>	<p><u>7 March 2015:</u> Uncomplicating the road to becoming an Industrial/Organisational Psychologist: A student's guide</p> <ul style="list-style-type: none"> <li>Partnered with 5 Universities; SIOPSA Branches; HPCSA and consulting I/O Psychologists</li> </ul>
<p><u>3 December 2014:</u> Neuroscience and Neuropsychology: The value of neuroscience in modern-day business with Prof Pieter Rossouw &amp; Mr. Eric du Plessis</p> <ul style="list-style-type: none"> <li>Partnered with UNISA</li> </ul>	<p><u>18 March 2015:</u> What are the effects of candidates' knowledge of the performance dimensions that are targeted in assessment centres and selection interviews? With Professors Deon Meiring (UP) &amp; Klaus Melchers (Ulm University Germany)</p> <ul style="list-style-type: none"> <li>Partnered with ACSG</li> </ul>

Our Event Satisfaction Surveys identified possible future topics:

- Legalities with regards to the HPCSA
- Refinement of the IOP-role and availability of Internships
- Further insights into "Cross-cultural" aspects for I/O Psychology

Overall feedback received from delegates indicates that our events are highly informative and that they benefited from greater insight into the topic(s) being discussed.

The Emerging Psychologist event held on 7 March was particularly well received and attended by both Honours and Masters students from the Big Five universities in the region, namely University of Pretoria, University of Johannesburg, North-West University, University of the Witwatersrand and UNISA. The event's popularity has since grown from regional to national status and was video-recorded and edited for release onto the SIOPSA website. The final product has been prepared for national distribution.

<u>Event</u>	9 Sept 2014	10 Nov 2014	3 Dec 2014 (Free)	12 Feb 2015	7 March 2015 (Free)	18 March 2015 (Free)
<b><u>Membership</u></b>						
<b>Full Member</b>	9	16	-	9	-	-
<b>Student</b>	2	8	-	8	-	-
<b>Guest</b>	6	5	49	13	61	28
<b>Walk-in</b>	0	4	23	1	6	6
<b>Branch Members</b>	5	5	2	4	4	6
<b>Total</b>	<b>22</b>	<b>38</b>	<b>74</b>	<b>35</b>	<b>71</b>	<b>40</b>

*Delegate attendance for events held between September 2014 and March 2015*

The Pretoria Branch has seen an overall increase in attendance levels by members, students and guests. Where events hosted, were marketed as 'free', it was not possible to ascertain who of the attendees were; full members, students or guests. However, the finding has been that student-attendance has increased significantly and that there had also been an increase in the amount of 'Walk-ins'. The branch can also further report that there has been significant marketing efforts made by each branch member which may have increased the overall trend in attendance over all these events.

### ***Other events during 2015:***

Our planned events will cover the fields of Leadership, Gender Studies, Organisational Development, Coaching and Ethics, along with the SIOPSA 2015 Conference:

- The Agentic Penalty Revisited with Prof. Ashleigh Rossette (Fuqua School of Business at Duke University, USA)
- Ethics in Industrial Psychology and Research with Prof Jaco Pienaar (NWU)
- Breaking through Tradition: IO Psychology for the 21st Century SIOPSA Conference
- Appreciative Inquiry and Dreaming Workshop with Ms Mapule Lekeka
- Time to get off the bandwagon? A review of the business case for women leaders with Prof Jenny Hoobler (University of Illinois, Chicago & UP)
- Foundational Coaching Skills hosted by the Interest Group for Coaching Psychology

### ***Corporate Social Responsibility***

The Pretoria Branch has also focussed on crafting a strong foundation for corporate social responsibility initiatives through aligning its interest in both Emerging Psychologists, as well as creating a pathway to assists students, within the University of Pretoria's Student Nutrition And Progress Programme (SNAPP). The UP SNAPP programme has been registered as a formal project which is governed by the Directors Management Committee. The Pretoria Branch is currently in the process of drafting and submitting a Memorandum of Understanding which can convey the Pretoria Branch's role in the project to meet the governance and ethical requirements as set forth by our profession.

Our second initiative focus specifically on equipping our Emerging Psychologist's with the information required to embark on their careers as future IO Psychologists. The model for the "Internship Information Session" considered the input of the following stakeholders:

- Internship Providers

- Current IO Psychologist Interns
- University of Pretoria MCom Student Feedback
- HPCSA consultations with the Co-ordinator of the Professional Board for Psychology
- Consultants in the Field of IO Psychology
- Academia across the 5 Regional Universities

The event, launched on the 7th of March 2015, received a great increase in attendance (in comparison to the last student event also hosted by the Pretoria Branch). Further synergies have been unlocked in order to plan for the next event to be hosted nationally, and to assist SIOPSA in taking the next step forward in becoming the preferred provider and possible regulator of future I/O Psychology Internship provision.

### ***Conclusion***

The Pretoria Branch started the 2014/15 year with great aspirations within event planning, and exceeded the initial strategic targets. However, this has only ignited future passions as the branch views this achievement as the start of greater frontiers to be attained. We will be aiming to create new relationships with various professional bodies that complement the Industrial Psychology profession, whilst keeping a firm footing when executing our Corporate Social Responsibility.

***Prepared by William van Aarde***

## Western Cape Branch

A new committee was elected last year and consists of the following members:

Name and surname	Position
Adrian Parsadh	Branch Chair
Annemarie Jordaan	Administrator and Treasurer
Johan vd Nest	Marketing and Communication
Nawal Adams	Emerging Psychologists

SIOPSA Western Cape aims to provide continuous professional learning and development opportunities to members, students and guests.

### *Activities taking place in the 2014/2015 term*

- 07 August 2014: “Managing Human Resources to Promote Environmental Sustainability”, by Brenton M. Wiernik from University of Minnesota, shared the Green 5 Model of employee green behaviours. The session provided for stimulating discussions on how the HR value chain could be leveraged to promote pro-environmental performance at work. The session was well attended by about 25 delegates.
- 12 March 2015: “Snakes in Suits - Dealing with difficult people in the workplace”, by Lauren Davis. An introductory session was held on the possible Psychopaths in the workplace. This session provided an interactive learning opportunity on: what Psychopathy is; how it shows up in the workplace; the link between leaders, psychopaths and narcissism; the impact on individuals, teams and organisations; and recommendations for dealing with psychopaths in the workplace. Overall the session provided about 26 delegates with learning on challenging people and relationships at work, drawing on the latest insights in neuroscience and psychology.
- 15 April 2015: “Nobody is as Blind as those who cannot bear to see: a systems psychodynamic analysis of moral blindness”, by Prof Mias De Klerk. This small group (12 delegates) session helped everyone to become more aware of the unconscious forces that may result in their own moral blindness as well as what we see around us. As Industrial Psychologists we became more aware of our potential ignorance to our own moral blindness. The interactive dialogue proved effective to build own and others

awareness of some of the unconscious forces so that we could have more control over our own ethical behaviour. Understanding moral blindness and its systems psychodynamic mechanisms helped the delegates to predict situations conducive to unethical behaviours and help others with more effective approaches towards ethically responsible living.

### ***Events planned for the 2015/2016 term***

- 25 August 2015: Process Consultation by Dr Henk Struwig, is an exploration of process consultation as a distinct approach to organisational consulting and problem solving. Edgar Schein's process consulting presented a new way of organisational problem solving and an alternative to the traditional 'expert' business consultant. This talk will focus on the fundamental beliefs of the approach and the practical application thereof. The discussion is aimed at anyone who needs to deal with complex, systemic human problems and issues.
- 30 October 2015: Systems Psychodynamic Team Coaching, by SIOPSA Interest Group in Systems Psychodynamics of Organisations (IGSPO) by Prof Frans Cilliers and Adrian Parsadh. The primary task of the event is to provide participants with learning opportunities to study the systems psychodynamic team coaching stance. The aims of the event are to learn about role analysis as systems psychodynamic team coaching method, to process the learning and to transfer this learning to the individual participants' role as team coach. The methodology will comprise of experiential learning, a brief theoretical input and the processing of the learning towards the understanding of role analysis.

***Prepared by Adrian Parsadh***

## Interest Groups

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As noted earlier in the report, SIOPSA owes a lot of its success to the regions and interest groups. The Society's interest groups in particular represent a coming together of members who have shared interests in a particular area of IO Psychology and wish to develop their area of interest in line with the objectives of the Society. These groups strive to promote communication, co-operation and co-ordination among members within the same area of interest and further develop relevant knowledge and expertise, be it with respect to training, research and/or practice.

SIOPSA currently has four established interest groups that have served our members well this year. In line with the *Gearing for Growth* theme of this term, we are excited to announce that EXCO has approved the formation of three new interest groups to serve our members, namely:

- The Interest Group for Psychometry Professionals (IGPP);
- The Interest Group for Positive Organisational Psychology (POP); and
- The Interest Group on Applied Neurosciences.

Under the leadership and drive of Allayne Minnie, the Interest Group for Psychometry Professionals will be launched officially following this year's SIOPSA Conference. The interest group aims to cater specifically for the needs of psychometrists within the South African work context, creating an environment where psychometrists are able to raise questions regarding best practice, ethics and the appropriate use of psychometric instruments within industry. The broad aims of the interest group include:

- To develop, and promote ethical psychometric practices within industry;
- To provide opportunities for members to share research and insights in the field of practical psychometry;
- To facilitate the professional growth of members through the creation of a shared body of knowledge and expertise;
- To create opportunities for networking and collaboration among Psychometry professionals; and
- To influence and inform statutory bodies regarding the training, registration and practice of psychometry in industry.

The Interest Groups for Positive Organisational Psychology (driven by Dr. Marieta du Plessis and Prof. Llewellyn van Zyl) and Applied Neurosciences (under the leadership of Dr. Rita Kellerman and Prof. Dirk Geldenhuys) will formally launch in the second half of 2015.

# Interest Group in Coaching & Consulting Psychology (IGCCP)

**Chair:** Steven Breger



## Highlights of 2014

- The interest group developed and facilitated our CPD-accredited *Foundational Coaching Skills Workshops*; competency-building workshops that bridge and align the pertinent theory, knowledge and thinking essential for psychology practitioners in coaching.
- A successful public consultation process was conducted in preparation for the launch of the Code of Practice, via our Bulletin Board facility (<http://www.siopsa.org.za/forum/>).
- We formally launched our *Code of Practice for Registered Psychology Practitioners in Coaching* at the 16<sup>th</sup> Annual SIOPSA Conference, 2014. (<http://www.siopsa.org.za/uploads/IGCCP Code Draft Document 240114.pdf>)
- Successfully motivated for SIOPSA's first online Survey facility.

## The 2014/2015 term

- The IGCCP represented SIOPSA in the International Consulting and Coaching Psychology spheres, by attending, participating and representing SIOPSA and the IGCCP at the back-to-back *Coaching and Consulting Psychology Conferences* in San Diego, USA, in early February 2015 [<http://www.mwciccp2015.com/>]:
  - *The 5th International Congress on Coaching Psychology (ICCP)*, 3-4 February 2015, with the Theme: Excellence across borders”
  - *The Society of Consulting Psychology Mid-Winter Conference*, 5-8 February 2015, with the theme: “Fit to Consult? Strengthen-Stretch-Test.”
- We continue to utilise these international Consulting Psychology and Coaching Psychology forums to reflect, to share, to learn, and to build on our mandate of professionalising Consulting and Coaching Psychology in South Africa.
- Through our relationship with Prof. Stephen Palmer, and our MoU with the International Society for Coaching Psychology (ISCP), the IGCCP has arranged that all

SIOPSA members, who wish to become Affiliate Members of the ISCP, may do so at no charge – this will entitle our participating members to access resources from the membership area of the ISCP website [<http://www.isfcp.net/>].

- The IGCCP recently created a survey on the SIOPSA LimeSurvey platform, in order to ascertain those SIOPSA members who would be interested in becoming Affiliate Members of the ISCP.
- The IGCCP will continue to liaise with the SIOPSA Regional Branches, with regard to hosting our CPD-accredited *Foundational Coaching Skills Workshop*.
- We continue to deepen our relationship with the Educational Committee of the HPCSA's Professional Board of Psychology, regarding the professional alignment of the *Code of Practice and the List of Practitioners* (the List of Practitioners aims to provide due recognition to registered psychology practitioners who practice within the field of coaching psychology).
- We are currently reviewing, updating and incorporating all the valuable feedback we received from our public consultation of the *Code of Practice* document, and we will continue to encourage ongoing public consultation in this regard.
- As part of the IGCCP strategic objectives and inclusive stakeholder-engagement model, we continue to liaise and build our Value Proposition and our relationships with the key Academic, Corporate and Governmental stakeholders – and we also aim to further encourage broader academic, industry-specific and public consultations, with regard to integrating and consolidating the *Code of Practice for Registered Psychology Practitioners in Coaching*.

***Prepared by Steven Breger***

# Interest Group for Cross Cultural Psychology (IACCP)

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**Chair:** Prof. Deon Meiring

The SIOPSA Cross-Cultural Psychology (IACCP) Interest Group was formally established at the 15<sup>th</sup> Annual SIOPSA Conference in July 2013. Prof Deon Meiring is the chairperson of the interest group and also holds an executive position as the Central and Southern Africa regional representative of the International Association for Cross-Cultural Psychology. The SIOPSA IACCP interest group has also engaged in a collaborative partnership with the International Association for Cross-Cultural Psychology.

The focus of the SIOPSA IACCP interest group is to facilitate networking opportunities, increase awareness and to disseminate cross-cultural psychology research within the South African context. The interest group aims to create opportunities for SIOPSA members to get acquainted with the science and the practical application of cross-cultural psychology in the workplace.

## The 2014/2015 term

- After attending the 22<sup>nd</sup> Congress of the International Association for Cross-Cultural Psychology in Reims, France (15 - 20 July 2014), Prof Meiring disseminated some of the latest information on trend and new emerging issues in the field of cross-cultural psychology, including
  - Recent trends in bias and equivalence evaluations cross-cultural studies
  - Identity - when the West meets the majority world
  - Current developments in acculturation models and research
  - Half a century of cross-cultural psychology, foundations, current status and forecast
  - Emotions and Emotional Competence: theoretical and applied perspectives in South Africa
- After attending the Executive Committee meeting of the IACCP in Reims, Prof Meiring followed up on inviting Prof Sharon Glazer (USA) to South Africa. On exploring a number of funding opportunities we were ultimately not successful but will continue to explore funding avenues to secure a leading cross-cultural psychologist to visit South Africa in the near future.

- The interest group facilitated a presentation by internationally renowned speaker Prof Fons Van de Vijver at the SIOPSA Pretoria Branch, on the 10<sup>th</sup> November 2014. Entitled “Bias-Free Psychological Assessment: from Holy Grail to Practical Solutions”, Prof Van de Vijver’s talk described a historical overview of views and practices vis-à-vis bias-free assessment in Western countries, instruments that were developed in this tradition, as well as modern approaches to test adaptations and psychometric approaches to examine and correct for bias. He then described how, in modern cross-cultural psychology, there is an attempt to combine universal and culture-specific elements in an assessment procedure so as to increase its validity.

*Prepared by Deon Meiring*

# Interest Group in the Systems Psychodynamics Organisations (IGSPO)

**Chair:** Prof. Frans Cilliers

**Secretary:** Prof. Michelle May

**Advisory Committee:** Dr Olga Coetzee, Dr Jean Cooper, Prof Mias De Klerk, Prof Pieter Koortzen, Prof Peliwe Mnguni, Ms Vijay Naidoo, Mr Adrian Parsadh, Ms Inette Taylor



The purpose of the Interest Group in the Systems Psychodynamics Organisations (IGSPO) is to create awareness of the nature, role and importance of studying systemic unconscious and dynamic organisational behaviour and to create opportunities for SIOPSA members and South African organisations to become informed and to gain competence in organisational consulting and coaching below the surface.

## IGSPO was involved in the following activities for the 2014/2015 term

- The Second Annual Systems Psychodynamic Workshop was held from the 18<sup>th</sup> to 20<sup>th</sup> of March 2015 at the Saint George Hotel & Conference Centre. This – our annual flagship event – is an intensive 3 day experiential Group Relations (Tavistock method) workshop. The task of the workshop is to provide opportunities for participants to study the systems psychodynamics of organisations and to optimise their competence in consulting and coaching from this stance. The workshop consultants are chosen from our panel of systems psychodynamically informed consultants and advisory committee members. This year Frans Cilliers, Michelle May and Aden-Paul Flotman consulted in the workshop. There were 31 participants (similar in number to the 2014 event), mostly SIOPSA members and psychologists, who reported on their insights into unconscious group dynamics, their learning about consultancy and coaching, as well as their growing competence in consulting from and doing research in this stance.
- For the 2014 Annual SIOPSA Conference we tried to stimulate as much interest as possible amongst the IGSPO and systems psychodynamic fraternity to present papers at this conference. A number of papers were presented, although it was less than in 2013).
- For the 2015 Annual SIOPSA Conference, a number of IGSPO related papers have been accepted. We are looking forward to these. Additionally, an IGSPO workshop will be presented entitled on day 1 of the 2015 conference entitled, *Interpreting unconscious*

*systemic dynamics in organisational development (OD) using the systems psychodynamic stance.* This involves learning about large system psychodynamics, formulating working hypotheses and understanding systemic identity. The methodology used will be a listening post, designed to experientially study and interpret the unconscious experiences in a large system.

- Our planned event with the SIOPSA Western Cape Branch for November 2014 had to be postponed because of hectic schedules. A Cape Town event is now planned for November 2015. The title is *Systems Psychodynamic Coaching* and it will be presented by Frans Cilliers and Adrian Parsadh. To extend our work to other SIOPSA regions, Michelle May is driving our initiative to plan and present events in all the other regions within the next year. This involves the inputs of the IGSP0 Advisory Committee who are all competence systems psychodynamic consultants.

### **Our plans for 2015/2016**

- To present the Third Annual Systems Psychodynamic Workshop in March 2016. The working title is: *'Leadership coaching below the surface'*. As presenter / consultant we have approached Dr Simon Western from Bath (UK), who is assisting us in the planning of the event.
- To present at least two regional events.
- To optimise the involvement and expertise of our Advisory Committee as systems psychodynamic thought leaders and consultants in our events and workshops.
- To constantly re-look our way of working to be as relevant as possible in serving our purpose and systems psychodynamics in South Africa.

***Prepared by Prof. Frans Cilliers***

# People Assessment in Industry (PAI)

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PAI has been furthering the issues of people assessment in industry for several years, with the goals of:

- promoting the use of psychological assessment methods in the workplace;
- establishing and maintaining a code of practice that provides practitioners with guidelines for ethical assessment practices;
- publishing criteria for test validation in industry; and
- acting as facilitative interface between government, labour and industry to inform and promote proper psychometric practice.

With the enactment of the amendments to the Employment Equity Act in August last year, PAI has endeavoured to obtain clarity from the Professional Board for Psychology on a number of matters relating to the implementation of the amended Section 8.

The interest group is proud to be hosting Dr James L. Outtz, the SIOP President Elect and President of Outtz & Associates (USA) at SIOPSA's annual conference this year. Dr Outtz has collaborated with PAI a number of times previously, and we are looking forward to his session entitled "Application of Industrial-Organizational Psychology to Seemingly Disparate Social Issues: Income Inequality & Law Enforcement Gone Awry".

Looking forward to the 2015/2016 term, a review and refresh of the information resources offered by the interest group is intended. This review may include:

- PAI's Code of Practice for Psychological and Other Similar Assessment in the Workplace provides practitioners with guidelines for ethical assessment practices for the workplace in South Africa. Last published in 2006, the Code may require revision depending on the outcomes of the Professional Board for Psychology's intended regulations for the development, control and use of psychological tests.
- Five years have passed since the publication of results from PAI's Issues facing organisations using assessment in the workplace survey. Given the changes that have taken place in the world of work, as well as the increasing influence of technology, a revisit of the context and environment in which organisations are using assessment tools in the workplace could be beneficial to inform future areas of interest and activities for PAI.

## Society Administration

We are pleased to report that SIOPSA administration continues to improve in our pursuit to offer members a valuable one-stop service, and we know from comments and feedback received that a number of our members have noticed the impact of the many changes that have been implemented.

Juliette Erasmus continues in her role of SIOPSA Office Manager at our office space in Midrand, working closely with Rosalie Williams, and joined earlier this year by Nadene Venter in the COO role and more recently by Rentia de Bruyn as SIOPSA's Financial Controller.

The growing administrative staff mirrors the demands SIOPSA's administration infrastructure is experiencing as the Society continues to grow, and we are proud to report a year-on-year membership growth of 6% overall, including an 18% growth in student membership.

The following table is an analysis of the current (paid up) membership status of the Society:

Categories	Members as at May 2009	Members as at June 2010	Members as at June 2011	Members as at June 2012	Members as at June 2013	Members as at June 2014	Members as at June 2015
<b>Affiliate</b>	26	8	2	4	2	6	6
<b>Associate Members</b>	224	114	169	102	94	102	93
<b>Fellows</b>	5	4	6	4	3	3	3
<b>Full Members</b>	452	353	360	296	330	408	432
<b>Honorary Members</b>	10	12	12	15	18	18	19
<b>Student Members</b>	69	66	72	76	82	123	146
<b>International Affiliate</b>	1	1	4	2	1	2	3
<b>Total:</b>	<b>787</b>	<b>558</b>	<b>625</b>	<b>499</b>	<b>530</b>	<b>662</b>	<b>702</b>

As evidenced in the table above, the total number of members on the register has increased by 40 members when compared with the previous reporting year. The above table does not, however, reflect the Society's 1,112 active guests. This means that we are working with 1,814 individuals who are currently actively participating in our events or on the SIOPSA website.

# Membership & Ratification

## Membership Ratification

The ratification process involves the confirmation of membership applications as selected by our new and long-standing members on the online platform. The role of the Secretary in this process is to approve the applications according to the prescriptions of the SIOPSA Constitution. This process has run smoothly throughout the year with only a few cases where members contested the category they had been allocated. All queries have since been resolved amicably.

We also observed a huge surge in applications for membership towards the end of the financial year. It is presumed that this phenomenon coincides with the registration for the Annual Conference, where registered members receive a massive discount. The Secretariat would like to remind all our members that the financial year runs from AGM to AGM, and therefore, late ratifications/applications mean that members limit their access to the other benefits available to SIOPSA members throughout the year such as eCPD and discounted branch events.

Below is an outline of applications ratified over the past financial year:-

New members	:	208
Renewals (includes change in category)	:	81

## Membership Fees

The table below presents the increase in SIOPSA membership fees from 2012 through to 2015.

Membership Category	2012/2013 Fees	2013/2014 Fees	2014/2015 Fees
<b>Full Members</b>	R860.00	R900.00	R950.00
<b>Associate Members</b>	R860.00	R900.00	R950.00
<b>Student Members</b>	R110.00	R120.00	R150.00
<b>Affiliates</b>	R750.00	R800.00	R850.00
<b>Foreign Affiliates</b>	R860.00	R900.00	R950.00

The membership fees proposed for the 2015/2016 cycle will be ratified at the AGM to be held the 28th of July 2015.

## Honorary Membership

Kim Dowdeswell will receive honorary membership for distinguished and meritorious service to SIOPSA as President for the period 2014 – 2015.

An additional honorary membership will be awarded to an individual who has distinguished themselves by meritorious achievement or service in the sphere of IO Psychology as a science and profession.

## Fellow Membership

Two Fellow Memberships will be awarded to individuals who have made outstanding contributions to the science, practice and organisation of IO Psychology in the South African context and beyond.

## Presidential Awards

The SIOPSA Presidential Award may be bestowed on an individual in recognition of his or her valuable contribution to the IO Psychology fraternity. One Presidential Award will be awarded this year.

## Constitutional Matters

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The Society's Constitution represents the guiding principles for SIOPSA. In the previous financial year, the Annual General Meeting approved the 2020 Strategy document, which set out to fast track the implementation of the SIOPSA dreams identified to act as an inspirational compass for the growth of the Society. The approval of the strategy necessitated a comprehensive review of the SIOPSA Constitution to ensure that it is aligned and supports the new vision and mission of the Society.

The review process involved a call for inputs from all EXCO members who represent the various Portfolios, Regional Branches and Interest Groups. These inputs were consolidated and evaluated by MANCO, where after they were sent to the SIOPSA Advisory Board for guidance and further refinement. In particular, the efforts and advice received from Aletta Odendaal and Nadene Venter are greatly appreciated.

The major areas which have been reviewed include an addition of a clause advocating Transformation within the Profession and Society, changes in the financial year end, compliance with NPO legislation, voting procedures and upgrading of the membership categories. In light of the growth of the Society, the review catered for an establishment of the administration office as well as a refresh of the establishment of new regional branches and interest groups.

The proposed amendments were further interrogated by legal and audit experts to ensure alignment to various legislative requirements. As required by the Constitution, the proposed changes were uploaded on the SIOPSA website for member inputs 30 days before the AGM.

***Prepared by Manoko Matlala***

# Finance & Treasury Reports

## Treasurer's Report 2015

Our financial year August 2014 to 31 July 2015 coincided with landmark SIOPSA transition events in our pursuit to run the Society according to business principles. This transition emanated from our newly adopted Strategic Plan, the parameters of which were communicated and accepted at the 2014 SIOPSA AGM. The operationalisation of the said Plan met with thorough deliberation by the Management Committee (MANCO), and with documentation in the finest of detail in Operational Plan format mainly during the second half of this financial term.



Financially speaking, our budget for 2014/15 followed the execution of the Strategic Plan in a first phase, in the main giving effect to our first operational objective: "to run SIOPSA as a business". Our signature action in this regard, naturally informing our Budget, was the creation of a new SIOPSA Chief Operating Officer (COO) position and the subsequent successful appointment of Ms Nadene Venter with effect from 1 February 2015. To this end, and in lieu of a few other smaller Operational Plan kick-off objectives, a funds transferral from our long term investment was approved as a bridging and cash flow imperative. With aforementioned in context, we can report that SIOPSA's financial well-being remained intact and that we were able sustain and increase a strong Treasury platform and administrative footing as the year progressed.

Our budgeted bruto income stream from our Annual Conference 2015, our one single main source of income, fell short by approximately 5% on budget, and conference expense showed a slight negative variance of approximately 3%. Our membership fees, as our secondary notable income source, was on par with budget given a projected all-round growth in Full, Associate and Student memberships (by approx. 6% in total). Of note, is a significant increase (40%) of Society active guests (non-members) who have been participating in our events, compared to the previous term.

Other key highlights signifying our Treasury and Finance activities were as follows:

- Although previously strategically focused on, very stringent debt management efforts have been made during this year to demonstrably minimize the historical short-term debts, yielding very gratifying results. Due membership fees, as recorded according to member-self-generated invoices, have been virtually recouped in full as at 31 March 2015.
- Another landmark action was the in-sourcing of our Accounting function (previously outsourced to Blue Point Accounting). After a thorough recruiting process, Ms Rentia de

Bruyn was appointed early in July 2015 into a newly created position as Financial Controller. A short focused training period with Mr Brett Francois (Blue Point) ensued thereby facilitating a seamless handover and transition process. A much more effective and hands-on approach with regard to our financial accounting activities can be looked forward to. A phase-out period with Blue Point is planned until 31 August 2015.

- Financial user journey updates and changes to the SIOPSA website by our web master Flint Studios, in the main to facilitate invoice generation for membership fees by SIOPSA in-house Accounts in future - all to take effect 1 August 2015.
- Our continuing close online monitoring of our bank account movements with regular weekly account reports assisted to track and reconcile important transactions, like our membership fees and event payments. This facilitated much stricter financial controls ultimately in pursuit of good member service. Reasonably swift creditor payment routines were possible via our weekly pay run procedure, which has continued to work smoothly between Office, Treasurer and Internet banking.
- Our long term investment previously transferred from Standard Bank to a much more lucrative investment house (Stanlib), has rendered a nett compounded 18-month growth of approximately 13,5% (ROI).
- A workshop between the Treasurer/ COO and the Regional and Interest Group chairs in May addressed important knowledge and information sharing needs specifically on the new Operational Plan, alignment and collaboration opportunities, and their feedback. This assisted us to gain insight into branch-specific needs and practical suggestions on some key issues.
- Our now fully-fledged in-house SIOPSA Administration office with four permanent salaried positions, with COO Nadene at the helm, is proving to be increasingly facilitative of an ever-improving strategic, administration and financial affairs management anchor for SIOPSA. It remains a strategic decision and investment well made. Close liaisons on strategic and operational matters via virtual weekly meetings between myself and Nadene has been the order of the day during the second half of the term with value-add effect.
- Financially speaking, employee costs (COO and Financial Controller employment), computer expenses (Flint Studios special project - Phase 1) as well as staff recruitment and training, increased; while advertising costs and depreciation decreased. Notably, nett revenue increased in the main owing to some R604k debtors write-back in July 2014, and some branches and Interest Group grant allocations not having been used.
- Despite ongoing key initiatives expenses like mentioned earlier on, and about 30% of Conference fees still due at the time of going to press, good financial discipline and savings at both Corporate and branch level gave rise to a sustainable cash flow at the

end of the term. Early projection on our Income Statement for the 12 months ending 31 July 2015, reveals a sizeable positive variance vis-a-vis budget.

A few areas that required redress included:

- Late (in fact some very belated) membership fee payments, impacting somewhat adversely on our cash flow needs particularly early in the new financial term.
- Lesser visible, if at all, Treasury functional activities in some branches.
- Lower service levels from our banking home, Standard Bank.

Sound financial governance within SIOPSA continues to remain a key imperative for us. The fine balance between good investment, cost containment and necessary expensing on the Operational Plan initiatives in pursuit of vision and growth stand central to our viability and financial well-being. The latter is coupled with good financial discipline, benchmarks and controls, and as always, many role players have contributed this year towards this end.

My sincerest gratitude is extended to SIOPSA President, Kim Dowdeswell, my colleagues on MANCO, COO Nadene and the Executive; and also to our remarkable SIOPSA office now so ably steered by Nadene, with stalwarts Juliette Erasmus, assisted by Rosalie Williams, and our very welcome newcomer, Rentia. I am deeply gratified by their continuing support rendering a very special camaraderie and productivity between us. As in the past I also commend our Regional and Interest Group Chairs, Committees, and our members at large, for helping to render SIOPSA a financially stable association.

With our formal multiple-year association with our Accountant (Blue Point Accounting), notably Mr Brett Francois, now coming to an end, I wish to thank him sincerely for his untiring efforts through the years in assisting SIOPSA Treasury on all our milestone financial activities. His advice was always at hand when required, and his commitment to the SIOPSA accounting cause has made for a very rewarding working relationship. We wish him well with his ongoing endeavours in his practice and we know that we can still approach him for ad hoc expert advice whenever necessary.

The two sets of signed audited financial reports for the periods 1 January 2013 - 31 July 2013, and 1 August 2013 - 31 July 2014 is available on the SIOPSA website at [www.siopsa.org.za](http://www.siopsa.org.za). My deep thanks are also extended to our auditors CMA Incorporated, and notably Mr Muller Coetser, for his valuable contribution and support during the current financial term.

***Prepared by André Lombard, Treasurer***

## Interim Financial Position: June 2015

The audited financial statements for the financial year ending 31 July 2015 will only be available in the latter part of 2015. Once available, these audited statements will be posted on the SIOPSA website. The Executive is however please to report in the interim that the Society seems to remain in sound financial position.

### FINANCIAL RESULTS



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 will be duly submitted pursuant to the audit.

In the interest of our members and for due transparency, our preliminary Budget for 2015/16 is shown below, together with the Interim Income Statement for the 11 months ending 30 June 2015. No Variance Analysis and comments are shown as yet because of the tentative nature of the Actuals figures.

Society of Industrial & Organisational Psychology of South Africa			
(Registration number 042-531-NPO)			
Management Accounts for the 11 months ended 30 June 2015			
Statement of Comprehensive Income			
Figures in Rand	Notes	Jun-15	Jul'14
		11mth	12 mth
<b>Revenue</b>		2 406 365	1 929 707
<b>Cost of sales</b>		(664 028)	(1 262 782)
<b>Gross Profit / (Loss)</b>		<b>1 742 337</b>	<b>666 925</b>
<b>Operating expenses</b>		<b>1 419 230</b>	<b>1 299 031</b>
Accounting Fees		37 894	32 960
Admin & Secretarial Fees		131 041	147 516
Advertising & Promotions		-	22 440
Bad debt		-	-
Bank Charges		13 696	11 224
Computer Expenses		134 537	59 119
Consumables		895	175
Courier & Postage		-	513
Depreciation		12 362	74 379
Employee Costs		688 698	663 535
Entertainment & Refreshments Expenses		7 304	9 568
Insurance		2 316	2 194
Legal Fees		-	-
Motor Vehicle Expenses		-	-
Printing & Stationery		21 268	11 291
Rent Paid		145 206	107 876
SARS penalties & Interest		-	6 249
Subscriptions		10 133	9 804

<b>Telephone &amp; Fax</b>		18 689		15 621
<b>Training &amp; Recruitment</b>		10 300		-
<b>Travel &amp; Accommodation</b>		184 892		124 567
<b>Operating Profit</b>		<b>323 107</b>	<b>#</b>	<b>-632 106</b>
<b>Other Income</b>		184		248 912
<b>Total comprehensive income for the year</b>		<b>323 291</b>		<b>(383 194)</b>

## Budget and 2015/16 Outlook

Our proposed 2016 Budget will decidedly be characterised by Phase 2 Operational Plan priorities, giving effect to the seven (7) set priorities and its commensurate actions. It aims to navigate SIOPSA into full swing on its journey towards realisation of its central Vision, i.e. to render the association as a one-stop service provider.



From a financial viewpoint, two considerations are at play in this regard:

- To implement all of the planned actions with accompanying financial implications (700k in total) as denoted - or to phase the execution of certain actions, and the funding thereof, on key-item prioritised basis; and
- To drive towards the very real opportunity-cum-imperative of fostering income streams for SIOPSA other than our traditional revenue generators, to partially (or wholly) fund the Operational Plan actions.

Highlights, targets, assumptions and areas of focus in Budget 2016, in short, are as follows:

- A changed Executive structure with expanded portfolios, with portfolio holders accepting to perform to key output areas, and being incentivised (non-monetary) in a more structured manner.
- SIOPSA permanent Office staff embedded for a full 12-months cycle, as a four (4) - person strong team, with due performance contracts and incentive (bonus) arrangements.
- Membership growth at 12,5% for Full and Associate members and 25% for emerging psychologists (students); given the large number of active guests recorded in the 2014/15 cycle.
- Phase 2 development and launch of the SIOPSA website with full new look-and-feel digital user-interface kit.

- Alternative income stream generators in the form of the new planned SIOPSA Academy (training courses), corporate memberships, additional focus events, CPD income, etc.
- In-house accounting/ financial controlling position to be fully operational - streamlining our accounting and financial efficiencies; and notably creating and issuing of membership invoices, as a new member service, together with ongoing stringent debt management activity.
- Marketing and management of our new membership fees debit order system - aimed to have at least one-third of members thus enrolled; in conjunction with a very strong drive to collect all membership fees in the first three months of the new cycle, accompanied with incentives (discounts) for early payment.
- Normal inflationary increases apply in lieu of our running expenses, with Conference 2016 attendance planned at a 5% increase.
- Regional and Interest Groups budgets to be decentralised and developed to the point of self-sufficiency on events and other initiatives, with marginal SIOPSA-corporate grants afforded.
- SIOPSA office rental increase due to office move and additional space requirements.
- Over and above the aforementioned, the remainder of the SIOPSA Expansion Plan activities as indicated, is cited as an exceptional Budget expense item: these include the following -
  - Development of a SIOPSA Balanced Scorecard approach which includes a Customer Satisfaction survey;
  - Establishment of a SIOPSA Academy;
  - A Market Research Study to anchor a SIOPSA Value Proposition;
  - Various marketing, communications and branding initiatives, including media exposure, social media strategy and a Perception research study, all towards the SIOPSA marketing drive;
  - Establishment of the SIOPSA Foundation as a vehicle to connect SIOPSA with community (CSR);
  - Publishing of Best Practice guidelines (Interest Groups);
  - Bursary grants to PDI Masters students;
  - Academia liaison forums;
  - Participation in public fairs (career days, etc.);
  - Optimal use of relevant modern-day technologies, e.g. webinars, podcasts etc;

- Further expansion of branches towards equal national footprint, where feasible;
- Expansion of Interest Groups, e.g. Psychometry, Positive Psychology and Neuro-Psychology; and
- COO/ MANCO regional visitations.

Whether rolled out and executed fully in the following financial term, or phased over a period of two to three years, close tracking and monitoring of the aforementioned activities and implicit ROI will be paramount, thereby sustaining our track record of sound financial governance.

*Prepared by André Lombard, Treasurer*

# Closing Remarks

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## From the President

Reflecting back over the past year, the highlights of which are shared within the pages of this annual report, I am greatly encouraged by the strides we have made and honoured to have been a part of it. I wish the incoming President and the new Executive Committee everything of the best, and look forward to working together further as we progress ever closer to SIOPSA 2020.

In closing, I would like to extend my sincere appreciation and thanks to the many individuals who have worked tirelessly on behalf of SIOPSA during the year of my presidency – my MANCO and EXCO colleagues, members of the interest groups and regional committees, the SIOPSA advisory committee, the SIOPSA office and more. Without you, SIOPSA would not be as it is today. I would also like to thank our members, for their participation and engagement with the Society; I hope you will continue along this amazing journey with us!

*Kim Dowdeswell*