

## OUR VISION

Rehabilitation counselling will be recognised as a leading profession in the provision of vocational rehabilitation services, responsive to the needs of individuals, their families, communities and workplaces.

## OUR MISSION

To be the peak professional body in Australasia representing the single profession of rehabilitation counselling.

## OUR PURPOSE

To deliver high quality representation and services to our members, partners and stakeholders.

## OUR VALUES

RCAA is characterised by:

- ✓ Respect for our members, our academic partners, our clients and the community;
- ✓ Protection of the professional and academic integrity of rehabilitation counselling; and
- ✓ Continuous professional improvement centred on evidence-based practice.

## OUR CHALLENGES

- Maintain the integrity of rehabilitation counselling with defined knowledge and competencies.
- Offer a personalised service to our members with relevant professional development opportunities available through a wide range of communication platforms.
- Advance rehabilitation counselling towards professional registration.
- Expand rehabilitation counselling scope of practice.
- Support Rehabilitation Counsellors to expertly respond to the needs of an ageing workforce.

## OUR OBJECTIVES AND STRATEGIES

1. Raise the visibility of the profession of rehabilitation counselling.

### Strategies:

- Enhance the profile of RCAA with key government agencies, departments and NGOs.
- Increase the number and quality of accredited RC tertiary programs.
- Build RC research capacity and output.
- Launch and promote RCAA new website.
- Promote RCAA through the use of social media e.g. LinkedIn, Facebook.

2. Build relationships with our members, partners and stakeholders.

### Strategies:

- Understand and respond to the needs of our members, partners and stakeholders.
- Foster a culture of collegiality and collaboration.
- Provide networking and professional development opportunities for members.
- Expand relationships and collaboration with relevant associations in NZ, USA, Canada, UK and Asia.

3. Increase professional recognition of rehabilitation counsellors.

### Strategies:

- Work with government and NGO agencies to address policies and resources relevant to RC practice.
- Apply for membership with AHPA.
- Apply for membership with NASRHP.
- Lobby for professional registration with Australian Health Practitioner Regulation Agency (AHPRA).

4. Facilitate membership growth to support the strategic direction of RCAA.

### Strategies:

- Increase RCAA presence within accredited RC tertiary programs.
- Promote RCAA membership via online mediums, including social media and web based professional development.
- Increase opportunities for sponsorship and advertising to support the RCAA brand.

## KEY PERFORMANCE INDICATORS

- ✓ Membership growth, engagement and satisfaction.
- ✓ Professional visibility.
- ✓ Stakeholder engagement and satisfaction.
- ✓ Academic accreditation, research and collaboration.