

# Annual report 2017

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as from 4.4.2018:

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**SGfB**

Schweizerische Gesellschaft für Beratung  
Association Suisse de Conseil  
Associazione Svizzera di Consulenza  
Swiss Association for Counselling



To all Delegates, Deputy-Delegates, Committee, Organisational, Individual and Associate Members, Honorary president SGfB, Members in Training, Board and Guests.

# Invitation

to the 12<sup>th</sup> Regular General Assembly  
of the Swiss Association for Counselling SGfB

**Monday, March 12, 2018, 4:15 p.m. – 7:45 p.m.**

Novotel Zürich City West, Schiffbaustrasse 13, Am Turbinenplatz, 8005 Zürich

**4:15 p.m. Pre-assembly event:**

**Clown Pello. Humor as a lifebelt of everyday life.**

**5:15 p.m. Opening of the GA** Rosmarie Zimmerli

## **1. Administration**

Election of scrutineers

Minutes of the 11<sup>th</sup> GA 201 [www.sgfb.ch/de/login](http://www.sgfb.ch/de/login)

## **2. Annual Reports 2017**

Professional Policy Committee PPC Marc Probst (Page 5)

Ethics Committee EC Werner Murer (Page 7)

Examination Committee ExC Benno Greter (Page 8)

Quality Committee QC Eveline Bühlmann (Page 10)

Appeals Committee AC Dr. Judith Schütz (Page 12)

Board SGfB Board SGfB (Page 13)

**3. Financial Statements 2017** Rosmarie Zimmerli (Page 20)

Comments

Auditors' Report, Discharge of the Board

**4. Budget 2018** Rosmarie Zimmerli (Page 21)

Comments

**5. Farewells/elections** Rosmarie Zimmerli/Margot Ruprecht

- 6. Strategy 2017–2020** Marc Probst (Page 22)  
Presentation and Approval
- 7. Internal regulations of the ExC** Rosmarie Zimmerli (Page 36)  
Presentation and Approval
- 8. Fees and compensation regulations SGfB** Rosmarie Zimmerli (Page 40)  
Presentation and Approval
- 9. Fees and compensation regulations for the ExC** Benno Greter (Page 42)  
Presentation and Approval

## 10. Information

- 10. Advance Diploma Examination for Counsellors: September 4-6, 2018 at Olten. Registration deadline: May 2, 2018. Submission of the written parts: June 4, 2018
- 8<sup>th</sup> Organisational Members' Conference November 12, 2018, 4:15 p.m. Zurich
- 13<sup>th</sup> General Assembly March 11, 2019, 4:15 p.m.

## 11. Miscellaneous

*Rosmarie Zimmerli*  
President SGfB

*Margot Ruprecht*  
Vice-President SGfB

Möriken, February 8, 2018

Following the Annual General Assembly, you are cordially invited to an Apéro.

Arriving by train: Take tram number 4 at Zürich main station direction Zürich Altstetten until the stop at Technopark. Subway: S-trains S3,5,6,7,8,9,11: Hardbrücke station.

Arriving by Car: From Bern/Basel take motorway N3 (E60) towards Zurich City, take the Zurich Altstetten exit. Follow Transit towards Zurich City/Pfingstweidstrasse. Take the left lane, turn left into Technoparkstrasse at the traffic lights, continue past the Etap Hotel, turn right into Schiffbaustrasse. The hotel has its own underground carpark. Exit-tickets can be obtained at the reception desk.

# Annual report 2017 of the Professional Policy Committee

## Members:

Hanspeter Fausch; chair (until March 2017)

Marc Probst; chair (as of March 2017)

Gabi Rüttimann

Rita Dünki-Arnold

Sylvia Baumann

In 2017 two PPC-meetings took place on February 14, 2018 and June 22, 2018.

- 1) To ensure a close contact between the Professional Policy Committee and the board, Marc Probst (SGfB member of the SGfB board) was proposed for the chair of the PPC. The GA approved of this proposal on 12<sup>th</sup> March 2017.
- 2) The PPC worked intensively on with the 2017–2020 strategy of the SGfB. The paper was discussed and commented upon during the two PPC meetings. Gabi Rüttimann took part in the November meeting of the board of the SGfB to discuss objective 2 of the strategy *a critical analysis of the pros and cons of a recognition of counselling by the supplementary assurance*. It is the PPC's major concern that the SGfB clarifies all the advantages and disadvantages concerning this issue before decisions about further steps are taken.
- 3) Sylvia Baumann has been involved in the mental health network NPG. She also represented the PPC at other occasions. Information about these network activities can be found on the SGfB website. The PPC believes it to be very important that the SGfB website has a wide public appeal and that the information is up-to-date and comprehensive. Within the framework of networking the PPC has again discussed SGfB membership in the International Association for Counselling, but has not come to a final conclusion.
- 4) As a representative of the PPC, Rita Dünki-Arnold made a contribution to the new examination regulations

*Marc Probst, Chair of the Professional Policy committee*

# Annual report 2017 of the Ethics Committee

## Members

Werner Murer; chair

Franziska Reist

Gabriela Feustle until the summer of 2017

Gisela Meinicke

Werner Becker

In 2017, the Ethics Committee met for three sessions.

There were no complaints to be assessed in the reporting year. Hence the activities of the Committee were characterized by the further development of the complaints procedure. Fundamental questions should first be clarified.

- At which point is an incident an ethical issue to be addressed by the Ethics Committee?
- Who exactly can request an assessment of an incident by the Ethics Committee?
- How should a complaints procedure be structured, so that the focus at an initial phase of the process can be on a mediating solution?
- Which legal considerations (privacy, right to be heard in court) should be considered in the process?
- How should the documentation of ethical cases be structured?
- How is the Ethics Committee compensated in an individual case, since depending on the complexity of the case much time is to be spent for an adequate ruling?

We are working on the above-mentioned issues and it is our aim to present a complaints procedure to the GA 2019 for approval.

Gabriela Feustle left the Ethics Committee with immediate effect in the summer of 2017. Her resignation had professional reasons and we thank Gabriela here for her valuable collaboration.

I'd like to thank all members of the Ethics Committee and the board for the open and constructive collaboration.

*Werner Murer, Chair of the Ethics Committee*

# Annual report 2017 of the Examination Committee

## Members

Benno Greter; chair

Rosmarie Zimmerli; administration

Peter Weber; finances

Peter Eichenberger

Liselotte Fassbind-Kech

Daniela Sonderegger-Dürst

Christina Stalder

The year 2017 was characterized by an enjoyably high number of women and men who wished to take the shortened advance diploma Examination for counsellors HFP for the last time.

A total number of 72 examinations took place at Olten between September 4-7, 2017: 2 in Italian, 10 in French and 60 in German. During the graduation ceremony on 16<sup>th</sup> November 2017 in Zürich we could hand out 59 federal diplomas.

Consequently, the Examination Committee has organised 9 examinations with a total of 277 candidates since 2014. Our Association for counselling SGfB had planned the road to the advance Diploma Examination HFP with good foresight since 2006. Significantly more than half of the active members have already taken the examination.

I'd like to thank my colleagues in the Examination Committee for the valuable collaboration for the sound positioning of the HFP. The existing concentration of roles, the strategic planning of the merger of the authority in charge with the EC-accounting, different value judgements and recurrent differences of positions has led the board of the SGfB to decide that the committee will be newly composed with new members as of the 2018 GA. During a transition period, I will ensure a trouble-free continued functioning of the HFP together with the new members proposed during the 2018 GA and the new members nominated for election.

I'd also like to thank the 20 experts who were trained in a sound and solid way for the important task and who worked reliably and competently: at the 544 occasions, they were all on time and ready for the job to be done.

The transition period, during which SGfB active members only needed to take part three of the examination has come to an end on December 31, 2017.

Henceforth, SGfB counsellors must take the written part 2 (counselling concept, 15–24 pages A4) and then, as before, the oral part three, counselling practice. The next HFP will again take place at Olten, September 4-6, 2018. A new aspect will be that it is no longer mandatory that one of the two experts must have been trained in the same approach to counselling as the candidates.

The HFP is a competence-oriented examination and the individual approach to counselling, i.e. the individual identity as a counsellor, is to be demonstrated competently at the HFP.

In addition to the training of the experts, the examination committee has ensured a trouble-free functioning of the examination. It has also updated and qualitatively further developed the existing documents for the operations after 1.1.2018 when the definitive examination regulations come into force. The present EC takes leave and thanks all members of the SGfB for the confidence you gave us.

I thank the board of the Swiss Association for Counselling, SGfB, especially the president, Rosmarie Zimmerli, for the great and good work that was done in 2017.

*Benno Greter, Chair of the Examination Committee*

# Annual report 2017 of the Quality Committee

## **Members:**

Eveline Bühlmann (-Lehmann); chair

Thomas Frank

Irene Kaufmann

Esther Nogler

Gerhard Schobel

Daniela Chiesa Filippini

Patrick Zahnd

A point of particular note is the swift and goal-oriented collaboration of our QC-team that was expanded in the spring. A constructive working together in a benevolent atmosphere allowed for a mainly trouble-free as well as efficient operation at the examination of the again numerous dossiers.

Accordingly, during the reporting year 70 regular requests for active membership and 6 sur-dossiers were examined. Two further sur-dossier requests are still being processed.

In addition, the SGfB won 16 members in training and an additional 9 passive members. Moreover, 117 proofs of further training were assessed. Quite a few extensions of deadlines that were granted as well as occasionally expressed warning of the proofs of further training caused a lot of extra work.

Fortunately, three more collective members (out of a total of 28) were accepted. In addition, three re-certifications took place according to plan, four further re-certifications are still being processed – with deadline extensions).

Stimulating expert discussions (contents of supervision/intervision, optimization of several processes, structure of different approaches to counselling, dialogue culture) within the Quality Committee – as well as the direct exchange with the board – have strengthened the committee, resulting in more clarity, steadfastness, and a higher quality awareness.

In addition to an open, transparent way of working and acting, inventive solutions and creative ideas have had a positive impact on the team spirit. The Quality Committee has developed into a very productive, efficient and enduring group.

After my engagement of about 4.5 year for the QC, I will resign – as of the 2018 GA – from my position as chair and member of the Committee. I will do everything to ensure an optimal succession.

I wish the highly motivated and extremely well cooperating QC-members much vigor, joy and energy to achieve and implement all the worthwhile objectives further on.

May the QC succeed in making valuable contributions for the quality assurance and professionalisation and in substantially consolidating the professional image of the counsellor in the professional landscape.

I take this opportunity to sincerely thank you for the inspiring exchange of ideas, for all the touching encounters, for the impressive work effort and the exemplary togetherness within this extremely productive, dynamic and powerful group

*Eveline Bühlmann (-Lehmann), Chair of the Quality Committee*

# Annual report 2017 of the Appeals Committee

The Appeals Committee of the Swiss Association for Counselling presents the following report on its activities in 2017 for the information of the General Assembly of March 12, 2018.

## Overview

- Committee members:
- Dr. Judith Schütz; chair
  - Dr. Reinhold Schätzle; deputy chair
  - Magdalena Fuchs Genzoli
  - Dr. Andrea Engeler
- Working results:
- Exchange of information with the board
  - Recruiting of a new member
- Meetings:
- Annual session of the Appeals Committee on 26.10.2017
  - Participation in the General Assembly on March 13, 2017
  - Participation of the CMC on November 13, 2017

## Report

The Appeals Committee looks back on a quiet year. The annual meeting of October 26, 2017 was the only formal activity.

At the GA 2018 the following personnel changes will take place:

- Magdalena Fuchs Genzoli (in the AC since 2010) resigns from the Appeals Committee. In this period, Magdalena was also deputy chair of the Appeals Committee. I have always appreciated her presence and intelligent collaboration.
- Nicole Kopp seeks re-election in the Appeals Committee. She has already taken part in the annual meeting of the Appeals Committee as a guest and has met not only the AC-members, but also the president of the SGfB. I am convinced that Nicole will fit in well in the Appeals Committee.
- Andrea Engeler and Reinhold Schätzle are available for re-election. Both have pointed out that this will be their last term of office. So, we have to be proactive and look for new members of the AC

*Dr. Judith Schütz, chair of the Appeals Committee*

# Annual report 2017 of the board

## Members

Rosmarie Zimmerli; executive president, financial responsibility a.i.	IKP
Dr. Irène Kummer; vice president, until 13.3.2017	OIP
Margot Ruprecht; Projekte, vice president as of 13.3.2017	TAL
Monika Riwar; actuary	bcb
Eveline Bühlmann (-Lehmann); chair of the Quality Committee	IKP
Carmen Kaiser; Website, Projects	pca.acp
Marc Probst; chair of the Professional Policy Committee as of 13.3.2017	Sur-Dossier
Roy Hildebrand; until 1.2.2017	OIP

## Personnel changes

The first quarter of the reporting year was characterized by personnel changes within the board.

During the second of the 9 regular meetings of the board, Roy Hildebrand unexpectedly resigned for personal reasons with immediate effect. Among the issues he had brought up, were his critical observations with respect to good risk management. This has led to the decision by the board to take a sponsoring membership with the Institute for Research on Management of Associations, Foundations and Co-operatives, VMI, the Institute for Research on Management of Associations, Foundations and Co-operatives, University of Fribourg. Especially in view of the 2017–2020 strategy, which is mentioned below, and the further development of the organisation of the SGfB, the Association obtains a competent coaching by highly experienced professionals and other benefits. The presence of the image and logo on the VMI-website is one of several possible marketing measures.

During the 11<sup>th</sup> General assembly in March, Irène Kummer, resigned as planned, from her long-standing activities in the board with a tearful and joyful eye. Since its foundation she disinterestedly supported the SGfB with heart, intelligent expertise and great know-how in dealing with the various challenges to achieve the objectives, in the last 6 years as our highly esteemed vice president. She was deservedly appointed honorary member.

Margot Ruprecht was unanimously elected as the new vice-president. She quickly familiarized herself with her new function and supports the president and the entire board both in strategic and operational interests. She has great social, communicative and professional skills and her integrative attitude greatly

contributes to the quiet and professional working climate.

I also take the opportunity to express my sincere gratitude to the entire board – the extraordinary session of mid-February has shown that we can also work together well as a team when we are faced with challenges. All are committed and work with great dedication for the completion of the tasks in the SGfB association that has grown into a big organisation. The two-day retreat in Lucerne in mid-June confirmed this and was characterized by friendly and coherent team work.

After a lengthy search, we believe to have found in Urs Vetter the suitable person to relieve the president with respect to financial responsibilities. During its June session, the board nominated him for election in the board during the 2018 General Assembly.

Since September he has taken part in the board meeting without the right to vote and he quickly and competently became familiar with the tasks to be completed. Just like all other board members he dedicates a lot of time between the meetings to work with great energy.

Fabian Bazzana from Tessin expressed his interest in cooperating in the board. During the board meeting at the end of August he was nominated for election at the GA 2018. Unfortunately, he withdrew his candidacy only a few weeks later for family reasons. He will, however, be available for specific projects, which concern our members in Tessin with his knowledge and skills after having received a mandate by the board.

### **2017–2020 Strategy**

In addition to the policy, the positioning of the SGfB and the instrument for strategic planning, Irène Kummer and Marc Probst have developed the 2017–2020 strategy, which will be presented for approval to the 2018 General Assembly. The authors have mentioned the future challenges on the basis of the question “SGfB – quo vadis”, they defined the vision and mission on the basis of the SGfB mission statement and subsequently laid down the tasks both with respect to the outside world as well as internally. Five strategic aims and their activities including indicators have been deduced from them. The results of the questionnaire that was used during the reporting year with the satisfactory response of almost 50% have also been included in the strategy paper. Subsequently the document was submitted to the committee members for approval. Including the feedback, the final version was written, which can be found on page 22 of the annual report 2017.

With high motivation, we promptly started to work on reaching our goals. Within the framework of the second objective of the strategy “a critical analysis of the pros and cons of the recognition of counselling by the supplementary insurance”, the president had a meeting, together with Werner Becker, member of the Ethics Committee of the SGfB and well connected in the health sector, with Ms Lebet, manager, and Mr Muijsers of the Empirical Medicine Register EMR.

A further telephone conversation with Mr Muijsers of the EMR took place in December.

Currently, the outcome points at a rejection on the part of the EMR. It was decided to continue the discussion, since the EMR is convinced of the objective of the Swiss Association for Counselling, of the quality of its activities and of the positioning of the professional profile of counselling in the field of professional consultants and therapists.

A further step was the creation of a working party to examine the position of the SGfB with respect to the second strategy aim. It consists of Carmen Kaiser, member of the board, Gabi Rüttimann, member of the Professional Policy Committee, Brigitte Brun and Manou Maier, counsellors SGfB and experts for the HFP for counsellors. Gabi Rüttimann was present at the last board meeting of the year, to inform the board about the pros and cons of the recognition of counselling, which is not a “method” by itself, by the supplementary health insurances. On the basis of these documents, the working party will prepare a position paper for the board.

### **Promoting and ensuring the quality of training and further training in the field of counselling**

Shortly before Christmas we had the great pleasure to hold the examination regulations for the advance diploma examination for counselling in our hands that SERI had put into effect and signed on the 13<sup>th</sup> December. That we managed to achieve this was especially thanks to the proper understanding of our president and the relevant people of SERI and the other members of the other authorities in charge, their prudent work and perseverance.

At the beginning of the year, it was decided on the basis of the position paper for SERI, that was thoroughly discussed in the two authorities in charge that the merger of the two examination regulations would not result in visible added value for the two authorities in charge. The chances /risks or the strong and weak points analysis also gave a negative answer to the second question posed by SERI, if a joint authority in charge for the three federal examinations for consultants could

be created. The authorities in charge have requested a model for cooperation between the authorities in charge. SERI has endorsed this request. Accordingly, a formal cooperation declaration signed by all parties was presented to SERI and signed by both parties. The board is convinced that with this solitary approach as authority in charge the professional identity of the counsellor will be strengthened, thus creating an obvious added value for the members of the SGfB.

Immediately following this decision, the changes in the examination regulations that were prepared in a working party and endorsed by the Examination Committee and the board could be integrated in the grid of the examination regulations required by SERI. They could be handed in before the summer holidays for publication in the Swiss Federal Gazette. SERI requested some minor adaptations before the publication in the Swiss Federal Gazette at the beginning of November, which were endorsed by the board and the EC. It is also good news that SGfB counsellors, and other candidates who can demonstrate that they have a tertiary diploma in counselling can also be exempted from parts of the examination. What is new is that in any case a written counselling concept and an oral examination in counselling are required.

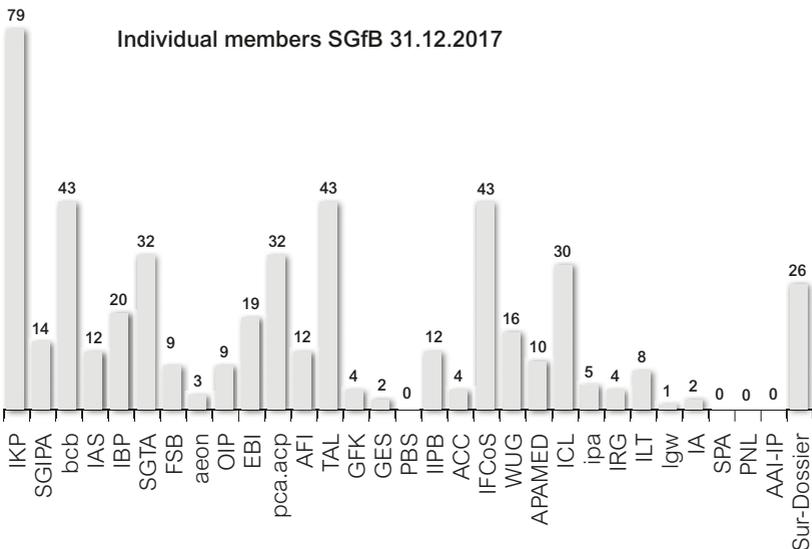
As you can read in the report of the Examination committee, in 2017 the HFP for counsellors could be held for the ninth time with record numbers of participants. The members of the EC deserve our thanks for the great job they have done in contributing to the success of the examinations at the end of their terms in office. They have worked with great professional and methodological competence. In the full awareness that the HFP in its present form, is the result of this work, the board in its function as authority in charge has decided that the current group, with the exception of the chairman, will no longer be nominated for election. The existing concentration of roles, the strategic planning of the merger between the accountings of the authority in charge and the accounting of the EC, different value attitudes and recurrent differences of positions has led the board to take this decision. After the end of its term in office and with the start of the indefinitely valid examination regulations and in the interests of the SGfB, the board wishes to seize the opportunity to make a fresh start and to build on the foundation of the work done by the founders of the Examination Committee.

## Networking

During the reporting year, the president has had repeated occasions to have contact with various people both nationally and abroad, as this is part of the policy. She visits the annual experience exchange-conference organized by SERI with information from the State Secretariat and to exchange information with various authorities in charge of professional and advance diploma examinations. SERI has also invited the president to take part in a working party to develop action competences of people involved in examinations (Examination Committees, people in charge of examinations, experts or test developers). She also takes part in the annual conference of the network for mental health.

Finally, she was invited to the FHNW, the University of Applied Sciences and Arts Northwestern Switzerland, that organised a conference on the occasion of the 20<sup>th</sup> anniversary of the further training in systemic solution-oriented limited time counselling, where she met a representative of the German Association for Counselling DGfB. Prof. Dr. Renate Zwicker-Pelzer was impressed by the development of the SGfB and will connect Rosmarie Zimmerli with other actors in the DGfB.

The president has further contacts with the Universities of Applied Sciences and Arts in Zurich and St Gallen. First concrete talks about a membership of the SGfB or presentation of the Association at these institutions are planned for the beginning of 2018.

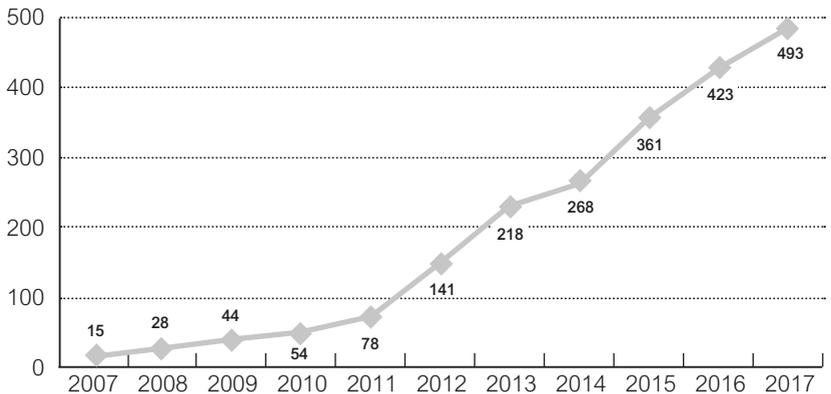


### Administrative office

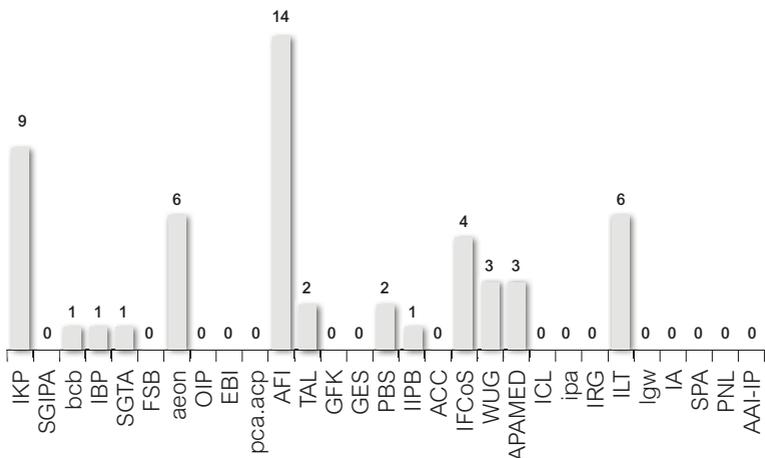
The members are still the heart of the SGfB. With their engagement on behalf of the association, be it voluntary, as staff member or paying member, they make it possible to position counselling in the broad field of providers of these and similar services.

28 (25 in 2016) collective members, 493 (469) Active members, 54 (67) Members in training, 30 (22) Passive members und 3 (1) Honorary members.

### Development individual members 2007–2017



### Members in training SGfB 31.12.2017



**The secretariat.** Britta Beinat has familiarized herself very well with the various tasks and handles all processes including the administration of the website reliably and efficiently. This has also had a positive effect on the costs of the secretariat, which have been remarkably reduced this year. A big challenge was the transition of Supporters to the Filemaker database. After thorough analysis by the president a highly competent successor for Thomas Feger could be found in the person of Mr Erich Roth of the c3000GmbH.ch company. The database has been modernized as a result of this change, which has it made easier to work with.

Unfortunately, Britta Beinat has announced that she will no longer be available as administrator for IT Clevernet for personal reasons as of April. In the interest of the SGfB the board terminated the work contract with IT CleverNet on December 1, 2017 as of the end of May 2018 and is now looking for a non-person specific solution for the secretariat with a possibility for a longer cooperation. In December, the first bids arrived. No decision on which institution will take over the SGfB secretariat in spring could be taken before the end of the year. Mr Hohl of IT CleverNet is generously prepared to release us earlier from the contract, if a seamless handover of the secretariat to the new place by Britta Beinat is possible.

**The committees** as standing bodies of the SGfB are the professional Policy Committee, PPC, the Ethics Committee, the Examination Committee, the Quality Committee and the Appeals Committee. The names of their members and describe their activities in separate annual reports.

**The delegates and their substitutes** of the collective members are the liaisons between the General Assembly, the board and the committees and the collective members. 18 out of 27 collective members were represented at the annual conference of collective members in November. As usual, those present were informed directly about the work of the board and the secretariat.

The key issues this year were the strategy paper and the latest developments concerning the advance diploma examination HFP. Subsequently, several groups discussed the topic “successful entrepreneurship – flourish or fail: what constitutes a successful collective member?” The discussions were lively and there were many exchanges, even though the specific “secret recipes” were not disclosed. The lively discussions during the break and the subsequent apéro show that this type of informal meetings is appreciated and profitable.

**The newsletter.** At the end of August, the first SGfB Newsletter was sent to all members. Margot Ruprecht and Carmen Kaiser created a considerable product together with the committees and the secretariat. For the time being, this information medium will be published at irregular intervals. The many positive feedbacks encourage and inspire the Newsletter team in the new year.

To conclude this report in a positive way, I'd like to thank

- my colleagues in the board for the tireless, constructive, serious and friendly collaboration
- the committee members for their persevering, beneficial and loyal collaboration
- Britta Beinat in the secretariat and her substitute, Mara Schnyder, for their professional work in the background
- the members of the SGfB for their attentiveness and support in achieving the objectives of the SGfB financially, by the frequently expressed goodwill and the great enthusiasm, which is of invaluable importance on our road to success
- and the many conversation partners in the political professional field for their interest in our activities.

*Rosmarie Zimmerli, President of the SGfB*

## Profit and loss accounts 01.01.2017–31.12.2017

Num- ber	Expenditures	Saldo		Deviations from the budget
		31.12.2017	Budget 2017	
4401	Social security benefits	10'409.00	16'000.00	5'591.00
4402	Presidency/board	19'739.60	13'000.00	-6'739.60
4403	Bookkeeping/revision	220.45	300.00	79.55
4404	Meeting rooms	–	–	–
4601	Delegates' meeting	7'495.10	7'000.00	-495.10
4602	Membership of associations /EAC)	300.00	–	-300.00
4603	Various expenses VS/committees	2'455.90	2'000.00	-455.90
4604	Contribution of the association to the AFD	–	–	–
4701	Compensation office	10'000.00	10'000.00	–
4702	Secretarial fees	57'481.42	72'500.00	15'018.58
4704	ITC/Software	3'897.39	3'000.00	-897.39
4705	Office materials	547.35	1'000.00	452.65
4706	Telephone, Postage, costs for PC	1'802.21	2'000.00	197.79
4707	Printed materials	4'348.47	5'000.00	651.53
4708	Various expenses	140.67	1'000.00	859.33
4891	PR Public Relations	11'330.05	8'000.00	-3'330.05
4892	Website www.sgfb.ch	810.30	2'000.00	1'189.70
4894	Projects	453.60	–	–
4895	10th anniversary 2016	153.40	2'000.00	1'846.60
4896	ADE	–	2'500.00	2'500.00
4899	Other expenses	2'255.60	5'000.00	2'744.40
4905	Write-offs	3'340.00	–	-3'340.00
<b>Total expenditures</b>		<b>137'180.51</b>	<b>152'300.00</b>	<b>15'119.49</b>
<b>Revenues</b>				
6001	Contributions collective members	33'575.00	31'250.00	2'325.00
6002	admission fees collective members	3'200.00	1'600.00	1'600.00
6003	Various revenues	7.19	200.00	-192.81
6101	Application fees active members	22'350.00	24'800.00	-2'450.00
6102	Contributions active members	89'005.00	86'900.00	2'105.00
6103	Contributions members in training	5'267.00	5'500.00	-233.00
6105	Contribution PM	2'524.50	2'200.00	324.50
6201	Donations	780.00	500.00	280.00
6202	Interest earnings	–	–	–
<b>Total revenues</b>		<b>156'708.69</b>	<b>152'950.00</b>	<b>3'758.69</b>
<b>Result of the fiscal year</b>		<b>19'528.18</b>	<b>650.00</b>	<b>18'878.18</b>
<b>Balance sheet 31.12.2017</b>		<b>Active</b>	<b>Passive</b>	
1010	Postfinance account	48'995.74		
1060	Accounts payable		3'340.00	
2000	Transitory liabilities		211.50	
	Accumulated fortune as of 31.12.2016		25'916.06	
<b>Profit 2017</b>			<b>19'528.18</b>	
	Accumulated fortune as of 31.12.2017	48'995.74	48'995.74	

<b>Budget 2018</b>				
<b>Num- ber</b>	<b>Expenditures</b>	<b>Saldo 31.12.2017</b>	<b>Budget 2018</b>	<b>new number</b>
4401	Social security benefits	10'409.00	<b>15'000.00</b>	5810
4402	Presidency/board	19'739.60	<b>19'900.00</b>	5820
4403	Bookkeeping/revision	220.45	<b>300.00</b>	5830
4404	Meeting rooms	–	–	6000
4601	Delegates' meeting	7'495.10	<b>8'000.00</b>	5840
4602	Membership of associations /EAC)	300.00	<b>300.00</b>	6300
4603	Various expenses VS/committees	2'455.90	<b>2'500.00</b>	6700
4604	Contribution of the association to the AFD	–	–	6310
4701	Compensation office	10'000.00	<b>12'000.00</b>	5800
4702	Secretarial fees	57'481.42	<b>72'500.00</b>	6500
4704	ITC/Software	3'897.39	<b>4'000.00</b>	6570
4705	Office materials	547.35	<b>1'000.00</b>	6510
4706	Telephone, Postage, costs for PC	1'802.21	<b>2'000.00</b>	6530
4707	Printed materials	4'348.47	<b>5'600.00</b>	6520
4708	Various expenses	140.67	<b>1'000.00</b>	6710
4891	PR Public Relations	11'330.05	<b>8'000.00</b>	6540
4892	Website www.sgfb.ch	810.30	<b>2'000.00</b>	6580
4894	Projects	453.60	<b>3'500.00</b>	6550
4895	10th anniversary 2016	153.40	<b>500.00</b>	6570
4896	ADE	–	<b>1'000.00</b>	6560
4899	Other expenses	2'255.60	<b>5'000.00</b>	6720
4905	Write-offs	3'340.00	–	6800
<b>Totale expenditures</b>		<b>137'180.51</b>	<b>164'100.00</b>	
<b>Revenues</b>				
6001	Contributions collective members	33'575.00	<b>36'500.00</b>	3010
6002	admission fees collective members	3'200.00	<b>1'600.00</b>	3000
6003	Various revenues	7.19	<b>200.00</b>	3610
6101	Application fees active members	22'350.00	<b>22'600.00</b>	3100
6102	Contributions active members	89'005.00	<b>97'980.00</b>	3110
6103	Contributions members in training	5'267.00	<b>5'800.00</b>	3210
6105	Contribution PM	2'524.50	<b>3'600.00</b>	3310
6201	Donations	780.00	<b>500.00</b>	3620
6202	Interest earnings	–	–	6950
<b>Total revenues</b>		<b>156'708.69</b>	<b>168'780.00</b>	
<b>Result of the fiscal year</b>		<b>19'528.18</b>	<b>4'680.00</b>	

# SGfB Strategy 2017 - 2020

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## Introduction

The Swiss Association for Counselling (SGfB) was founded by 11 founding members as an association for counsellors on May 6, 2006. The rationale was that a professional association is a requisite for a profession. It represents the interests of a professional group to the outside world and internally promotes contacts between the members of the profession as well as the professional training and further training of its members. It is the association's aim to strengthen the identity of the counselling professions, to ensure and further develop the quality of professional counselling and to promote the scientific and professional foundations.

The still young professional association, which essentially exists by the initiatives of its members, by a praesidium run on a voluntary basis, a board and committees, has already reached *important milestones*.

- The association has steadily grown, from 11 to 25 collective members (CM), to 457 active and 23 passive members and 53 members in training (December 31, 2016).
- It introduced a trade-mark protected quality label (Counsellor SGfB), which constitutes the most important reason for counsellors to become a member of the SGfB, next to legitimacy and credibility.
- Together with an insurance company, SGfB has created the basic conditions so that its members can take a professional liability insurance at a reduced rate (collective contract).
- Within the framework of professional training at a federal level, SGfB has been the driving force for the creation of a new qualification possibility for counsellors with the Advance Diploma Examination HFP for counsellors. Its provision-

al examination regulations came into force on June 28, 2013 and will be finally endorsed by the State Secretariat of Education, Research and Innovation on January 1, 2018.

*By doing this, SGfB has created the basis for the definition and establishment of counselling as a separate professional field. It is fair to say that, after ten years, the construction phase of the SGfB has been successfully concluded.*

**The question now is, which new challenges will arise for the SGfB.**

**SGfB – quo vadis?**

SGfB finds itself faced with a series of challenges:

- The professional field of counselling as before has a relatively *modest visibility and acceptance* for the general public. SGfB has created a considerable profile in government circles in Berne and is relatively well-known among (future) counsellors. Furthermore, the professional field of counselling struggles with *demarcation issues* (respectively a professional identity that is not defined well enough) against related professions such as coaching, social work and the profession of psychotherapy. In addition, counselling struggles partly with credibility problems, because the profession does not require a university or higher education diploma.
- SGfB has strongly promoted the introduction of the HFP, but *neither the resulting professional title "Counsellor with Advanced Federal Diploma of Professional Education and Training" nor the SGfB quality label offers clear advantages, let alone jobs*. Most counsellors are independent, mainly part-time. This again gives rise to the questions: why should a person become a member of the SGfB? What are the advantages of SGfB membership? Non-SGfB members can also take the HFP. What are the benefits of the professional title or the quality label? An answer can already be given: SGfB membership is a guarantee for the high quality of the trainings by the collective members recognized by the SGfB as well as the continuing supervision and further training / quality assurance of the active members. This also became clear in the survey among our members in 2017 and points at a relatively high degree of satisfaction of the members (on average 66 out of 100 points).
- With the growth of the SGfB with an increasing number of trained counsellors, the question of *market saturation* arises. How high is the demand? (supply and demand) in this profession, since hardly any jobs are offered to

counsellors by institutions. There is a need for clarification that SGfB has to consider.

- The interest in the training for counsellors has resulted in academic institutions such as universities and institutions of higher education increasingly offering courses in the field (academization of the professional field). What does this trend mean for the SGfB and for the collective members and their training institutions? What are the implications for the HFP? Does academization lead to a devaluation of the HFP? How can we guarantee that the two can exist next to each other and not be each other's rivals?
- We also see the rise of new similar professional fields (e.g. specializations in social work dealing with counselling issues). Here questions similar to the ones posed above present themselves, especially demarcation issues (the own identity of counselling) against other offerings (social work in schools)? What is the answer of the professional field of counselling to this trend to specialisation?
- SGfB has grown rapidly and is based on a militia system with volunteer work. To meet the challenges of the next phase, a stronger management orientation of the association will be necessary. What does it look like? Does SGfB have the resources to master this management orientation?

These challenges and questions are strongly interconnected. For example, higher visibility of the professional field of counselling can lead to more credibility and consequently to the creation of jobs. It is clear, that these challenges are to be taken seriously. *Ideas by all members of the SGfB are needed, so that the challenges can be used as opportunities that strengthen our association and so establish counselling even better as a recognized professional field.*

This paper's objective is to show *which strategic direction the SGfB should take in the next three years in view of this starting position.* Before presenting six strategic objectives, the slightly modified mission statement of the SGfB will be explained. The strategy can only be implemented when all members have a clear idea what the SGfB is and what it stands for. The mission statement is also a central element in the association's communication, which influences the visibility of the SGfB. After the strategic objectives we will present ideas with respect to the necessary financial and human resources that will be needed for the implementation of the 2017–2020 strategy. Strategic controlling will also be addressed.

This paper was written by the board of the SGfB. Points of departure were the discussions during the annual board retreat of June 2016. The paper was amended during a group discussion at the 6<sup>th</sup> conference for collective members of the SGfB on November 14, 2016, by a meeting of a working party with collective members on February 1, 2017, written input of several collective members and committees and by the results of the survey among SGfB members. The board of the SGfB expresses its sincere thanks to all its members for the valuable thoughts, comments and proposals.

### **SGfB Mission statement**

#### *Who ist the SGfB?*

Today, the Swiss Association for Counselling (SGfB), founded in the year 2006, is the umbrella organisation of 25 Swiss associations and institutions on the one hand and over 450 individuals in the field of counselling on the other.

It has a practical orientation, politically, denominationally independent with respect to views of particular schools and currents, explanatory models and methods within counselling. The organisation is registered as an association. Its highest organ is the General Assembly consisting of all its members. The board consists of 7 to 9 members and is responsible for the strategic and operational management of the SGfB. Five specific committees<sup>1</sup> have specific mandates.

#### *What is the vision of the SGfB?*

The SGfB's vision is to contribute to society's mental health by professional counselling.

#### *What is the mission of the SGfB?*

It is the SGfB's mission as the leading Swiss association to anchor the professional profile of counselling in society, to represent the interests of counselling, to ensure its further development and to offer an orientation framework for professional and high-quality counselling to its members, the general public, the clientele and the world of politics.

To achieve this goal the following tasks to the outside world are identified:

- Strengthening and promoting the profile, the identity and the common approach to counselling of the counselling oriented professions.

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<sup>1</sup> Quality-, Ethics-, Professional Policy-, Appeals and Examination committee.

- The promotion of a broad recognition of counselling with its own professional profile. Setting and enforcing clear, qualitative and ethically high standards.
- Building contacts with other professional organisations in Switzerland and abroad and maintaining them.
- Promoting and ensuring the quality of professional training and further training as counsellors.
- Closely monitoring scientific, professional, political and legal developments in the field of counselling and therapeutic areas, critical analysis of existing tendencies as well as integration and dissemination of the main currents and insights.

*Internally:*

- Promoting (self-) reflection in the field of counselling as well as interdisciplinary work.
- Supporting members in issues of organisation of work as a counsellor.
- Supporting and encouraging prospective (active and collective) members
- Ensuring and extending the services to our members.
- Consolidating the professional contacts between collective and active members as well as promoting professional exchanges.
- The constant professionalisation and further development of the SGfB.
- Maintaining the internal communication within the SGfB and creating a constructive climate for dialogue.

*Who are the members of the SGfB?*

The SGfB is the professional association for counsellors who have completed a professional training (with or without a federal diploma), persons in training and for training institutions (collective members).

*What are the values of the SGfB?*

The basic attitude of the members of the SGfB is based on

- *The unconditional acceptance of the client and on the respect of the individual, gender-specific, cultural, religious and social differences (diversity)*
- *Integrity<sup>2</sup>, Self-determination<sup>3</sup> and the respect for the client's privacy.*

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<sup>2</sup> Integrity means the right of clients to recognition of physical, psychological and mental limitations and thus protection against abuse of the person of the client.

<sup>3</sup> Self-determination recognizes the right of the client to enter into a counselling relationship and to end it, irrespective of its having been initiated directly or indirectly. The freedom of expression is also respected as well as the expression of needs and issues.

- *The high professional competence of the counsellors, who only offers services and methods they have acquired during training and further trainings and are legitimized to use.*

(Code of Ethics of the SGfB).

### **Strategic objectives of the SGfB 2017–2020**

Below *six strategic objectives* for 2017–2020 are defined. It is their purpose to support the positioning of the SGfB and function as an orientation framework to meet the challenges presented. Based on these guiding principles, the board of the SGfB will lay down an annual plan of action including measurable indicators such as the annual 10% growth of the number of individual members and the budget. The activities mentioned and the indicators are indicative for the achievement of the strategic objectives.

#### **Objective 1: The general public and potential employers have been informed about the practice and the benefits of counselling.**

Through Information *the professional field becomes visible and through information the many possible applications as well as the benefits of counselling can be understood.* Ideally, this will lead to a greater acceptance and credibility of counselling.

*Another objective is that by means of the first objective job possibilities (and new “fields of activity” can be created for counsellors in institutions such as homes, schools, hospitals, health insurance companies, social institutions (e.g. cancer or lung league, institutions for the treatment of addictions, etc.).* This is needed to offer a perspective to the high number of graduates of the counselling training institutions, apart from the move to self-employment.

**Activities** include:

- What is needed is a market analysis: to achieve the objective of creating new employment options (and the identification of new fields of activity) it must be clear what the offer of counselling consists of and how many counsellors the market can absorb.
- Mapping possible employers, but also new fields of activity.

Possible employers are:

- Advisory centers (e.g. addiction or job counselling)
- Churches, Emergency care centers.
- hospitals, clinics, Rehabilitation centers, Homes for the elderly
- Prisons
- Schools, Youth centers (e.g. Assisted living for adolescents)
- Political municipalities (e.g. Counselling, structuring people's daily lives and assisting refugees coming to terms with the past.)<sup>4</sup>

Fields of activities include e.g. offering counselling services to staff members and their families in companies to prevent burn-outs, stress management, etc.<sup>5</sup>

- The development of a position paper about the benefits and possible fields of activity of counselling. This should also demonstrate that as a tool of prevention, counselling is much cheaper than "therapy".
- Institutional dialogue with selected promising employers.
- Taking proactive initiatives to make counselling known among selected institutions (cf. employers above) as well as the general public.
- It is assumed that *awareness of the professional counselling field for the general public will have a positive effect on the creation of jobs*. To achieve this, also politicians, (e.g. those responsible for health and education) will increasingly be made aware of counselling.
- Carrying out pilot projects with interested institutions.

Benchmarks to check the achievement of the objective (indicators) are:

- Market analysis and mapping have been carried out.
- At least 50 potential employers have been contacted.
- The position paper about the benefits has been developed.
- At least one pilot project has been initiated.
- The number of requests to the SGfB and its members by the "wider public" has risen.

## **Objective 2: critical analysis of the pros and cons of recognition of counselling by the supplementary insurance.**

Psychotherapy, as well as a series of modalities, closely related to counselling,

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<sup>4</sup> The board will prioritise 2–3 possible employers and fields of activity when the strategy has been adopted.

<sup>5</sup> See e.g. [www.stressnostress.ch](http://www.stressnostress.ch)

are recognized by the supplementary insurances. Within the SGfB there is the attitude that the recognition of counselling by the important health insurances is to be seen as essential and the central milestone for the years to come. This should grant counselling more legitimacy and would also promote the job opportunities for counsellors. There are, however, also critical voices that believe that recognition is a disadvantage because it would lead to overregulation.

**Activities** include:

- Promoting a critical discourse within the SGfB on the pros and cons of recognition of counselling by the supplementary insurance. Part of the dialogue is the development of a set of arguments that explains why counselling should be part of the supplementary insurance and why not.
- Adopting a clear SGfB position with respect to the recognition or non-recognition of counselling by the supplementary insurance. Depending on the position, creating the basis so that recognition becomes more likely and entering into a dialogue with the insurance companies (expectations, criteria for recognition, the insurance companies' concerns, etc.) and doctors<sup>6</sup>; or alternatively, developing communication materials that stress the added value of non-recognition (because of possible overregulation). In any case, a rethinking in the health sector is required, where until now, the system is focussed on the treatment of mental illnesses, whereas the focus should shift towards a preventive approach and help in developmental issues and life crises of not mentally ill people within the context of counselling. It should also be shown which health costs can be reduced by counselling.
- Sensitizing politicians responsible for the health sector for the benefits of counselling.

**Indicators** are:

- At least one SGfB internal dialogue event on the issue of recognition of counselling by the supplementary insurance has been organised.
- A possibly high degree of consensus between the SGfB and the collective members has been reached.
- The ASCA foundation, EMR and the foundation for naturopathy and empirical medicine (SNE) have been contacted.
- A position paper has been developed.

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<sup>6</sup> According to federal regulations, the recognition by the supplementary insurance would only be granted to the counsellors with the federal diploma.

- Appropriate measures have been initiated (depending on the position).

**Objective 3: The existing member base is fostered; new members are gained and high quality services are offered.**

As of 2018 the Advance diploma examination HFP for counsellors will be finally endorsed. It will also in the future be carried out by the SGfB Examination committee. Questions for the future include: What does SGfB have to offer to its members? How can the SGfB remain attractive? Why should new members join the SGfB?

**Activities** include:

- SGfB works even more closely together with its collective members to promote professional policy awareness during the training period and to constructively discuss similar issues at an early stage. SGfB should try to obtain a possibly high degree of consensus to enable it to act externally. For this purpose, it makes an appropriate «toolkit» available (e.g. Information about SGfB, professional policy priorities, etc.) and organises regular dialogue events with its CM.
- Professional policy awareness is increasingly promoted among its members. Only with professional policy commitment can the six objectives be reached.
- A strategy for sustaining and increasing the membership base will be developed (recruiting members and attracting new members). An essential element will be the offer of services respectively the advantages of members for active members and members in training, which should be reviewed and extended. SGfB will for instance consider the introduction of a job market and the organisation of workshops about issues such as setting up a practice, online-presence, networks, etc., the organisation of SGfB conferences. It will also examine the introduction of a graded concept for further training. The possibility for SGfB members to take a shortened HFP will also be clarified. Connected to this point is also the review and, if necessary, the adjustment of the price structure or memberships, re-certification, etc.
- Collective members are encouraged to offer further training courses, requested by SGfB active members (e.g. counselling with children, intervision groups that integrate various methods, etc.).

**Indicators** are:

- The number of individual members increases by 10% per year.
- Toolkits and advantages for members have been developed and are on offer.

#### **Objective 4: the common professional identity is enhanced.**

Aspects of the current situation: new similar professional fields are coming up, there is a trend towards academization and specialisation, still coaching enjoys great popularity,

Moreover, within the SGfB a wide variety of approaches and methods are represented, which on the one hand is a strong point, but at the same time a challenge on the other. In addition, SGfB is underrepresented in Western Switzerland<sup>7</sup>.

These are just a few reasons why the *professional identity of counselling should be enhanced. Only together can we meet the challenges mentioned above.* This again is only possible when SGfB can appear as a strong and united association.

**Activities** include:

- Development of a survey of academic institutions that offer counselling (especially MAS).
- Development of a survey of curricula of the CM (approach to counselling, methods used, minimally required practice and self-experience (self-reflection, supervision by trainer, group supervision, etc.).
- Comparison between the curricula of collective members and those of academic institutions.
- Short position paper about the consequences of the academization of the professional field of counselling for the HFP, the active members of the SGfB without HFP and the collective members of the SGfB. Questions should be clarified such as what is equivalent in which diploma? Should counsellors with an academic title in counselling be offered a shortened HFP? How can the collective members and the academic institutions offering counselling complement one another instead of competing? (e.g. can recognition by the SGfB be the basis for doing a MAS directly?)
- Dialogue and cooperation with academically oriented institutions to strongly embed them in the SGfB (e.g. by students writing master theses on counselling).

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<sup>7</sup> In Tessin SGfB has 3 collective members, Rising trend. Interestingly, satisfaction of SGfB members in Western Switzerland is higher (80 out of 100 points) than in the German speaking part of Switzerland (67) and Tessin (59) and among English speaking members (59).

<sup>8</sup> SGfB has achieved level 6 of 8 in the National Qualifications Framework for Vocational and Professional Qualifications (NQF VPQ)

- Focussed measures to strengthen the professional image and to promote and sustain the variety of concepts and methods, (e.g. creation of regional SGfB meetings).

**Indicators** are:

- The relationship between the HFP and the academic training institutions has been clarified; the institutions are more strongly imbedded in the SGfB.
- The position paper has been developed.
- Regional meetings in Tessin and Western Switzerland have been established.

**Objective 5: the professional image of counselling will be made known to a wider public by focused marketing and communication initiatives.**

*Communication and marketing play an essential role in the implementation of most of the strategic objectives mentioned above. They can contribute to greater visibility and acceptance of the professional field, etc.*

*For these to be effective, basic conditions are knowledge of the stakeholders (schools, doctors, political municipalities, companies, etc.) the SGfB wishes to reach, a common understanding within the SGfB with respect to the professional identity and the objectives of the communication and marketing initiatives.*

**Activities** include:

- Analysis of the various stakeholder groups (wider public, doctors, homes, etc.).  
Development of communication and marketing initiatives per stakeholder group (e.g. articles, press folders, customized brochures, cooperation partner at events, etc.).
- Development and implementation of a social media strategy.
- Creation of a network of media professionals.
- Focused articles in mass media and professional journals (e.g. teachers' associations) a publication of "case studies" (e.g. of success stories about counselling in schools).
- Clear definition of SGfB Newsletters (e.g. format, target groups, etc.).
- Adaptation of the SGfB website in line with this strategy (avoiding contradictions and duplications, modernisation of the SGfB website, SGfB's corporate identity, new sections, e.g. for schools, doctors, etc).
- Development of a communication toolbox for collective and individual members.

**Indicators** are:

- Stakeholder groups have been described and relevant communication initiatives have been developed.
- A user-friendly website for people looking for a counsellor has been developed. Counsellors are presented with a short description and a picture.
- 20% more visitors to the website; the number of subscribers to the newsletter has increased.
- A Facebook, XING und LinkedIn Profile have been uploaded and are maintained.
- At least five articles have been published.
- The communication toolbox has been developed and disseminated.

**Objective 6: SGfB has further developed as an organization.**

*The further professionalisation of the SGfB is necessary (this also implies sustaining a constructive internal dialogue culture and the improvement of internal communication mechanism) and we need to ensure the necessary personnel and financial resources to meet the future challenges.*

*Until now, the objectives so far were mainly achieved thanks to voluntary engagement. This will remain important. But in addition, within three to five years at least one full-time position needs to be created to implement the principles mentioned before, together with the board and the committees. Moreover, working groups should be set up that are involved in the implementation of the strategy.*

**Activities** include:

- An office led by an office manager will be created.
- The organisation of the SGfB will be reviewed and adapted (administration, division of work, procedures, organization chart, processes).
- New sources of income will be identified (e.g. chargeable services that do not compete with those of collective members, donations, member contributions).
- A three-year financial and activity plan is developed.

**Indicators** are:

- An office manager was recruited and has taken charge of the operational management.
- Procedures and processes have been reviewed.
- (Financial and content-specific) planning documents are available.
- Working groups have been set up and function.

### **Necessary resources (personnel and finances)**

The stronger management orientation of the SGfB as well as the implementation of the strategy will require additional personnel and financial resources.

It is to be expected that the current (1.1.2017) SGfB budget of Fr 150'000.– must rise to Fr 200'000.– to implement the strategy. This can be achieved by:

- a growing number of members.
- updated price structures (e.g. costs of re-certification, higher member contributions). The latter is only possible when clear advantages for members are offered. According to the survey conducted among all SGfB members at the beginning of 2017, the current member contribution is “just right”.
- Establishing chargeable services (e.g. offering seminars that do not compete with those of the CM).

It should be examined if possibilities exist for the SGfB to generate funds, respectively to apply to donating foundations for financial contributions. Financial sustainability remains in any event an important criterium for growth of the SGfB. This can only be achieved if the sources of income are as diversified a possible.

As to the personnel resources, the implementation of the strategy will depend on the following factors:

- Voluntary engagement of the SGfB board and the committee members
- Possible additional positions in the board (e.g. communication)
- Increased delegation of tasks to the committees of the SGfB
- Occasional voluntary engagement by SGfB members in working parties (e.g. a working party for each strategic objective)
- Ideally recruitment of an office manager.

For very clearly defined tasks the contribution of voluntary specialists may be considered (e.g. Rent a Rentner, Benevol, etc.).

### **Strategic Controlling**

In developing and publishing this strategy SGfB has embarked on a course that will require time and patience.

We consider this strategy paper as a dynamic document that can be adapted according to the situation and that will influence our focus for the next three years.

We will use it as an internal working paper until it is presented to the 2018 GA and adopted by it.

The strategic objectives must be further refined and be included in the annual plans. The achievement of the objectives will be reviewed at least once a year during our board retreat. We will report on the progress and results during the annual GA and partly also in the newsletter and annual report. In 2020, the strategy paper will be evaluated with respect to what has (not) been achieved, what we can learn from it and what its implications for future objectives are.

*To conclude:* The professional association is as strong as its members. The professional and political engagement of its members is of the utmost importance: if they have the awareness that the SGfB represents their professional activity and if they support their professional association at the same time – ideally and financially-, the association as a whole as well as the personal and professional identity is strengthened.

# Rules of procedure of the SGfB Examination Committee

## Contents

1. Objectives and tasks
2. Composition
3. Qualifications requested of members of the Examination Committee
4. Rules of procedure
5. Competencies
6. Signature rules
7. Expenses and compensation for work.
8. Professional secrecy and withdrawal from decision taking

## 1. Objectives and tasks of the Examination Committee

### 1.1 objectives of the Examination Committee include:

- a) Ensuring the implementation and further development of the quality of the Higher Diploma Examination for Counsellors (HPF)
- b) Recognizing new orientations and new concepts in the field of conducting written and oral examinations in the Diploma Examination (HFP)
- c) Complying with the instruments for quality development of the SGfB<sup>1</sup>
- d) Guaranteeing neutrality and impartiality among members of the Examination Committee and the experts
- e) Dealing with the Examination Committee's tasks in a professional manner and creating a motivating, challenging and stimulating atmosphere.

### 1.2 Tasks of the Examination Committee

#### (in accordance with the examination regulations art. 2.21)

The Examination Committee

- a) adopts the guidelines for the current examination regulations and updates them periodically
- b) lays down the examination fees
- c) decides on the place and time of the examination
- d) determines the examination program including the submission deadline for the written parts of the examination
- e) sees to it that the examination tasks are made available and carries out the examination

<sup>1</sup> Survey of indicators/criteria to be observed in a Diploma examination HFP. Possibility for the Examination committee to introduce self-evaluation.

- f) selects and trains the experts for their tasks and deploys them
- g) keeps a list of accredited supervisors
- h) takes decisions with respect to admission to the examination or a possible exclusion
- i) decides on the issuing of the diploma
- j) deals with requests and complaints
- k) deals with accounting and correspondence
- l) takes decisions with respect to recognizing and crediting other qualifications and accomplishments
- m) Submits a report of its activities to the higher authorities (Authority in charge, SGfB, Board of the SGfB and the state Secretariat for Education, research and Innovation (SERI)).

The Examination Committee can transfer administrative tasks and the management to an examination secretariat.

## **2. Composition**

The Examination Committee consists of the chair and at least five further members. In accordance with the examination regulations they are elected by the General Assembly for a period of three years and are eligible for re-election. As a rule, for the chair of the Committee, only delegates of the collective members and members of the board are eligible. (CF. the statutes Art. 22).

## **3. Qualifications requested of members of the Examination Committee**

The members of the Examination Committee

- 3.1 have solid competencies as counsellors in accordance with the examination regulations and the Charter of professional activities (Annex a. of the guidelines to the examination regulations)
- 3.2 have a vast experience and current practice as counsellors
- 3.3 They are experienced trainers or experts in competence-oriented examination procedures.

All members of the Examination Committee

- 3.4 have knowledge of dossiers of the basic documents of the Examination Committee (Examination regulations, guidelines for the examination regulations with annexes, evaluation sheets of the various parts of the examination as well as basic documents of the authority in charge (approach to counsel-

- ling) statutes, counselling, core competences of SGfB Counsellors
- 3.5 are familiar with the educational landscape of Switzerland, in particular with the system of professional education and the structure of higher professional education
  - 3.6 know the market of education and counselling
  - 3.7 understand financial issues
  - 3.8 are willing and able to actively participate in meetings
  - 3.9 are willing to treat the business of the Examination committee confidentially and to withdraw from the debate when conflicts of interest arise.

#### **4. Rules of procedure**

- 4.1 The Examination Committee's activities are commissioned by the authority in charge SGfB. It is a permanent body in accordance with the statutes of the SGfB art. 22 (3). Its meetings are organised according to need.
- 4.2 The meetings of the Examination Committee are convoked with the agenda items by the chair respecting an invitation deadline of ten days. Each member of the Examination Committee is entitled to submit an item for the agenda.
- 4.3 The Examination Committee constitutes itself. The quorum is reached when the majority of its members are present. Decisions are made with a simple majority of the members present. With equality of votes the chair decides. The Examination Committee can also take its decision by means of circular resolutions, as long as no member asks for an oral deliberation. Excluded from this regulation are meetings in which decisions on grades are taken.
- 4.4 When conflicts of interest arise, the Examination Committee takes a decision on the withdrawal of individual members from the debate.
- 4.5 Minutes of decisions of each meeting are made; they are also sent to the board of the SGfB and the secretariat of the SGfB for orientation purposes.
- 4.6 The chair submits an annual report of the activities of the Committee to the board of the SGfB for the attention of the General Assembly
- 4.7 The Higher Diploma Examination is under federal supervision in accordance with the Examination Regulations art. 2.31. It is not publicly accessible. In exceptional cases the Examination Committee can grant exemption.
- 4.8 For the organisation of the examination the Examination Committee appoints a person in charge of it. The mandate of this person is provided for in the guidelines to the Examination regulations. In art. 1.3 a) to 1.3 e)

## **5. Competencies**

The Examination Committee has an executive and at the same time a consultative function. It operates within the framework of its on competencies with subject specific and methodological expertise in an independent manner and regularly informs the board of the SGfB. It operates as an expert committee for the organisation of the higher diploma examinations and in conjunction with the issuing of the diplomas within the SGfB.

## **6. Signature rules**

The chair has the right to sign documents within the area of competence of the Examination Committee, as long as no financial commitments are made. In accordance with the rules with respect to applications, budgeting and billing of federal professional and higher diploma examinations (art. BBG and art 65 BBV of April 15, 2013) the applications and the billing (financial statements) are signed by the authority in charge.

## **7. Expenses and compensation or work**

The members of the examination Committee receive an attendance fee for taking part in the meetings and an expense allowance in accordance with the currently valid fees and expense regulations of the Examination Committee of the SGfB. This is subject to approval by the board.

## **8. Professional secrecy and withdrawal from decision taking**

### **8.1 professional secrecy**

The members of the Examination Committee commit themselves to treat confidentially knowledge about personal, social and professional situations of individuals that they might have obtained in connection with their tasks

### **8.2 Withdrawal from decision taking**

When personal interests or those of a person close to a member are directly concerned, the member of the Examination Committee concerned should withdraw from decision taking. Such a circumstance should in concrete cases be confirmed by the chair.

These rules of procedure have been approved by the board on 25.10.2017 and will be submitted for approval to the General Assembly of 2018.

25.10.2017/Board of the SGfB

# Fees and compensation regulations SGfB

## 1. Scope of the regulations

These regulations apply to members of the board and the committees of the Swiss Association for Counselling (SGfB). For the Examination Committee, the secretariat and external counsellors, separate arrangements apply  
Delegates are reimbursed by their own institutions.

## 2. Expenses

### 2.1 Definition

Expenses are costs incurred by staff acting on behalf of the SGfB. All members of staff of the SGfB are obliged to keep the costs as low as possible.

### 2.2 Travel expenses

For traveling expenses in connection with meetings train tickets 2<sup>nd</sup> class reduced fare are reimbursed, whichever means of transport is chosen

### 2.3 Meals / accommodation

For a business trip the following maximum costs are reimbursed.: Breakfast Fr. 15.–, Lunch Fr. 25.–, dinner Fr. 30.–, Hotel costs are subject to advance approval by the board.

### 2.4 Further expenses

Expenses (e.g. rent of meeting rooms, copying costs, postage etc). are reimbursed on presentation of the original receipt. Costs of meeting rooms should be kept as low as possible.

## 3. Attendance fees

Members of the board and the committees receive a flat-rate allowance of Fr. 50.– for a half-day session and Fr 100.– for a whole-day session. General Assemblies and conferences of collective members are counted as half-day sessions for board and committee members.

## 4. Compensation of board members

The members of the board receive an additional flat-rate allowance of Fr 500.– per year. The president receives an additional allowance of Fr 1000.– per year.

## **5. Compensation of committee members**

Chair QC Fr. 500.– per year, Chair EC, PPC, AC Fr. 300.– per year. Committee members QC Fr. 400.– per year, Committee members EC, PPC, AC Fr. 200.– per year, depending on activities.

## **6. Administrative Provisions**

Expenses for nominated members of the board and the committees are paid as from their nomination by decision of the board. For expense reports special forms are to be used and to be handed in online indicating IBAN or account number. For reimbursement, receipts and proofs of payment are sent by post to the treasurer. Reimbursement of expenses takes place by bank transfer twice a year, (beginning of July and end of December).

For the Examination Committee, separate expense regulations apply.

These expense regulations have been approved by the board on 25.10.2017 and will be submitted for approval to the General Assembly 2018.

25.10.2017/Board of the SGfB

# Fees and compensation regulations for the Examination Committee of the SGfB

## 1. Scope of the regulations

These regulations apply to the members of the Examination Committee of the Swiss Association for Counselling. Separate regulations apply to the examination secretariat and for external Counsellors.

## 2. Fees and expenses

### 2.1 Definition

Fees include attendance fees, fees for experts and for working hours outside of EC meetings in accordance with art. 4.

Expenses include travel expenses, expenses for meals and accommodation as well as other expenses in accordance with art. 2.4.

### 2.2 Travel expenses

For traveling expenses in connection with meetings train tickets 2 class reduced fare are reimbursed, whichever means of transport is chosen.

### 2.3 Meals and accommodation

The costs of meals are included in the flat-rate attendance fees. Hotel accommodation is subject to advance approval by the chair of the EC.

### 2.4 Further expenses

Further expenses (e.g. rent of meeting rooms, copying costs, postage etc.) are reimbursed on presentation of the original receipt.

## 3. Attendance fees

For meetings of the examination Committee a flat-rate allowance applies. A daily fee of Fr. 700.–, Fr. 400.– for half-day meetings. Allowances for General Assemblies of the SGfB and conferences of the SGfB collective members are dealt with in the same manner as other committees in accordance with the SGfB expense regulations.

## 4. Working hours outside of EC meetings

Working hours outside of EC. Meetings are registered. Preparation and follow-up work of EC-meetings of +/- 1 hour are included in the attendance fee and are not

counted as working hours. The hourly fee is Fr 100.–

Based on the registered working hours especially the work of the person in charge of the examination, the examination secretariat and the person in charge of the financial aspects are dealt with and are presented to the EC and the SGfB board for approval.

## **5. Experts' fees**

- Fr. 700.– for one involvement
- Fr. 1250.– for two involvements
- Fr. 1550.– for three involvements
- The daily fee for the person in charge of the examination / administration amounts to FR 1800.– (long attendance hours, as a rule from 7 am to 7 pm).

Hotel costs are subject to approval by the chair of the EC. As of January 1, 2018 the following applies: experts' fees are decided on in advance of each higher diploma examination HFP based on the liquidity planning and are approved of by the authority in charge of the SGfB.

## **6. Training of experts**

For presentation: Fr. 1500.–/day and expenses in accordance with art. 2.

For experts: training is obligatory: no fee. Lunch and drinks are paid for.

## **7. Administrative Provisions**

Payment of attendance fees and expenses are made depending on the reception of federal contributions and the EC's cash balance.

Examination fees for experts: experts and presenters send their fee invoice to the person in charge of the financial aspects of the EC.

Experts' fees are paid depending on the reception of federal contributions and the EC's cash balance.

Evidence for AHV-contributions by the independent persons.

Invoices for expenses and fees should be handed in as soon as possible after the end of the examinations, so that the accounting can be sent to SERI and the final payment can be made.

These expense regulations have been approved by the board on 25.10.1017 and will be submitted for approval to the General Assembly 2018.

25.10.2017/Board of the SGfB

Notes

Notes

# Please register by 22<sup>nd</sup> February 2018

For attendance at the General Assembly and aperitif we ask you to please register by letter, e-mail or telephone at:

Secretariat SGfB, Gehrenweg 2, 5103 Möriken

E-Mail: sekretariat@sgfb.ch, Fon 062 562 84 48

## I register for

I cannot take part

the pre-assembly event 4.15 p.m.

the General Assembly 5.15 p.m.

Aperitif

Firstname | Name

Individual Member

Member in training

Associate Member

Honorary member

Guest

Management Organisational Member ..... (OM Abbr.)

Delegate for ..... (OM Abbr.)

Sprachen/langues/lingue/languages

deutsch

français

italiano

english

*Please check the appropriate box*

Bitte  
frankieren

Schweizerische Gesellschaft für Beratung  
Gehrenweg 2  
5103 Möriken