

CAREER WEST

December 2003

Australian Association of Career
Counsellors (WA Division)
www.aacc.org.au

PRESIDENTS MESSAGE

How quickly a year passes and it is time to reflect on the year's achievements!

With the World of Work ever changing, I thought I would share with you a quote that a friend sent me knowing my passion for assisting people to deal with the ever-present changes that we must cope with and manage, so as to progress our careers and lives.

"In times of change, learners inherit the earth, while the learned find themselves beautifully equipped to deal with a world that no longer exists." - Eric Hoffer.

Life long learning is with us to stay and whilst this is exciting in one perspective, it is also daunting for many. Guiding them to understand this concept and to embrace it with enthusiasm to create their new and ever evolving careers is one of the major challenges we all face as Career Counsellors.



Professional Development for our members is the paramount function of the AACC and WA has had another solid year of offering PD including:

- Professional Development with our key Good Theory, Good Practice series of Workshops in July being once again very successful. I would like to thank the presenters who contributed so much to the success, Judy Denham, Ian Percy, Colin Bell and both Christine Haines and Katie Scott from Miles Morgan.
- Two most effective site visits, which were both highly successful and informative, were held at the Careers Information Centre and at Ocean Reef Senior High School.
- An insightful presentation from Marion Haas this week in relation to 'Working with Offenders'.

AACC has actively supported Mr John Williams of Combined Team Services, Bunbury who holds the contract to deliver the training in the Certificate IV in Career & Employability Development. Both Marion Haas and Barry Horne have attended and promoted AACC as offering Awards for participants undertaking this course of study. Thank you to John for his invitation.

AACC nationally has secured exceptional value in the Professional Indemnity Insurance that we now offer as part of membership. It is a major benefit of being a member.

2004 PD planning is well underway. The success of the Good Theory Good Practice workshops series and the very well attended site visits will be expanded in 2004 with a number of other interesting speakers and topics being included. We welcome any ideas for PD that members would like considered for inclusion.

Finally, I would like to thank sincerely the Division Committee for all their tireless work this year. A great Committee certainly makes the President's role enjoyable and I am indebted to all the Team, Barry Horne, Marion Haas, Cathy Moore, Terry Turner, Peter Carey and Lee Miles - thank you and very well done. I look forward to working with you and all the members to create another very successful AACC year in 2004.

All the best for the festive season and I hope to see many of you in the New Year at our AGM on February 17th

Annette Walker

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For Your Diary

ANNUAL GENERAL MEETING
 Catholic Education Office
 50 Ruislip Street, Leederville
 5.30 - February 17th 2004

Basic Intensive Training Course in Choice Theory, Reality Therapy and Lead Management.
 - CEO, Perth: 20 Mar to 23 Mar 2004

13th National AACC Conference
 - Wed 14 April to Fri 16 April 2004 -

Welcome New Members

A very warm welcome to our new members this period:

Sarah West

DISCLAIMER

Opinion and published excerpts contained within do not necessarily reflect those of the neither National nor State AACC, unless expressly stated.

CREATING OPPORTUNITY

Supporting ongoing participation of mature-age workers will require a better understanding of the factors that are limiting opportunities and actively creating new options

A work force study by a Business Council of Australia (BCA) Member showed that their employees:

- tended to have completed all formal education and qualifications by their early 30s, that is at an early stage in their careers;
- felt their careers peaked by around age 40;
- began to disengage from work and on-the-job training long before retirement; and
- were more likely to have been in the same job for longer, the older they were - that is they were less likely to be challenged by their work on a day to day basis.

Other BCA Member companies readily acknowledged similar patterns and profiles within their organisations. Such a career profile is unlikely to enhance employment opportunities for individual workers and is unlikely to contribute to the ongoing skill development and productivity improvements required for businesses to thrive and remain competitive. While this profile reflects decisions made by individuals, these decisions, including those taken at a relatively young age, are likely to reflect perceptions about the opportunities available for mature-age workers. One BCA Member company noted that employees tend to see opportunities for meaningful employment beyond age 55 as “a joke” notwithstanding the fact that the company does not have a mandatory retirement age.

Opportunities for older workers are limited in a variety of ways, often on the basis of negative and ill-founded stereotypes. Mature-age workers can find it more difficult to access training, promotions and career opportunities such as overseas appointments which can be reserved to motivate young ‘up and comers’. In turn, a lack of opportunities can contribute to behaviours that reinforce negative stereotypes.

If the ongoing participation of mature-age workers in employment and training is to be supported, these workers need to feel that they have access to interesting and challenging opportunities and that their contribution is worthwhile and valued. Denying mature-age workers opportunities for training and promotion sends a clear signal that they are less valued.

Another key to the ongoing participation of mature-age workers is greater flexibility in work. It is clear that while many mature-age workers are keen to continue working for financial and personal reasons, they also want to do so in a way that enables them to pursue other interests and activities in life.

Age Can Work

A Business Guide to Supporting
Older Workers - August 2003
Business Council of Australia
<http://www.bca.com.au>

JOB OUTLOOK UPDATED

The Department of Employment and Workplace Relations (DEWR) has recently updated its Job Outlook directory. Each year DEWR produces a searchable database (as well as a printed directory) of occupational statistics based on the Australian Bureau of Statistics (ABS) monthly labour force survey, including projected employment growth for particular occupations. A summary of key labour force characteristics is presented in statistical form at the top of the overview page for each occupation, and more details are provided by graphs with hypertext links comparing each occupation to all the others. Check it out at:

<http://jobsearch.gov.au/joboutlook/default.aspx>

A Thought ...

Every morning in Africa, a gazelle awakens. It knows that it must outrun the fastest lion that day, or be eaten. Every morning in Africa, a lion also awakens. It knows that it must outrun the slowest gazelle, or starve to death.

The moral of the story is this: Whether you are a gazelle or a lion, when you wake up, you had better be running. In today's fast moving knowledge economy you better be building and protecting your reputation. You only have one chance at making an indelible impression.

Anonymous

FEATURED WEBSITE

The International Career Development Library (ICDL) is a project of the ERIC Clearinghouse for Counselling and Student Services at the University of North Carolina at Greensboro ([ERIC/CASS](http://eric/cass)). It offers a free, online collection of full-text resources for counselors, educators, workforce development personnel, and others providing career development services.

<http://icdl.uncg.edu>



PROFESSIONAL INDEMNITY INSURANCE

Renewal terms for the next (12) months for the above policy for members of the AACC have the following key factors:

(1) **Professional services covered** by the master policy are limited to Career Counselling, Career Development, Conflict Management, Mediation and Arbitration, Rehabilitation Training, and Human Resource Management Consultancy.

(2) **Limit of Indemnity** is \$5,000,000 any one claim and in the aggregate. This limit is to be shared by all members. For example, if one member has a claim for \$ 1,000,000 then only \$ 4,000,000 remains until the expiry date of the policy.

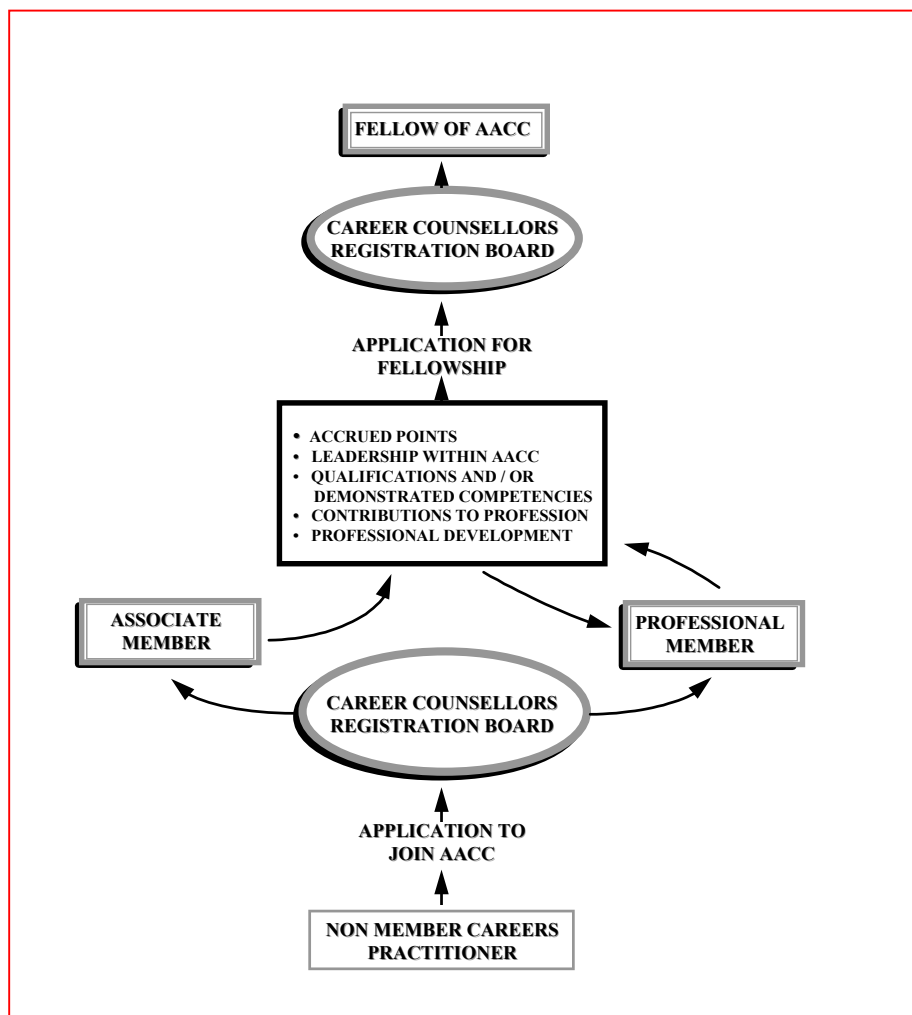
(3) **The Retroactive Date will be different for each member.** This will be the date they first became a member of the Australian Association of Career Counsellors Inc. Retroactive date determines how far back cover is provided to the individual members. For example, if a member joined the association in 1991, and a claim arises in 2004 for work performed 1991, the policy will then respond to the claim. However, if the member joins the association in 2003, and the claim relates to work performed in 1991, there would be no cover, as the retroactive date for the member is 2003. If a member requires past retrospective cover we will have to arrange a standalone policy, which will be outside this facility. Can you please advise us the date of membership commencement for each member.

(4) The Insurer has agreed to include sole practitioners who operate under a company name. **Members who have more than one person involved in the business are unable to cover by this master policy.** A separate standalone policy will be required.

Full policy information is on the [AACC](#) website.

AACC MEMBERSHIP STRUCTURE

- linked with both training and professional development-



NEW CAREER DEVELOPMENT COURSES AT ECU

This semester, ECU has worked toward commencing the following new courses:

- Executive Certificate in Career Development
- Graduate Certificate in Career Development
- Master of Career Development

On 13 November 2003 the Edith Cowan University Academic Board made the following resolutions:

- ▲ Executive Certificates and Executive Diplomas awards will be replaced by Graduate Certificates and Graduate Diplomas;

- ▲ Entry to Graduate Certificates and Graduate Diplomas will be available to students who possess an undergraduate degree; or can demonstrate equivalent prior learning including at least five years appropriate professional experience;

- ▲ Progress from a Graduate Certificate to a Graduate Diploma or Masters Degree or from a Graduate Diploma to a Masters Degree is dependent on completion of the preceding qualification.

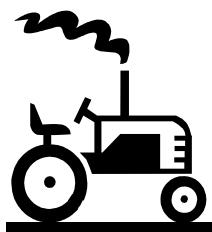
Note: These resolutions provide a progression path to the Master of Career Development. Current Executive Certificate students will need to successfully complete the extra synthesis level learning activities that discriminated the Executive Certificate from the Graduate Certificate.

WORKING WITH THE OLDER PERSON

*A practitioners comment
from Ken Richards*

From the outset I have to admit to being one of ‘them’, a true baby boomer born in 1947. A vintage year!

My current work within CRS Australia brings me into contact with older workers in two ways. Firstly, in my role as a Rehabilitation Counsellor where age issues are compounded by disability issues and secondly through my involvement in running Career Planning [Counselling] groups with Centrelink clients. Obviously there are differences between the two groups but I have some found similar themes in working with them in relation to age.



The most common issue I find is the limited education and training background of this age group. A common theme is that of their leaving school at time when there were a lot manual and unskilled jobs available. Parents couldn’t afford to keep them at school and often had a negative view of education anyway. They rarely returned to education. This age group; although having developed ‘hands on skills’, when faced with job loss have difficulties finding work because of a lack education or formal qualifications. Since they have been ‘out of school’ for so long this age group is frequently reluctant to go back to formal learning.

There are differences between older men and women in their approach to work. Women who have been forced back into looking for work after raising a family and having grown up with the traditional role of home maker and never having to go to work have a lot difficulty - usually because of poor education and a very limited work history providing few transferable skills.

The initial choice of work is a closely related issue. The experience of getting the first job is often one of “well dad knew the boss and he told me if I didn’t take the job he’d clip me around the ear”. Dads did a lot of deciding about what sort of work the baby boomer children would do. From a counselling perspective this often shows up in assessments like the Self-Directed Search where interests don’t reflect the work history. On discussion clients often reveal that they held an interest that they had not been allowed to pursue. Consequently, the concept of choosing a career doesn’t come easily to this age group although; I have found that women can be more open than men to this concept.

Applying for work presents a new set of problems. As a group the baby boomer generation entered the workforce at a time when résumés, job applications and the idea of ‘selling yourself’ were not generally required. The difficulty that I note with older workers is coming to terms with the idea of ‘selling yourself’ and being able to say how well can do a job. It doesn’t ‘sit’ comfortably with a generation that grew up thinking that you did not blow your own trumpet. I find this particularly true of men.

In response to the increasing ‘greying of Australia’ and the resulting demands that the aging population is placing on the welfare system, Mr Howard has recently discussed the government’s intention to encourage people to work beyond 65. I am a little bemused with politicians who appear to make these decisions seemingly without much idea of the difficulties, not to mention the stress, this places on older workers; particularly in an environment that has been happy to get rid of workers over 50.

Editor: You may contact Ken direct on: Kenneth.Richards@crsrehab.gov.au
Thank you Ken for your article!

CONGRATULATIONS!



The new ECU Career Development courses commenced second semester this year and are proudly supported by AACC (WA) through the provision of a formal certificate and a cash prize. Our deserving inaugural winners are:

Lindy Andrews received the Excellence Achievement Award for outstanding student performance in the Graduate Certificate. During her Career Counselling unit, Lindy produced an outstanding paper about counselling multicultural students. A very interesting précis was presented following the Working with Offenders PD this week.

Biljana Bozinaska an external student from NSW has become the first winner for the most outstanding performance in the Career Development unit

From all of us at AACC (WA)
WELL DONE!

Your Committee

President: Annette Walker
Vice President: Barry Horne
Treasurer: Peter Carey
Secretary: Cathy Moore
Membership Officer: Marion Haas
Member: Terry Turner
Editor: Lee Miles

Your Input

Tell Us
*Your suggestions
What you would like to hear more of
Your comments, suggestions and feedback*

Write and Share with Us
*An article of your experiences and stories
A snippet from your area of expertise
Your recent read review*

Up Close & Personal

UCP gives our newsletter a personal feel and offers an excellent opportunity to let the membership know who you are and to increase your networking opportunities. Simply, follow the headings and tell us about yourself in 300 words or less.
Email your UCP to the Editor