

CAREER WEST

September 2003

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

PRESIDENTS MESSAGE

July saw AACC (WA) organise and present a most successful Professional Development morning. The Good Theory Good Practice PD was the second of a series of workshops and was greeted with enthusiasm and interest from members and non-members. AACC (WA) plan to continue this format and offer a half day format every year in about July.

This year we offered a special session to address the Australian Blueprint for Career Development, with Christine Haines and Katie Scott giving an excellent overview of the Blueprint, the issues and the likely impacts. The Blueprint is currently being trialed in a number of schools and we look forward to the outcomes.

John Williams from Workbased Learning Development of Bunbury addressed the group about the course in Career and Employability Development by outlining how he is undertaking the delivery across the metropolitan and regional areas.

The Workshops were all excellent providing much information and practical guidance on the topics:

- Enterprise Education by Colin Bell
- Narrative Therapy by Ian Percy
- Solution Focused Brief Therapy by Annette Walker and
- Career Development Competencies by Judith Denham

We are keen to offer Professional Development activities that reflect your needs and would welcome any requests being put forward for us to consider.

We are planning further site visits in October and November and information on dates will be available soon.

Membership continues to grow steadily and our Membership Officer, Marion Haas is keen to hear from anyone who sees the benefits from membership.

One of the great benefits of AACC membership is the Professional Indemnity Insurance that is now available at a much reduced cost to that available in the open market.

We look forward to inviting you to our next PD.

Annette Walker

OUR NEW LOOK!

Hope you enjoy our new look and we look forward to receiving your contributions to our local AACC publication.

If you would like to submit an article for publication please email to the editor:

leemiles@iprimus.com.au

Potential areas of practice include:

- Disabilities
- Rehabilitation
- Prisons

- Private Practice
- Career Planning

School, TAFE, University and Corporate Sectors

Inside This Issue

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For Your Diary

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

DISCLAIMER

Opinion and published excerpts contained within, do not necessarily reflect those of the National AACC, unless expressly stated.

Welcome New Members

A very warm welcome to our new members this period:

- Sharon Callcott
- Christine Coventry
- James Creese
- Heather McGregor-Bayne

CAREER REFLECTION

"... I looked at my career. Actually I had never really thought of it as a career, since a career suggests the idea of evolution and progress, whereas my professional life had been a series of advances and retreats: stagnations and renewals, lulls and surges, doldrums and typhoons. A career could be planned, but my life was the result of chance and improvisation. It was plotless."

my life as me

Barry Humphries, Viking (2003)

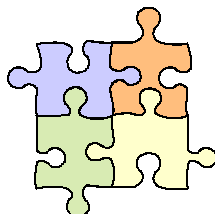
AACC MEMBERSHIP

All persons who seek membership in the Australian Association of Career Counsellors Inc. (AACC) are required to submit a written application form to the Career Counsellors Registration Board. Annual updates of information are required. When a change in membership status is sought, a new application should be completed.

Members are expected to pay the prescribed annual membership subscription as set by the Association. The amount owing varies with the level of membership held and is reviewed on an annual basis. An initial joining fee is required. All members of the Association are bound by the rules of the Association, its Ethical Code and Code of Professional Conduct for Career Counsellors. Members can be dismissed for breach of these guidelines. Ongoing professional development is strongly encouraged.

Invoicing for 2004 membership renewal will commence on 1st November 2003.

Members who fail to renew by 26th February are required to pay a rejoining fee of \$45.00. This year's AACC Inc. membership renewal includes FREE \$5 million Professional Indemnity insurance cover



Time Management is about priorities.

Priorities result from setting objectives.

Setting objectives is about planning.

Planning is about control.

Being in control is being self-empowered.

Self-empowered people manage their time.

Hopson & Scally

- Life Skills 1984

The most fatal illusion is the settled point of view. Since life is growth and motion, a fixed point of view kills anybody who has one.

Brooks Atkinson

THE BENEFITS OF AACC MEMBERSHIP

The AACC Constitution states a number of 'Objects' that in reality form the basis from which the benefits of membership can be deduced. The benefits in belonging to your professional body are many and *include*:

- Networking opportunities
- Association Liability Insurance (which includes professional indemnity)
- Promoting the recognition and professionalism of career counsellors
- Providing funding for, and conducting research related to career counseling
- Diffusing or disseminating knowledge and information and acting as a member advisory services
- Acting as a forum for all matter related to careers and lobbying on behalf of members &
- Discounting professional development activities

SELF IMAGE

Self-image ...*controls* what you can and cannot accomplish, what is difficult or easy for you, even how others respond to you just as certainly and scientifically as a thermostat controls the temperature in your home.

The New Psycho-Cybernetics,
Maxwell Maltz, Prentice Hall
(2002)

FEATURED WEBSITE

jobjuice is an exciting career resource and online help for youth. Developed by the federal government, it is also directly accessible from the www.jobsearch.gov.au web page and features a range of linkages including:

- A résumé builder
- Links to course information & volunteer activities
- New apprenticeships
- Job search help & networks
- Labour market information

www.jobjuice.gov.au



THE CHANGING FACE of CAREER COUNSELLING

Excerpt from Future Jobs

Career Counselling, as a profession, has become increasingly complicated over the past ten years making it more and more difficult for practitioners to provide career guidance to students and adults.

The 'world of work' as every reader would be aware, is rapidly changing due to advance in technology. Therefore the various tasks, which are involved in a certain job, may change dramatically over the course of time. For example most organisations have introduced computers that have taken over many manual tasks and have therefore fundamentally altered the job descriptions of each position.

Where as the person originally selected for the job may have been suited to the position when it involved physical work, they may not be suited to that job which now relies on computer technology. Although this is particularly true of some lower level occupations the same principle applies to professional occupations in many ways.

To be able to adapt to changes in job descriptions and to maintain their 'employability', individuals need to be aware of what aptitudes they possess and where relative strengths and weaknesses lie. Individual aptitude profiles can be used in conjunction with school grades, personal reports and other information to assist clients to develop suitable, satisfying and long-term career paths. An aptitude profile tends to be quite stable over time whereas job requirements can quickly change.

Dr Peter Carey
Catholic Education Office

When we take the time to dream, we discover the many windows to our soul.

Isabela Brandt

KEY COACHING SKILLS

- Actively listen
- Ask, don't tell
- Use open-ended, awareness raising questions
- Empathise
- Avoid "shy" questions
- Encourage reframing and re-thinking to change self-limiting beliefs
- Help to set SMART goals

Digby Scott
The Catalyst Group 2003

Go confidently in the direction of your dreams! Live the life you've imagined
Thoreau

EMPLOYMENT DIRECTIONS

Unless we are a user of, or a participant in a particular service, a name change often goes without asking too many questions about how delivery of that service will change.

Employment Directions is a collaborative venture between the Department of Training and the communities of WA. In recognising that people are the State's most valuable asset, Employment Directions aims to place a "strong emphasis on employability support and development as a key strategy to encourage continuous, learning working and participation in the community, while focusing on the development of the individual". There are four key themes.

The Enhancement of Employability

- To help people be resourceful and prepared for their future
- To encourage continuous learning, working and participation in the community

The Support of Entrepreneurship

- To develop an entrepreneurial climate in WA that enables people to be more entrepreneurial

The Demonstration of a Culture of Inclusion

- To engage communities in employment-related activities
- Social inclusion

A Vision and Futures Orientation

- To resource and empower communities to determine their own future
- To have a formal mechanism for collaborate planning and the development of policies and strategies.

www.training.wa.gov.au/new-directions



UP CLOSE & PERSONAL featuring Annette Walker

What's My Business:

Insight Career Management provides specialised Career Counselling and Workplace Coaching to private and corporate clients including high school students, individuals contemplating career direction and/or change, employees wishing to improve performance and/or be identified for promotion and retirees leaving the workplace.

How I Got Here:

I have experienced three major career transitions, having experience in private enterprise in the fields of agriculture, real estate, sales and marketing and now career management.

Starting out as a farmer for 12 years, 3 years selling domestic real estate and working a network marketing business and presenting sales training, then the last 10 years in career management specialising in outplacement, change management, workplace coaching and career guidance.

Recent Career Read:

"It's your life. What are you going to do with it?" Coach Yourself by Anthony Grant and Jane Greene.

An excellent self coaching book with a clear framework with exercises for you to follow to determine and reach your career goals and dreams.

Favourite Story:

I was walking to work one day feeling a little low about some political issues I was dealing with and wondering why these things had been sent to try me, when I saw this familiar face smiling at me. I couldn't remember who it was. He approached and I asked what was happening in his life since I had last seen him (trying to place him) and he proceeded to tell me how great his life was. We determined it had been 6 years since I had worked with him and he turned to me and said 'I want to thank you for being the only person who really supported me at that time and for having the courage to also reflect back to me, myself, so that I could "see". It changed my life".'

Be patient, that recognition of my work took 6 years to return... and brought a much-needed smile to my face on just the right day for me.

My Favourite Adage:

"As Food nourishes the Body,
Love nourishes the Soul"

THE SMALL BUSINESS DEVELOPMENT CORPORATION



If you are coaching someone in a small business career move, considering starting your own business or undertaking some training to make your business a little more competitive, the SBDC conducts regular workshops at 553 Hay Street, Perth that are inexpensive and informative. These workshops will increase knowledge of business basics and of management. Presenters are experienced in business and their practical approach will enable participants to understand new ideas and how to implement them in a business.

It is crucial for potential business owners to:

- Ensure they have the personal qualities needed for business
- Undertake thorough research on the business concept to ensure commercial viability
- Put together a written business plan for the venture.

It is important to consult a professional adviser as to which organisational structure best suits the situation:

- Sole Trader,
- Partnership,
- Pty Company (incorporated),
- Discretionary or Unit Trust; or
- A combination of some of the above.

The choice should take into consideration the type and profitability of the business venture and the relationship, family, financial and tax positions of the people within the business. Your structure should:

- Comply with legal requirements,
- Maximize protection of assets,
- Minimize tax (including capital gains tax)
- Allow for admission of new partners and investors and, be flexible.

It is not enough to know the operational side of the business. To be profitable, a business must be managed. Accounting, marketing, staff selection, supervisory skills and inventory control are but a few of the areas of expertise that a successful small business operator must acquire.

For more information, check out the website:

www.sbdc.gov.au

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