

Feedback from Members about Possible Name Change—September 2008

At the AGM in Hamilton on the 17th of October, there will be a chance to vote on a remit that proposes to change the name of the *Career Practitioners Association of NZ* to the *Career Development Association of NZ*. To assist your own thinking in preparation for this vote, here are comments from members on a recent Executive Committee request for name change feedback – remember that this talked about a change to Career PRACTICE Association of NZ however it may still give food for thought. These comments were collated (in no particular order) from the emails members sent through to the Executive in response to this email:



CPANZ Name Change?

Some members will be aware that the Australian equivalent to CPANZ has changed its name from the *AACC, Australian Association of Career Counsellors* to the *CDAA, Career Development Association of Australia*. This has prompted further discussion as to whether CPANZ, should also change its name to better reflect the diversity of members and their roles. Of particular debate is the use of the word 'practitioner'.

Practitioner = by definition a practitioner is **somebody who practises a profession**, in this case the context is career.

An alternative suggestion, which is considered more inclusive, has been the *Career Practice Association of New Zealand* (still with the acronym of CPANZ)

Practice = which by definition refers to the **work of a professional person**

The Executive is seeking your feedback as to whether this is a change you would like to see.

Could members please forward any feedback to Janine Begg jbegg@careers.govt.nz by the 30th of June, 2008. This is to allow time for a remit to be prepared if necessary

Members' comments (names removed):

Very timely. My suggestion is to go with the same format as Australia and change it to CDANZ - Career Development Association of New Zealand and while you are at it you could change the logo to something a little more up to date or else just delete practitioners and add development. I think the word practitioners is out of sync with the marketplace perception of either a profession or the careers industry and I think CDANZ is more inclusive of the diversity of the industry and having the same language as Australia reduces confusion again - actually who does use the term practitioner to denote membership of a profession other than general practitioner, nurse practitioner in fact the health industry commonly uses this language but no one else tends to commonly use it. It also means members are free to define themselves by what ever title they want - I work hard at not defining myself as a career practitioner because my perception is that it is not a professional inference - my corporate clients would also not consider this to be a credible title but the word consultant is

meaningful for them - in summary I like CDANZ because it gives members choice and the new title is more inclusive and is congruent with Oz. Don't like career practice association - not all members practice in the commonly used use of the word. Suggest you be bold and think of options that best suit the organisation in 2008 rather than trying to adapt the title to fit the old model - Oz obviously did not.

Many thanks for the info on the proposed name change. I like the practitioner status as it is – it is quite robust and I think it reflects the fact that we are professional practitioners.

I think if we are going to have a name change we should get it right, even if it means not keeping the same acronym. This might mean using the words career development. The people working on this should look at various associations of career practitioners' world wide, and come up with something in line with the rest of the world.

As someone who is very involved in Career Practice, I have no issue with a change to Career Development as this incorporates that diversity of roles that is so typical of our membership. I do not, however, have a problem with the current name, which I believe also incorporates a wide range of roles. I would also point out that any name change takes time to become accepted and/ or recognised by the public, and will cost both the organisation in terms of stationery, advertising and web site re-design, and members who have MCPANZ on their business cards.

My feelings about the possible name change is that I support such a change as to me "Career Practice Association of New Zealand" better reflects the intent of the association. Whereas 'practitioner' led me, and others I have spoken to, assume that it was a medical association.

I would be happy with the suggested name change [Career Practice Assoc of NZ] - keeping the acronym as is.

Although I see the point that some people may have expressed with regards to our current full name, I personally do not have an issue with retaining the existing title. With that said, I also would not have any objection to a change of name but am aware that this would initiate the need for extensive, and to some extent expensive, changes in stationery, web sites etc. Overall therefore, I am probably more in favour of retaining the existing title as I see the semantics involved as not warranting the effort and expense that would entail. I would think that our efforts would be more productively directed at bigger issues facing our organisation rather than a knee-jerk reaction to changes made by our Australian cousins.

I would be very happy to stick with the acronym of CPANZ with the suggestion of Career Practice Association of New Zealand. I like the idea of being referred to as a **professional person!**

Just want to say that I totally support the idea of changing the name to Career Practice Association of NZ. Particularly for someone like myself who hasn't done any client work for years, but is still working within the core industry and finds it valuable to remain a member. The other suggestion I would make is that the PD annual return form is looked at to see how it could include activities that are wider than practice-based.

I don't see a huge amount of difference to be honest, but if it makes a difference to others then I'm happy to go along with it - as long as there isn't a massive cost associated with re-branding!

I agree with the new name of Career Practice.

Thanks for taking the initiative on the possible name change for CPANZ.

I would **not** support a change to Career Practice Association of New Zealand. I agree the Practitioner is ambiguous and not very descriptive. It was chosen to be 'inclusive' for the various occupations that are involved with career issues, e.g. counsellor, advisor, coach. But Career Practice is also ambiguous and not professionally descriptive. I do think a name change would be useful, but would propose Career Development Association of New Zealand. This name is firstly in keeping with our 'sister' organisations in Australia and the US. Moreover, it is in keeping with other professional associations in New Zealand. For example, there is the New Zealand Medical Association and the New Zealand Law Society. The convention is to use the

professional area of the members. Our members are engaged in career development. Career Practice is an odd term. I don't recall ever seeing a book or a journal with that uses it. However, Career Development is the usual and internationally used designation for the field. This is the sort of identity that we should be after. If we are going to change the name, it doesn't make sense to choose a name that is still ambiguous just for the sake of retaining the same acronym. I will be interested to see the progress on this question.

Yes, I think it is a good idea to change. Either to what you have stated or why not show consistency with Australia & the USA: Career Development Association of NZ. This more contemporary than the word "practitioners", I think. Those or my thoughts!

With the name change [Career Practice...] I have no objections, it makes sense.

I like the current name as the focus any association, in my estimation, should be the people it serves.

I would be in support of a name change to **Career Development Association of New Zealand** as this would keep us in alignment with Australia and not confuse the situation between the two countries. Career Development sounds a lot better than Career Practitioner.

'Just want to let you know that I am happy with 'Career Practice' rather than 'Career Practitioners' if the majority of members want this change.

I prefer the more inclusive option of "Practice"

I would just like to note my opposition to the name change. Practitioner lends a more professional tone to the organisation and as such an image of professionalism. Considering that CPANZ is striving towards having its members fully qualified professionals it stands to reason we would be known as such.

Sticking with CPANZ would be a good move. Career Practice Association of New Zealand gets my vote.

Career PRACTICE is my choice!

Yes I think that it is a sensible idea to change the name [Career Practice...] to be more inclusive while still retaining the same acronym.

The change from 'Practitioner' to 'Practice' seems reasonable and, importantly, does not change the acronym.

I quite like the idea of the new name with the same acronym so the brand built up stays. Career Practice Association of New Zealand covers any personal preferences as to title so should keep everyone happy eh?

Hi - yes I certainly prefer the name **Career Practice Association of New Zealand**.

I prefer the suggested change [Career Practice...] preferring the work to be regarded as a profession.

I fully support the change of name [to Career Practice...] for CPANZ which will as suggested more fully embrace the diversity of roles and influence people have in the area of careers.

Happy with the alternative suggestion [Career Practice...] as it is more inclusive.

I'm happy with the name as it stands.

Yes I support the name change [Career Practice...] and consider that it is much more in line with changing models of work and professional practice. Given that current and certainly future models of work involve a highly integrated set of skills (professional practice) surely the scope of the name of this professional association must reflect that.

Thanks heaps for going out to members to get feedback – it's much appreciated. Firstly can I encourage Exec not to focus too much on wording because at the end of the day the acronym CPANZ will be what people use most. And no matter what final wording you come up with there will always be debate for and against. However there is merit in allowing professionals in the career industry who may not be actually "practicing" in the immediate short term to feel included and recognized. I for one see myself as a career practitioner however I actually only practice in that field about 100 hours per year at present. Yet still see myself very much a CPANZ member and stay current in my knowledge & learning. So I endorse the change to Career Practice Association of NZ. Good luck with the debate and thanks for all the work you guys are doing.

In response to the suggestion of a change in name, I am a bit at a loss to understand the thought that practitioner be changed to practice. I would have thought that CPANZ represents a body of practitioners as professionals and thus changing the name to practice removes this association.

I am also a Registered Psychologist and I am governed by a Board and Society of Psychologists, not psychology... being governed by a Board or Society of Psychology would reduce standing of being responsible and accountable to peer practitioners and I would see the same with careers practitioners and practice. Is it possible to have some clarity on this situation, why does it need to be changed, what are the potential implications etc.? If there is some sort of working party I would like to be considered, I think this move (on my social construction of the words) would be a retrograde step.

Don't mind either of the two names. The existing one is fine. I guess the use of Practice is slightly more inclusive but I don't think it makes that much difference. All the best with the decision.

Go with it CPANZ [? Career Practice change...]

I feel that changing Practitioner to Practise lowers the status of our organisation and contravenes the direction in which CPANZ is aiming towards in the future, in regards to Professional Identity, image and accountability, as we are endeavouring to lift the pre-requisite to CPANZ. The word practises does not give the image of "Career Integrity"

I am happy with the suggested name change to **Career Practice Association of New Zealand**.

I am always aware of the repercussions of name changes. At least the same initials will save on stationery and especially business cards that have MCPANZ printed on them. Do we need re branding? What are the benefits as opposed to costs?

I'm happy the name change [Career Practice...] and can understand the need to get this underway.

I consider myself a person who practices at a Professional level. Therefore I am in favour of the name change, providing we keep the levels of membership i.e. Professional, which fits with the fact that I have a related degree.

My comment about the change of name is that the change from Practitioners to Practice does not seem to be more inclusive. Indeed perhaps it is also grammatically incorrect: CPANZ is an association (definition= group, alliance, society, etc) of Career Practitioners i.e. a group of people with a common bond. If you change it, it would be an association of career practice, which does not make sense. If the name has to change, and I don't

really see the need, then association needs to be changed to something else as well, and I'm not sure what: maybe Association/Society/League for the ??? of Career Practice.

I think it's fine the way it is.

Saw the email from the CPANZ executive re possible name change. I would support a name change away from *practitioner*, as there are so many people out there that work in the area of career development but would not consider themselves 'career practitioners' but teachers, OT's, recruitment agents, support workers, chaplains, human resource managers, etc. I am not sure about *Career Practice Association of New Zealand* though. Even though it would be handy not to change the acronym. Is it not possible to look further to the future and, if changing the name, bring it in line with the CDAA, and call us the *Career Development Association of New Zealand*? This (to my mind) has 2 main advantages:

1) Makes us easier to find for international contacts- looking for similar to CDAA

2) Widens the 'net' to being obviously inclusive of theorists e.g. organisational management specialists/lecturers/psychologists etc. Not just emphasising practice but including academics who may not 'practice' as such. Anyway, that's my thoughts.

I have no objections to the proposed name change to Career Practice Association of New Zealand.

In response to the discussion about the name CPANZ. I feel that CPANZ was set up to promote the professionalism of Career Practitioners by professional development and strict monitoring of the people eligible for membership. This would provide the general public with the assurance that they could expect well informed guidance from the members of CPANZ and hopefully eliminate some of the cowboys! If we have in our membership those who do not have the above as their goal perhaps they should be in another organisation, and I do not mean this in a derogatory way. It is just like if you are not a dentist you do not belong to the Dental Association.

I don't feel that a change to Career Practice Association of New Zealand is necessary or desirable. My first point is that the proposed name isn't really grammatically correct. The Collins Dictionary definition of an association is **A group of people having a common purpose or interest**. Practice - as noted below - refers to **the work of a professional person**. It doesn't make sense to use the term for work in connection with association, in the context of our name. We are a group (association) of people - Career Practitioners - as the current name shows.

Secondly, I believe that the current name does reflect the diversity of members. Any professional who is dealing with careers - be it education, counselling, advice, employment placement etc- is a practitioner, doing career practice, and therefore comes under this umbrella title. The proposed change would not make the name any more inclusive than it is already. Thanks for the opportunity to contribute.

I support the name change to Career Practice Association of NZ - it is consistent with the proposed changes to membership criteria.

I don't think it needs a change... but have no great feelings on the matter and am happy to go with the flow... I wonder if it's worth spending money on though???

I prefer to keep the current name thank you.

No need to change the name as it reflects what the Association is (i.e. a group of people practicing in the field of careers), and I'm not sure 'Career Practice' is more inclusive anyway. The only alternative I could suggest would be 'Career Development Association...'

Re: Feedback on CPANZ name change – to be perfectly honest – I have no problems with it as it stands... however I would be happy to go with the alternative suggestion of **Career Practice Association of New Zealand** (still with the acronym of CPANZ) – easier to stick with same acronym.

Just following on from our conversation yesterday. I would like to stick to the current name as I don't see any particular reason to change it. I like the idea of having a professional body for Careers Practitioners who have a career specific qualification and are actively and currently working in careers practice plus an industry body that anyone who works in the careers or careers-related industry can belong to. You wouldn't have to have a qualification or be practising to belong to the industry body, you would just have to have an interest in the area. I think this provides an opportunity to promote the profession of Careers Practice through the professional body, as well as networking amongst the wider community of people who for whatever reason, have an interest in the careers industry via the industry body.

Thanks for the opportunity to provide feedback on the possible name change of CPANZ. While I can see the subtle difference between “Practitioner” and “Practice”, I don't feel that this difference is significant enough to warrant a change. While it may mean something to members, we need to ask what it will mean to our potential clients – corporate or private - looking for a “practitioner” or a particular service. E.g. how would they search on the internet for our association or its members?

If we are going to make a name change, I favour Career Development Association of New Zealand (CDANZ). This would be more inclusive of others who are associated with career work but who are not strictly practitioners or “in practice”, and we may well see the membership grow. And by using the term Career Development in our name we are taking the opportunity to actively and meaningfully describe what we do. Incidentally another association with a similar name is EDANZ – the Economic Development Association of New Zealand.