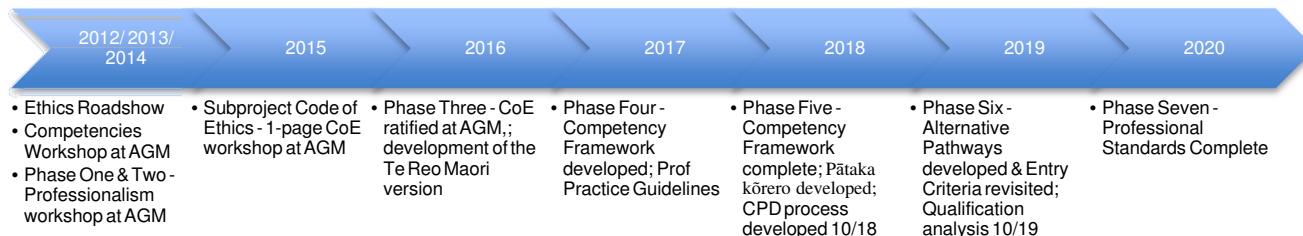


This paper is the seventh in a series of briefing papers distributed by CDANZ to all members and other interested parties. The purpose is to assist career practitioners to be well informed and updated on the project.

Current Professionalism Project Team

Caroline Sandford, Val O'Reilly, Julie Thomas, Amanda Smidt, and Hilary Tomkins.



Recap

At the 2013 CDANZ AGM, a majority vote was received against the alternative pathways remit, followed by a robust discussion by members in support of a thorough framework to assess whether an individual meets the required competencies for professional membership. A subsequent survey in 2014 of all CDANZ members supported the development of Professional Standards, including Alternative Pathways to Professional Membership. This resulted in strong support for the establishment of the Professionalism Project.

PHASE FOUR & FIVE - COMPETENCY FRAMEWORK

Since members ratified the Code of Ethics in 2016, the Professionalism Project Team has focused on redevelopment of the Competency Framework, drawing on international best practice and a comprehensive feedback and review process.

Peer Review

The Project Team consulted with CDANZ members as well as external subject matter experts from tertiary education, secondary education, vocational rehabilitation, private practice, corporate, and cultural advisors. Their feedback was discussed at length and integrated into the document as appropriate.

Workshops

The Project Team recently presented the draft competency framework document to every branch across the country – either in person by a professionalism project team member, workshopped by the branch with a video presentation, or sent to individuals in some more remote areas for feedback. We would like to thank the 92 attendees across NZ and for the feedback received, which has been discussed at length and integrated into the document as appropriate. The final draft was sent to Dr. Mary McMahan, an international expert, for review and her feedback has been integrated.

AGM 2018

The Project Team will present the final version of the competency framework for ratification at the 2018 AGM.

PĀTAKA KŌRERO

Development of our new Pātaka Kōrero (storehouse of information) has commenced. Pātaka Kōrero will contain a range of supporting documents and information, such as a glossary of terms and relevant links. Ongoing development acknowledges the importance of relevant supporting resources alongside the competency framework, which will require input from members and leading practitioners.

The Pātaka Kōrero will also contain the Professional Practice Guidelines, including the three that have already been developed and presented at the 2017 AGM for comment.

PHASE SIX

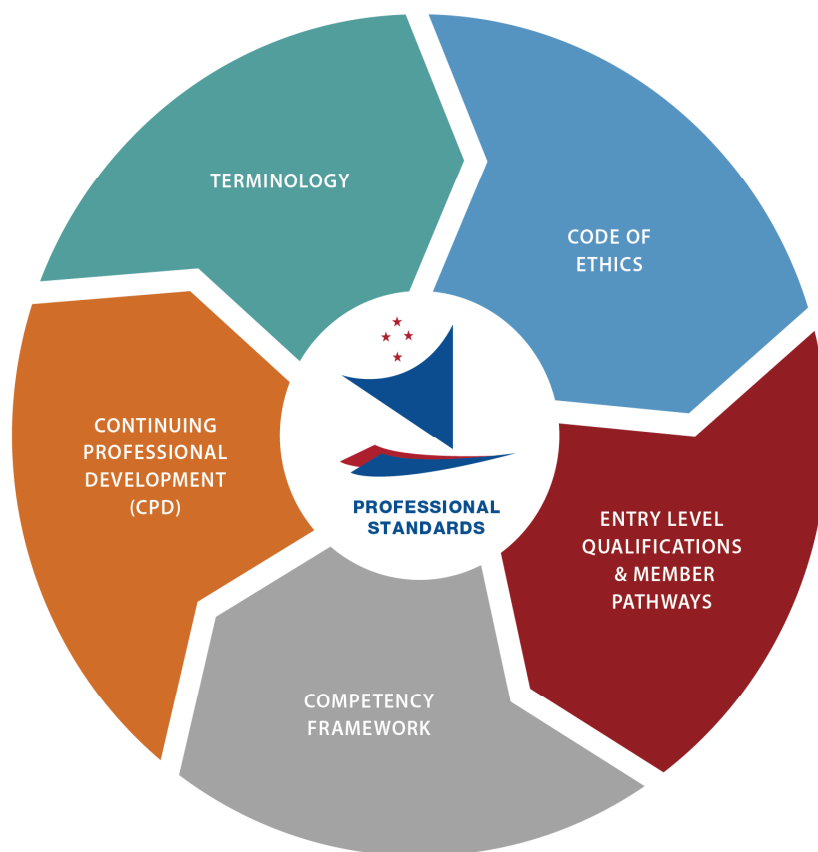
Once the Competency Framework has been finalised, the Professionalism Project will focus on the remaining elements of the Professional Standards:

- **Terminology**
- **Entry-Level Qualifications and Member Pathways**
- **Continuing Professional Development**

An invitation to contribute will be circulated. Questions concerning these elements will be addressed once these projects have begun.

The Professionalism Project Team is delighted to present a graphic highlighting the ongoing work on the CDANZ Professional Standards:

Elements of Professional Standards for CDANZ



The concept of 'Wayfinding' in the central logo is based on the traditional Polynesian navigation. It represents career practitioners using professional standards to reflect on their own practice, and their own journey towards professionalism. By using the Competency Framework, for example, as a self-reflective tool (guiding stars - also the Southern Cross in our CDANZ logo), they can determine where they are now (start of their journey), and what 'provisions' they might need along the way to get to where they need to be. As they journey towards professionalism, they will discover new things about themselves, picking up and filling their 'pātaka kōrero' (storehouse of information) with new knowledge, skills and attributes, becoming more intuitive and aware of themselves and their environment as they find their way.

SOME ANSWERS TO SOME QUESTIONS ASKED BY MEMBERS:

How do the Professional Standards and Competencies fit in with CDANZ's values?

The CDANZ vision is for excellence in career development across diverse fields of practice through three pillars - professionalism, advocacy and sustainability - for all New Zealanders.

Professionalism in career practice by growing a recognised industry we are proud of, and by articulating sound practice. To do this we are dedicated to enhancing professional standards through providing a competency framework and relevant professional development for our members.

Advocacy for the value of career development. We promote the professionalism of CDANZ and its members to New Zealanders and the education, business and government sectors.

Sustainability through a visible professional presence. We maintain a healthy organisation and infrastructure that supports itself financially, administratively and culturally. We cultivate mutually supportive alliances and networks, and maintain a robust and workable Constitution.

To support the CDANZ main principles of promoting professional standards and best practice in career development across New Zealand, the Professional Standards for NZ Career Development Practitioners have been researched and developed by CDANZ, and are intended as the minimum standard for all professional members of CDANZ.

CDANZ recognises that the process of career development occurs in a range of occupations and settings across the public, private and voluntary sectors, providing a wide variety of services to diverse client groups. Some settings might include schools, universities, private training organisations, businesses, government – local and national, private practice, and may involve one-to-one, small or large groups, online, classroom and self-help materials. The types of services may include career counselling, career education, job placement, employment services, recruitment, career coaching, training, mentoring, vocational rehabilitation, coordinating work experience, development of resources and programmes, research, supervision, policy development and advocacy.

The Professional Standards apply to CDANZ members who support or deliver career development services, either as a part of, or as the majority of, their role, in both organisational and individual settings. They are not designed to describe specific roles.

There is no expectation that a job role would encompass every standard, rather that specific jobs will utilise the appropriate standards.

How will the Professional Standards and Competencies be used?

The Professional Standards for NZ Career Development Practitioners are critical to the promotion of a career development culture within the New Zealand community and the promotion of quality career development services.

Standards refer to the systems and procedures developed by career development practitioners and stakeholders in the career industry that:

- define the career industry, its membership and its services
- recognise and specify the diverse skills and knowledge of career development practitioners
- guide practitioner entry into the industry
- provide a foundation for designing career development practitioner training
- provide clear guidelines to the public and other stakeholders in the industry, of what is expected of a professional member
- create an agreed terminology for the industry

(adapted from [Canadian] National Steering Committee for Career Development Guidelines and Standards, 2004).

Standards also demonstrate the professional status of career development practitioners as reflected in the following definition:

"a profession may be thought of as an occupational group with specific higher education, expert knowledge and a professional integrity framework that underpins community trust, respect and recognition" (Professional Standards Council, 2015, p. 5)

- **For members** - the competencies are a comprehensive resource about the skills, knowledge and experience expected from professional members, and to identify where gaps and possible development can be directed. Once ratified, members will be able to assess their current competencies and identify their areas for development to meet the competencies to which they aspire
- **For future members** – the competencies give clear guidance about the requirements for professional membership
- **For training providers** – the competencies give clear guidance for planning course content
- **For CDANZ CPD** provision – the competencies identify the focus for the professional development CDANZ can provide
- **For clients** – the competencies give a clear guidance about the skills, knowledge and experience that they can expect **of a professional member**
- **Framework**– the competencies give a comprehensive framework of what competencies are required to gain entry to professional membership, and a framework for qualification development and review.