

★ Visioning Workshop Results

Caroline Sandford writes about the Visioning Workshop at the CDANZ 2013 AGM and the valuable input from members on four CDANZ objectives: financial sustainability, an engaged membership, professional standards, and marketplace recognition.



I am still buzzing from the wonderful two days CDANZ members had the opportunity to be part of – the Career Research Symposium, organised by the Canterbury/Westland Branch and hosted at Canterbury University (I am a Cantabrian, so a wonderful opportunity to return to my old university); and the CDANZ National AGM hosted by CPIT. Thanks once again to organisers and hosts for what appeared to be seamless events.

At the AGM, Kaye Avery and I ran a Visioning Workshop, with the aim of raising members' awareness of CDANZ's vision and discuss and gaining input on four main objectives developed by Kaye and myself to fulfil this vision.

The session created some wonderful feedback with excellent member participation, summarized below. Some points are repeated, however this represents the emphasis raised on these points:

OBJECTIVE 1: Financial Sustainability

To grow CDANZ membership to enable financial sustainability, ample resources and a robust association.

- Look at building membership/representation through other Associations with commonalities, e.g. HRINZ, CATE, NZAC, Chamber of Commerce, and have clear pathways to join.
- Develop MOU with CDAA (*this has been developed and was signed at the Career Symposium*).
- Offer internships; gain sponsorship; develop relationships with politicians and mayors.
- Look at fee structure against other associations such as Psychology Association; look at differences in membership categories; develop a "Friends of CDANZ" category with fee; look at organisational membership.
- Complete a SWOT analysis on our Association and identify our competitive advantage and the benefits CDANZ offers. Develop a Business Plan.
- Target managers, supervisors, coaches and promote the value of membership; market to employers that CDANZ member = quality candidate, with the ultimate aim of making it an employment requirement.
- Look at Professional Standards (and what is already developed, e.g. CICA).
- Actively market the importance of CDANZ.
- Attract more culturally diverse practitioners.

OBJECTIVE 2: An Engaged Membership

To build member pride in our Profession and our Association, and commitment to building a solid future for our profession

- Raising the “awareness” of CDANZ is the foundation of member pride. Building links (as above) is a crucial part of this.
- It is up to EACH member to promote CDANZ; branches should conduct a membership drive; target students; introduce a “taster membership”; offer attractive activities.
- Develop specialty divisions, e.g. Vocational Rehab; tertiary, etc.
- Professional Standards will increase credibility and influence.
- Share webinars between branches.
- There is a lack of professional recognition for alternative experience and qualifications.

OBJECTIVE 3: Professional Standards

To support the development and maintenance of professional standards within our membership in everything we do and in every area of career practice

- Develop professional standards documentation.
- Offer scholarship to gain qualifications.
- Be very clear about the entry qualifications are and the pathway forward.
- Look at a tiered approach of membership, e.g. Developing = Associate where mentoring is available; Competent = Professional; Leader/Expert become mentors.
- Establish consequences for non-performance.
- Align with International professional organisations.

OBJECTIVE 4: Marketplace Recognition

To raise awareness in the public, business and government sectors of the service provided by qualified career practitioners across all areas of delivery

- Liaise with Careers New Zealand to provide a pathway to Ministers.
- Develop relationships with the local community and those in local government, industry, ITOs, Education.
- Develop relationships and combine PD opportunities with CATE, HRINZ, RCSA.
- Put advertorials in magazines like Employment Today, NZAPT, HRINZ publications.
- Become more visible in the media.

You may have your own suggestion or comment that you would like to submit on these objectives which are very welcome at admin@cdanz.org.nz

We will be discussing member comments at the next Executive meeting at the end of November and setting some key strategic priorities for 2014.

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