

# New Career and Enterprise resources for 2016

New  
resources  
for 2016

## WACE Career and Enterprise and Workplace Learning programs

Now available for 2016: Check for samples on web

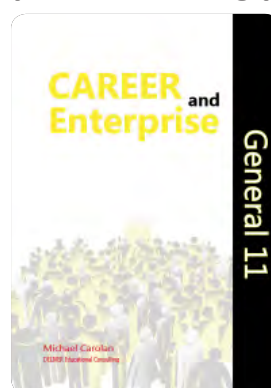
- **Career and Enterprise: CAE - General 11**  
Full colour text/workbook. Approx. 310 pp.  
Price \$52 (ISBN: 978-1-925172-25-6)  
Fully reproducible e-version master also available to schools which enables students to use writeable PDF files.
- **Career and Enterprise: CAE - General 12/ATAR11**  
Full colour text/workbook.  
Approx. 354 pp. Price \$55 (ISBN: 978-1-925172-26-3)  
Fully reproducible e-version master also available to schools which enables students to use writeable PDF files.

### Available mid-2016 (proposed)

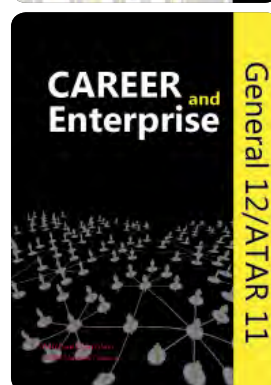
- Career and Enterprise: Foundation 12 and Career and Enterprise: Foundation 11

### Available for 2017 (proposed)

- Career and Enterprise: CAE - ATAR12



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### Released in 2015

A range of new resources are now ready for order. All of these new resources are available as full colour printed books or as e-version PDF masters that students can complete using ICT devices.

- ⇒ **Personal Development Activity Planner: Introductory & Personal Development Project Planner: Advanced** colour-coded PDS project planning guides.
- ⇒ **Work Placement Journal** (suitable for year 11 and Year 12 students work-related and vocational placements). Full colour A4 size and includes 40 pages of daily journals as well as all 20+ work-related application activities.
- ⇒ **Community Services: Foundation & Community Services: Intermediate** (industry-specific sets)  
Industry-specific resource sets and workbooks support your VCAL, Applied Learning and work education and career/pathways programs with content-based topics and applied activities.

Feel free to contact me to discuss which resource sets might be best suited for your teaching program.

### Current resource list: 2016 (\* = new)

#### WACE Career and Enterprise (PDF e-versions also available)

- \* Career and Enterprise General 11
- \* Career and Enterprise General 12/ATAR 11

#### Career pathways, work education and personal development (PDF e-versions also available)

- > Career Pathways
- > Work Experience Journal
- > Work Placement Journal
- > Personal Development Activity Planner: Introductory
- > Personal Development Project Planner: Advanced

#### Industry-specific resources (PDF e-versions also available)

- > Community Services Foundation
- > Community Services Intermediate
- > Retail Foundation
- > Retail Intermediate

#### Industry and Enterprise

- > I&E Unit 1: Workplace Participation 3ed (& e-version)
- \* I&E 1&2: Towards an Enterprising You 4ed
- > I&E 3&4: Towards an Enterprising Australia 3ed

#### VCAL and Applied Learning (Master sets also available)

- \* Literacy - Intermediate 3ed Workbook/text and Activities booklet (revised for 2016) !!!also new e-version!!!
- \* Literacy - Senior Workbook/text and Activities booklet (new for 2016) !!!also new e-version!!!
- > Numeracy - Intermediate Workbook/text and Activities booklet
- \* Numeracy - Senior Workbook/text and Activities booklet (new for 2016)
- \* Personal Development - Intermediate 3ed Workbook/text and Activities booklet (new colour ed for 2016)
- \* Personal Development - Senior 2ed Workbook/text and Activities booklet (new colour ed for 2016)
- > Work Related Skills - Foundation Workbook/text and Activities booklet
- \* Work Related Skills - Intermediate 3ed Workbook/text and Activities booklet (new colour ed for 2016)
- > Work Related Skills - Senior 2ed Workbook/text and Activities booklet

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Check for samples at: [www.deliverededucation.com.au](http://www.deliverededucation.com.au) [michael@deliverededucation.com.au](mailto:michael@deliverededucation.com.au)

## Order form: Current from Term 1, 2016 (Note: All prices are GST inc.)

WACE: Career and Enterprise	Printed text	e-version master	Total
Career and Enterprise General 11	_____ @ \$52	_____ @ \$660	_____
Career and Enterprise General 12/ATAR 11	_____ @ \$55	_____ @ \$660	_____

Careers, Work Education & Personal Development	Printed text	e-version master	Total
Career Pathways 2015	_____ @ \$35	_____ @ \$440	_____
Work Experience Journal 2015	_____ @ \$20	_____ @ \$165	_____
Work Placement Journal 2015	_____ @ \$27.50	_____ @ \$220	_____
Personal Development Activity Planner: Introductory 2015	_____ @ \$25	_____ @ \$165	_____
Personal Development Project Planner: Advanced 2015	_____ @ \$27.50	_____ @ \$220	_____

Industry and Enterprise	Printed text	e-version master	Total
I&E Unit 1: Workplace Participation 3ed. 2015	_____ @ \$33	_____ @ \$440	_____
I&E Units 1&2: Towards an Enterprising You 4ed. 2015	_____ @ \$42.50	na	_____
I&E Units 3&4: Towards an Enterprising Australia 3ed. 2012	_____ @ \$59.95	na	_____

Industry-Specific Resources	Printed text	e-version master	Total
Retail - Foundation 2014	_____ @ \$33	_____ @ \$165	_____
Retail - Intermediate 2014	_____ @ \$33	_____ @ \$165	_____
Community Services - Foundation 2015	_____ @ \$33	_____ @ \$165	_____
Community Services - Intermediate 2015	_____ @ \$33	_____ @ \$165	_____

VCAL/ Applied Learning Resource Sets	Printed text/workbook	Printed activities book	CD Master text/workbook	CD Master activities book	Combined CD master sets	or license with master e-version
Literacy - Intermediate 3ed. <small>New 2016</small>	_____ @ \$35	_____ @ \$27.50	_____ @ \$165	_____ @ \$77	or _____ @ \$220	or _____ @ \$330
Literacy - Senior <small>New 2016</small>	_____ @ \$35	_____ @ \$27.50	_____ @ \$165	_____ @ \$77	or _____ @ \$220	or _____ @ \$330
Numeracy - Intermediate 2015	_____ @ \$35	_____ @ \$27.50	_____ @ \$165	_____ @ \$77	or _____ @ \$220	na
Numeracy - Senior <small>New 2016</small>	_____ @ \$35	_____ @ \$27.50	_____ @ \$165	_____ @ \$77	or _____ @ \$220	na
PDS - Intermediate 3ed. 2016	_____ @ \$35	_____ @ \$27.50	_____ @ \$165	_____ @ \$77	or _____ @ \$220	nya
PDS - Senior 2ed 2016	_____ @ \$35	_____ @ \$27.50	_____ @ \$165	_____ @ \$77	or _____ @ \$220	nya
WRS - Foundation 2014	_____ @ \$35	_____ @ \$27.50	_____ @ \$165	_____ @ \$77	or _____ @ \$220	nya
WRS - Intermediate 3ed. 2016	_____ @ \$35	_____ @ \$27.50	_____ @ \$165	_____ @ \$77	or _____ @ \$220	nya
WRS - Senior 2ed. 2014	_____ @ \$35	_____ @ \$27.50	_____ @ \$165	_____ @ \$77	or _____ @ \$220	nya
<b>Totals</b>	_____	_____	_____	_____	_____	_____

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**Regional Vic and interstate 1 book = \$13, 2-4 books = \$15 Contact me for larger orders.**  
**\*I recommend Express Post of \$15 for up to 4 VCAL, Industry-Specific or Careers etc.**  
**books; or for 2 CAE books or 2 I&E books. (More for larger orders.)**

<b>Postage</b>	<b>Grand</b>
amount \$ _____	Total \$ _____

### Order Details

**Name:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**e-mail:** \_\_\_\_\_

**School:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Order No:** \_\_\_\_\_ **Approx. Amount \$** \_\_\_\_\_ **ABN:** \_\_\_\_\_

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# CAREER <sup>and</sup> Enterprise

## Career and Enterprise - General 12/ATAR11

### Contents

Unit 3: General12 / Unit 1: ATAR11	Unit 4: General12 / Unit 2: ATAR11
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2. Developing Your Pathway 31	7. Work Skills 219
3. Nature of Work 67	8. Career Development 255
4. Effective Job-Seeking 113	9. Nature of Work - Advanced 289
5. Workplace Trends 143	10. Workplace Safety 323

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1st published January 2016

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Career and Enterprise - General 12/ATAR11

ISBN: 978-1-925172-26-3

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- MCEECDYA, 2010 The Australian Blueprint for Career Development, prepared by Miles Morgan Australia, Commonwealth of Australia, Canberra. Available at: [www.blueprint.edu.au](http://www.blueprint.edu.au)

Disclaimer: All material is provided in good faith but it is the responsibility of students and teachers to check current and appropriate guidelines, assessment information and publications.

General 12/ATAR 11

## Career Development

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career  
development

Comments:

## Introduction: Career Development

In this section of Unit 2 and Unit 4 you will further learn and apply career development skills and strategies to help enable you to find and access career pathways opportunities.

Those of you in Year 11 might focus on applying these skills in simulated situations, for work placements or as part of your ongoing career pathways investigation. Those of you in Year 12 should actively apply these skills to source, and possibly even secure, entry-level employment opportunities.

An enterprising approach to developing your career competencies will assist you to proactively demonstrate each of these six capabilities.

- ✓ **Entrepreneurial behaviours** by taking responsibility for your own career as well as the development of cold-canvassing techniques.
- ✓ **Learning to learn** by using reflection and self-assessment to refine your IPP and EPP.
- ✓ **Career development and management** by building and applying career development skills to your own situations.
- ✓ **Work skills** by participating in work placements and simulated situations.
- ✓ Understanding of **the nature of work** by investigating career myths and realities.
- ✓ **Gaining and keeping work** by sourcing career opportunities and applying career development skills to simulated and real situations.

### What about you?

To successfully complete this unit you will be required to achieve the following.

1. Demonstrate an understanding of key terminology and concepts through your ongoing completion of a glossary.
2. Actively participate in class discussion.
3. Apply what you have learned to your own career pathway investigations.
4. Complete and submit ongoing activities as directed by your teacher.
5. Complete an assessment task related to your Career Portfolio.
6. Undertake self-assessment at the end of this unit.



### Your IPP & EPP: Career Development

This section directly supports the development of your ongoing Career Portfolio. Tasks you will be required to complete for your IPP and EPP include these, as well as others directed by your teacher.

- ☐ Evaluate and use different methods of sourcing job opportunities.
- ☐ Investigate cold-canvassing strategies and apply these to your own job-seeking activities.
- ☐ Discuss and evaluate innovative job-seeking strategies.
- ☐ Discuss types of job applications processes and their suitability to your pathway.
- ☐ Draft application letters and use these to source potential work-related opportunities.
- ☐ Update and refine your résumé.

Your teacher will give you more direction on your IPP and EPP requirements as needed.



## 1. Career myths and realities

In order to develop your career you might need some help to sort out some of the facts from the fantasies; some of the truths from the untruths. So for starters, try this guide to career myths and realities and follow its good advice!

### Myth #72

**"But my friends think this career/job ... is uncool, will be too hard, is too far away, requires too much study, or... (insert negative remark!)"**

- ⇒ Unless your friends are the ones who are going to get up every morning and go to work for you then they shouldn't be the ones who make and plan your career decisions.
- ⇒ It is a sociological fact that we retain very few friends from high school into our adult years so don't let them determine your future.
- ⇒ Be careful not to make decisions that will jeopardise your career prospects and that might set you back some years in developing your career.
- ⇒ A true friend will support your decision rather than try to hold you back or drag you down.

### Myth #2

**"The occupation you start your career in is the occupation you'll finish in."**

- ⇒ Don't fool yourself. Very few people go through life doing the same thing. Most people will become managers and supervisors which gives them a different occupational classification.
- ⇒ Pathways develop and branch out. The nature of work is changing and what you might be doing in 2040, about 25 years from now, may be totally different from what you expect. It's really not that far away but 25 years can change the nature of work so much. You'll only be just over 40. How old is your teacher? How old are your parents? Are they in the same job as when they first started?
- ⇒ As you undertake lifelong learning and develop different skills, competencies, interests and values, you will change occupations, industries and careers to move with the times.
- ⇒ In just a few years you might be working in a job that hasn't even been invented yet. Think of being an app developer or a social media strategist 10 years ago!

### Myth #1

**"Potential to make squillions of dollars is the key factor that should be used to decide a career pathway."**

- ⇒ This might be one of the most dangerous and ill-informed myths of all. Most employees actually report that it is other intrinsic factors such as responsibility, a sense of achievement, recognition, challenge and pure enjoyment that provide the key to choosing for career success.
- ⇒ If you study at uni or TAFE and become a professional or get a trade qualification, or progress through a management program then you will earn good money and can have a comfortable standard of living.
- ⇒ The problem is that some people in society use money as a way of determining status. Another problem is that when you are 17-18 with very little money you want to earn as much as possible.
- ⇒ One thing to watch out for is when recruiters say you can earn up to \$2,000 a week as a... (insert job they are trying to attract you to!) They always tell you the highest income you might get in this occupation, in an ideal world! If it is so easy, then why aren't they doing it?
- ⇒ Don't chase after a career that seems to promise big money if it is one that you won't enjoy!

### Myth #82

**"If I wait, the right job - my ideal job, will come to me."**

- ⇒ If you kickback all day, playing WOW and scoffing Doritos, you'll find that the only person likely to come knocking at your door for you is someone trying to get you to switch energy providers.
- ⇒ Finding work is a hard slog that requires you to put in the required legwork and brain work. Be proactive and meet the challenge head on. People don't knock on your door and offer you jobs (...not real ones anyway).

### Myth #35

**"I know what's best for me, so I'm best able to find a job on my own."**

- ⇒ Wrong! Why not use services, which in most cases are free services, that are available to you?
- ⇒ You should take advantage of your network, careers teacher, government programs, employment agencies and other specialists to help you find work. They are the employment industry; you are not. Use them to help you... it's what they get paid for!

### Myth #99

**"It's too late to change my career."**

- ⇒ No, it's not. Many people change careers, re-enter study and pursue new directions throughout their working life.
- ⇒ You will spend most of your life as an older person rather than a younger person. At 20 you have at least 45 years of your working life ahead of you!
- ⇒ If you think you would be better off modifying your career pathway (even now) then do it. But get advice and make informed decisions.

### Myth #58

**"Referees must be work-related"**

- ⇒ Not true. It is understood that when you are young and just starting out in the workforce you may not have many, or even any, work-related referees.
- ⇒ You can use teachers, principals, sports coaches, youth leaders, community leaders, elders, police officers, work experience bosses, bank managers, people that you know (and who know you) with good standing in the community. But not family members!!

### Myth #50

**"It is always the most qualified and experienced person who gets the job."**

- ⇒ Well you would think so but it isn't always the case. Generally the person who gets the job is the one who is most prepared and performs best in the interview.
- ⇒ Sometimes an organisation is looking for a person to grow into a position and may hire someone with less, but some, experience.
- ⇒ In most cases an organisation is looking for someone who will fit in with their workplace culture. This can be much more important than different levels of experience.
- ⇒ Someone younger, dynamic and willing to grow and adapt might be just what they are after, rather than a very experienced but stolid (look it up!) and immovable rock.

## Myth #31

"My parents want me to be a... (insert prestigious sounding hotshot career here) so that they can brag to their friends and rels at parties & BBQs." or

"My parents don't want me to be a... (insert non-prestigious sounding, generally practical or manual, artistic or community service career here)."

- ⇒ Parents are a tricky one but often the noise they make about career choice is different from what they truly believe inside.
- ⇒ Basically you face one of two common problems: Parents want you to follow in their footsteps and make the family proud or parents don't want you to follow in their footsteps and make the family proud!

*"Well Algernon, grandfather Algernonco was a barrister, I am a barrister, Uncle Algeronimo is a barrister, your sister Algernonina is a barrister and you will abandon those stupid plans to become a nurse."*

*or... "Look boy, I don' vork 45 years in fahktory so you go skol to become dancer."*

- ⇒ I can tell you that deep down, truly, your parents will be proud of you making a go of your career. A way to deal with them is to bring them to a meeting with your careers teacher or meet with a careers professional.
- ⇒ Sometimes brothers and sisters don't always help either; there can just be too many know-it-alls out there. However, be careful not to disregard good and well meaning advice from family & friends. But at times, a second opinion from someone neutral is better!



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Lisa F. Young/  
iStock/Thinkstock

## Myth #38

"All available jobs are advertised."

- ⇒ Not even close! We might hear Carrie Bickmore from The Project doing a 60 second job-seeking report saying, *"It's not what you know, but who you know! 75% of jobs are never advertised. Tonight find out about the hidden job market you didn't even know existed!"* Well I've never seen this 75% as an official figure but many, many jobs are not advertised.
- ⇒ So how do you get these jobs? Your network of contacts, family friends, workmates, sports buddies, clients, even competitors can help you out. Tell people that you are looking for work or a type of job/career. You might get a referral which can get you an interview or place you to the front of the queue of 300 applicants.
- ⇒ Networks save both you and employers time and money. Believe me, it costs a lot of money to advertise for and recruit employees. Cost-effective 'informal' recruiting is favoured by many businesses.
- ⇒ And a recommendation from someone who is a valued existing staff-member is like a gold-plated reference.
- ⇒ And try some cold-calling, that is you being proactive and approaching organisations, which is the second dimension to accessing the hidden job market.



## A Career myths and realities

Summarise 4 of these career myths and their associated realities and explain how each could impact on your potential career development. Create and add a career myth and reality of your own.

Myth/reality	Impact on my career

Extension: Discuss the following.

Why do you think people would rather believe in myths than face the realities associated with their own career pathway?

What about you? Did any of the myths and realities surprise you and cause you to readjust your thinking? Do you now have a more realistic view of the challenges and opportunities available to you?

## 2. Career pathways opportunities

Back in semester 1 you were introduced to varied sources of job opportunities. Some sources are more useful for particular types of jobs than for others.

A direct approach including **cold-canvassing** and replying to on-site ads in windows is useful for entry-level casual work or for work in retail and hospitality.

Professional jobs based on a career development pathway might be advertised through **online portals** or directly on an **organisation's website**.

Apprenticeship and training opportunities might be advertised in your local **print media** or come from your **career network** and could often involve an informal first meeting.

Career entry into social and community services industries such as in childcare and aged-care can be enhanced by young people undertaking relevant **work placement**.

Many **employment agencies** are looking for skilled workers to immediately fill practical and manual roles, as well as short-term contract positions in professional and administrative roles. Some specialise in Australian Apprenticeships.

And of course the 1700 strong network of contracted agencies that are funded through the Commonwealth Government's **jobactive** program offer potential opportunities for jobs of all types.

At this stage of the year you need to answer the following questions. Doing so will guide the type of career pathway development assistance that you should proactively seek for the remainder of the year.

- ☹ Am I looking for an entry-level position to enable me to start on the pathway to achieving my longer-term career goals?
- ☹ Am I seeking part-time or casual work to complement school or further study and to build a suite of transferable skills?
- ☹ Am I looking for 'any' job (within reason) until I find (or am ready for) my preferred career pathway role?

### Sources of Jobs

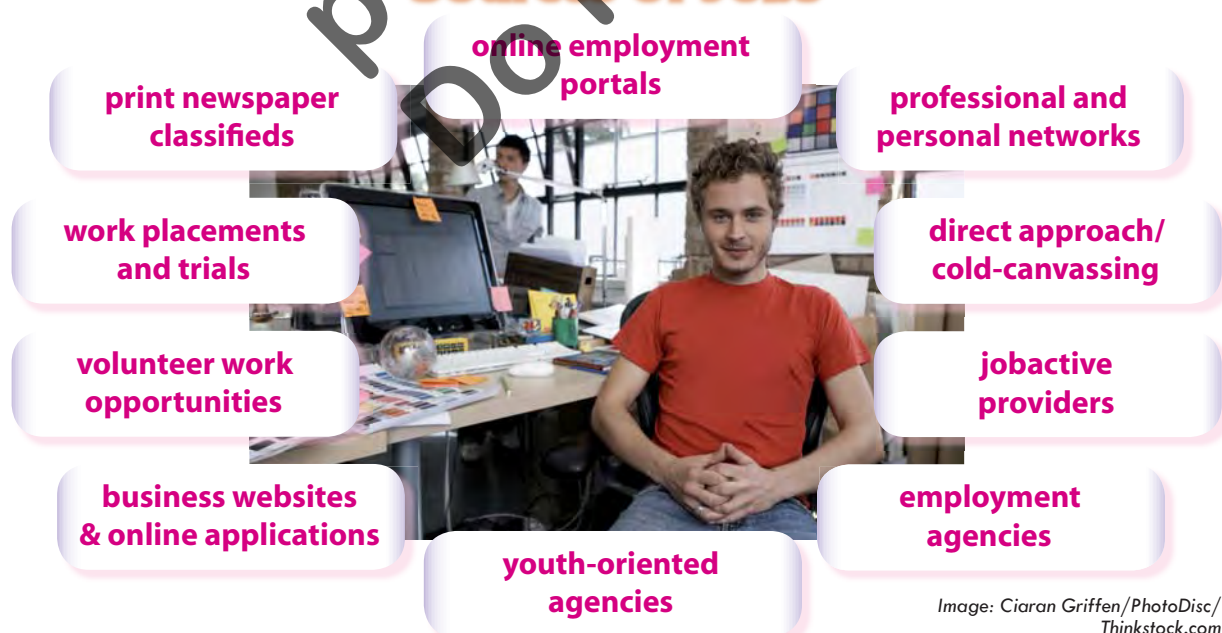


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## B Job opportunities



1. Make an appointment to meet with your Careers Counsellor as soon as possible. They will be very busy at this time of the year so get in quickly. (You could also seek advice from your career mentors in your network.)
2. Discuss with them your preferred career goals. Note down all the advice they give you. Then put that advice into action and see how you go.
3. Make a follow-up appointment to assess your progress and to refine your goals and action plans.

Job-seeking method	How does it suit my career?	What is my action plan?	What was the outcome?
My network		i.	
		ii.	
		iii.	
		iv.	
Online sources		i.	
		ii.	
		iii.	
		iv.	
Cold-cavassing		i.	
		ii.	
		iii.	
		iv.	
Suitable agencies		i.	
		ii.	
		iii.	
		iv.	

For preview purposes only:  
Do not copy

Job-seeking method	How does it suit my career?	What is my action plan?	What was the outcome?
		i.	
		ii.	
		iii.	
		i.	
		ii.	
		iii.	
		i.	
		ii.	
		iii.	
		i.	
		ii.	
		iii.	
		i.	
		ii.	
		iii.	

## Extension: Internships

Internships have been commonly used in professions such as medicine and health-care, law, business and finance, engineering and many other types of work. These include paid internships after a worker has completed their qualification but before they can fully register (e.g. doctors) as well as paid work while studying for a qualification (many professions).

However, there has been a growing incidence in unpaid internships for entry-level employees, even for those who come with uni or TAFE qualifications. This often occurs in media, the arts, design and 'cool' new media enterprises; and is creeping into many other professions. And we are not talking about mandated work placements here! This is usually unpaid work sold to the applicant as being good for their CV!

What do you think - Is this ethical? Are unpaid internships a good way to build experience, contacts and get a foot-in-the-door? Or is it just ripping off younger and inexperienced workers? Research online and then discuss.





### 3. Cold-canvassing

You already know that cold-canvassing (cold calling) is when you show initiative and approach potential employers by visiting or calling them. Essentially you are putting yourself out there, and actively **canvassing** for a job.

Cold-canvassing can be done using four main methods.

1. A direct face-to-face approach.
2. By mailing a canvassing letter.
3. Phoning potential employers.
4. Via email, social media and electronic messaging.

Each method has its advantages and disadvantages. **Face-to-face canvassing** can be scary and intimidating, but if you make a good impression you will get listened to because you are demonstrating initiative. You are also likely to get a quick resolution (most likely no - but that's not the end of the world!)

A **canvassing letter** shows professionalism. And written correspondence is less common nowadays, and is likely to at least get read by someone. A letter also enables you to explain about your skills and experience. You can also include a hard copy of your résumé. But if your letter is poorly written or is too generic then the reader is unlikely to get past paragraph one. And once again, you are most likely to never receive a reply.

**Email canvassing** can help you reach many potential targets. You can attach a CV. However, many emails are not read - let alone their attachments. And you are likely to never get a reply and you may just get treated as a spammer. **Social media canvassing** can be annoying for businesses. Put yourself in their shoes. If you can't go to the trouble of contacting them more directly then how keen are you likely to be? However, these methods can, and do work for some job-seekers. So how and when could you employ these methods to your advantage? Discuss this as a class.

#### C Canvassing for me



When might each of the 4 methods of cold-canvassing suit you? Give examples related to your own potential career pathway opportunities.

Canvassing method	How might this suit me?	What is my action plan?

## 4. Cold-canvassing: Strategy for success

Short and sharp. Here is a cold-canvassing strategy to help guide you. Use this to improve your chances of job-seeking success.

### Cold-Canvassing: Tips and Guidelines

#### Who

- ☐ Start by canvassing your network. Announce your intentions.
- ☐ Do your research and make a list of potential employers to cold-canvass.
- ☐ Find out the names of the decision-makers to approach and contact.
- ☐ Use social media to identify key managers and employers.

Which sounds better?

*"Is the manager available, I'd like to enquire about the possibility of employment?"*  
or

*"Is Sally Carruthers available, I'd like to ask her about the possibility of seeking employment."*

#### What

- ☐ Develop a clear and concise introductory statement about you.  
Which sounds better?  
*"I'd like to know if you have any positions available at the moment"* or  
*"My name is Winsome Devries. I have just completed Year 12 and my TAFE Certificate 2 in Food Service. I'm now actively contacting local businesses to seek out any potential job opportunities that might be suitable for my career in hospitality."*
- ☐ Prepare an outline of your career goals that you can easily discuss.
- ☐ Prepare and make hard and e-copies of a canvassing CV. (Do not include your actual home address on this, just your suburb will do.)
- ☐ Create a professional email address.
- ☐ Confirm and brief your referees.
- ☐ Prepare a list of questions you could ask potential contacts.
- ☐ Prepare a canvassing letter tailored to the organisation, the industry and to the job.

#### How

**If it suits** your job type, industry and location then do the following.

- ☐ Go door-to-door, carry your hard copies of CV. Make a contact card.
- ☐ Make targeted phone calls.
- ☐ Make appointments to meet with decision-makers.
- ☐ Send targeted canvassing letters to owners, managers, HR people, etc; preferably by name.
- ☐ Send targeted emails to key decision-makers (and not a mass email). Use their names.
- ☐ Make times to follow up with people.
- ☐ Try. Then try again!

## 5. Face-to-face canvassing

So now it's time to investigate, plan and model some face-to-face cold-canvassing tips. These samples are provided as a guide so you might have to adapt them to suit the job, the industry and formality of your initial contact situation.

When you canvas face-to-face you should dress to match the expectations of the organisation. If that is business attire, then so be it. Hospitality type of uniform required? Then show that you have this as part of your professional wardrobe. A trade position? Then perhaps wear safety boots - even consider overalls if you are doing a walk-in off the street. The guide is to dress to match the level of formality that you would be expected to wear at work.



**Dress to suit the job and make a confident impression when greeting.**

Image: Szepi/  
iStock/Thinkstock

### Finding opportunities

- ⇒ You should start local and then move out
- ⇒ You should canvass your network asking for potential opportunities.
- ⇒ You should have a basic understanding of what the 'business' does before you make your approach.

#### × Wrong

**Going down the street asking at every business. (But you should be congratulated on your effort.)**

**Bulk emailing businesses asking for a job.**

**Sending bulk generic letters asking for a job.**

#### ✓ Right

**Identify 3-5 potential opportunities for every day that either:**

- ⇒ **suit your career goals, or**
- ⇒ **can provide you valuable experience that you can transfer.**

### Breaking the ice

- ⇒ You need to have ready a concise and clear introduction that describes:
  - ☐ who you are
  - ☐ your level of education/experience
  - ☐ what you want.

#### × Wrong

**"Hi, have you got any jobs, I really need a job!"**

**"Do you need any staff, if so I'm the guy for you."**

**"This place is cool. What would I have to do to work here?" (Although this approach is not all bad for 'niche' businesses.)**

#### ✓ Right

**"Good morning, my name is Jaxxon. I have just completed Year 12 and a TAFE Certificate 2 in Business and I'm now actively contacting local employers to seek out any potential job opportunities that might be suitable for my career in..."**

# face-to-face canvassing

## Handling rejection

⇒ Although your Career and Enterprise teacher has trained you well you are most likely to be rejected, especially early on. So thank them for their time but add:

- ❑ "Can I ask if you know of any other businesses or contacts within the industry that you recommend that I could approach?" (You are now asking them to help you and are respecting their expertise!)

⇒ And then finally ask:

- ❑ "Do you think this approach is right for this industry, or is there something I could do differently or better?" (You are asking them to help you by giving feedback and by reviewing your performance.)

### × Wrong

"That sucks!"

"Gee you're missing out on a good people person."

"You just lost a customer buddy!"

"Sob, sniff, it's not fair. No-one will give me a start."

### ✓ Right

"That's totally understandable, thanks for your time. Could I ask you if there are any contacts within your network that perhaps I should try?"

"Thanks for that. Would you recommend that this approach is suitable for this industry? What could I improve on?"

Image: Fanatic Studio/  
Thinkstock



## Got a nibble?

⇒ You might get a mildly positive response where perhaps the person wants to think it over, or might have something available in the future, or wants to find out more about you.

- ❑ Offer to leave your canvassing résumé with them (of course you will have multiple copies with you!)
- ❑ Invite them to contact one of your referees.
- ❑ State that you can contact them in a week's time to follow up.

### × Wrong

"Ok. Let me know when you have made up your mind."

"Can you tell me now to save me the effort of asking others."

"Sweet, when do I start!"

"You better snap me up before someone else does."

### ✓ Right

"I can give you a copy of my CV with my contact details and more information about my skills and experience."

"If you've got the time feel free to call one of my referees, they are aware that I'm actively seeking work now."

"Thanks for your time and consideration. I'll let you get on with it, and I can drop back in a week to see how things are going."



## 6. Letter canvassing

When you are canvassing using traditional mail you have to produce formal business letters following all the standard rules that apply for formatting and style.

You should also add your phone and email as part of your contact details so all the important information about you is on one single-page document.

It is always better to try and find out the name of the person to whom you are actually canvassing for a position. You may need to search online or even call and ask the organisation. This will help get you past the **gatekeepers!**

You must tailor the letter specifically to the organisation. Otherwise, the reader will just think that you are saying the same thing over and over again to everyone, using a mass produced letter. Tailoring your letter helps to show why you want a job with them, and not just that you want a job.

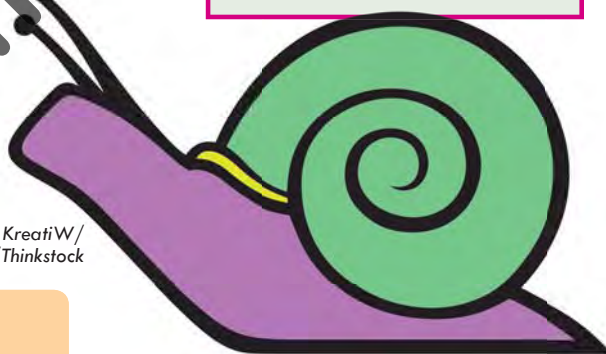
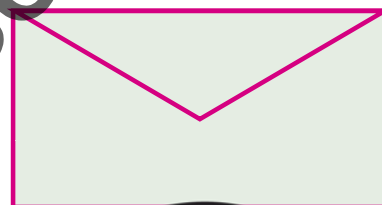
In the samples on pp.268-270, information that you must change for each letter is shown in **red**. You can create a simple word processing template to help you with this. You should do this as part of your EPP.

The samples also include information coloured in **purple**. This information is about your own skills and experiences and might need to be modified slightly depending on the nature of the specific organisation or type of job you are canvassing for.

The sample letters sound formal but when you write your own letters, your natural choice of language will alter the tone to suit your own style of expression.

Although these sample letters might not get you a job, they might get you an interview, some good advice and perhaps a new career mentor for your network. However, it would be most unlikely that after reading your letter, if it is styled like the samples (in your own words and register), that the reader wouldn't at least want find out a bit more about you. They might contact your school, a referee or even ask you to come in to see if you might suit a position in the future! It's worth a try!

**Don't underestimate the power of a written letter; they are becoming rarer this days!**



*Image: adapted from KreatiW/  
iStock/Thinkstock*

### D Canvassing letter



1. Write your own canvassing letter. Use a computer and not a tablet.
2. Create a template for this. In the template highlight the text that might need to be altered.
3. Save this as a template then create your canvassing letters as new documents using this template.
4. Swap, read and draft letters with your classmates.
5. Refine and improve your letters based on feedback and advice.

## Cold-Canvassing Letter - Work Placement

4/56 Lumbuk Place,  
SPRINGTOWN, WA, 6050

March 22nd, 2016

Gisella Anderson  
The Deject Shop  
Shop 9, Spflats Homemakers Complex  
Springtown Flats WA 6049

Dear Ms Anderson

I am writing to enquire about the opportunity of undertaking a 5-day work experience placement with your organisation, from May 17-21st.

I am currently undertaking Year 11 at Springtown College and hope to develop a future career working in the **Retail Trade industry**. As part of my Career and Enterprise studies I have to take the initiative to organise my own work experience placement with a local employer. Some of my main subjects include:

- Career and Enterprise (including SmartMove safety induction program)
- English
- Mathematics
- Health Studies
- Business and Enterprise.

Last year during the summer break I completed voluntary work for the Brotherhood of Smith Families in their charity retail shop in Lower Springtown. I gained workplace skills by working with other staff, dealing with customers, controlling stock, solving customer problems and using retail equipment safely.

During this work I became interested in building a career in **retail customer service** because I liked the responsibility of looking after customers and being able to help make them happy.

I have a range of **retail** and transferable skills, including **good numerical ability** and **excellent computer skills**, that I think can contribute positively to **The Deject Shop**. I also feel that the training and advice that I would receive while undertaking a work placement will help me develop my **retail** skills for the future.

I would like the opportunity to arrange an initial interview to discuss whether I could undertake a work experience placement with your organisation. In that interview I can supply all the relevant forms and information from my school that outlines the student work placement program and safety responsibilities.

I have included a copy of my résumé with the details of two referees. I thank you for your time and look forward to hearing from you soon about the possibility of working at **The Deject Shop**.

Yours Sincerely

Regina Rightyo (enc: Résumé and references)

1a. Your address, note the format!

1b. Date of writing the letter.

1c. The 'title of the person to whom the letter is intended. If you know their name, even better.

2. Intro title of letter. A name is better!

3. Reason for letter so it gets to the right person.

4. About you now and where you want to go. Match the industry to the organisation.

5. List main subjects and examples related to the organisation/industry.

6. Any relevant experience and skills that you have.

7. What you have got out of your experiences; what did you enjoy?

8. The win/win; for you and them. Also, how you are willing to grow.

9. The sign-off. Asks for further contact and describes school responsibilities.

10. Indicates you have enclosed other material such as a résumé.

# Cold-Canvassing Letter - Job-Seeking

4/56 Lumbuk Place,  
SPRINGTOWN, WA, 6050  
regina.r@gmail.com  
0401 000 0002  
March 22nd, 2016

Gisella Anderson  
The Deject Shop  
Shop 9, Spflats Homemakers Complex  
Springtown Flats WA 6049

Dear Ms Anderson

I am writing to enquire about the possibility of arranging an introductory interview with you to assess whether I would be suitable for a position now, or in the future, working for **The Deject Shop**.

As part of our Career and Enterprise subject at Springtown College we were encouraged to take responsibility for our own career development, including using our own initiative to source potential job opportunities.

I have successfully completed WACE Year 12 and now hope to develop a future career working in the **Retail Trade industry**. Some of my main subjects included:

- Career and Enterprise (including SmartMove safety induction program)
- English
- Mathematics
- Health Studies
- Business and Enterprise

Last year during the summer break I completed voluntary work for the Brotherhood of Smith Families in their charity retail shop in Lower Springtown. I gained workplace skills by working with other staff, dealing with customers, controlling stock, solving customer problems and using retail equipment safely.

During this work I became interested in building a career in **retail customer service** because I liked the responsibility of looking after customers and being able to help make them happy.

I have a range of **retail** and transferable skills, including good **numerical ability** and excellent **computer skills**, that I think can contribute positively to **The Deject Shop**. You can view these in more detail on my résumé. I also feel that the training and advice that I would receive if I worked at **The Deject Shop** will also help develop my **retail** skills for the future.

I would like an opportunity to arrange an initial interview to discuss if I might be suitable for work in your organisation either now; or perhaps whether I might be considered in the near future if a position becomes available. Alternatively, I would welcome any advice and feedback that you might be willing to provide about the application process at **The Deject Shop** or to help me succeed in building a career in **retail**.

I have included a copy of my résumé with three references. I thank you for your time and look forward to hearing from you soon about the possibility of arranging a suitable time to meet you.

Yours Sincerely

Regina Rightyo (enc: Résumé and references)

1a. Your address, note the format!

1b. Date of writing the letter.

1c. The 'title of the person to whom the letter is intended. If you know their name, even better.

2. Intro title of letter. A name is better!

3. The introduction.

4. The reason for the cold-canvas!

5. List main subjects and examples related to the organisation/industry.

6. Tailor any relevant experience and skills that you have.

7. Tailor what you got out of your experiences and what you enjoyed.

8. The win/win; for you and them. Also, how you are willing to grow.

9. The sell. What you are asking for showing flexibility and that you are open to advice.

10. Indicates you have enclosed other material such as a résumé.

## 7. Phone and email canvassing

### Phone canvassing

Phone canvassing is not generally recommended as a method of cold canvassing because employers are reluctant to take, what might seem to them, an intrusive 'sales' call. Employers also do like to visually assess potential workers, because as humans we pick up so many visual cues through non-verbal communication. And now from the point-of-view of the canvasser - most people are not really that good on the phone, except in social situations (and even that is highly debatable). However, canvassing using the phone can be quite useful for situations such as these.

- ✓ You have been given a **referral** or contact details by someone in your careers network.
- ✓ You are calling to find out about the firm's **application process**, or who you should contact for potential opportunities.
- ✓ You are seeking opportunities that are quite **remote** and a **long distance** away.
- ✓ You are calling to enquire about **work placement** opportunities.

If you are going to try this method, then you'll need to develop a script to help you.

### Email canvassing

Emails are used extensively for business communication but they have different rules for canvassing than when sending a letter. Some employers may get hundreds of emails a day, and yours might not even get noticed nor opened.

Emails should be formal, concise and to the point. Just as with a letter they should be tailored to the organisation, including an appropriate contact person. Hopefully you have their email

address! If you just send to enquiries@cityofperth you are not likely to get anywhere.

You also have to have a relevant header, but one that doesn't get rejected as spam. And bear in mind that some employers will treat an unsolicited email asking for employment as spam, especially if it is generic. And this could reflect badly on you.

Just as with phone canvassing, emails are good for following up a contact, asking about an application process or communicating remotely. Emails are a good second form of contact. Perhaps you have had a face-to-face that went OK? Then you could email the person to thank them or to follow up. You will come across as being professional - because you are being professional!



Image: monkeybusinessimages/  
iStock/Thinkstock



## 8. Social media canvassing

Although some jobs are advertised through social media sites and networks, using social media itself doesn't really suit personal canvassing. It can be good for networking, but not so good for unsolicited canvassing. Of course **LinkedIn** is a proper networking and canvassing site and might suit your career as you progress beyond entry-level employment.

So you should consider how you might best canvass your network on social media for job opportunities, but without disclosing too much personal information that might get shared and then on-shared. Some people recommend that you follow companies you are interested in and make insightful comments on their pages to show your interest and expertise. Do you really think they will notice that? Perhaps for 'niche' or specialty businesses - but it's not likely that Coca-Cola Amatil will consider you for a job in their production warehouse just because of a few posts on their Twitter page. However, you might post asking about an application process.

If you do canvas on social media (such as for a niche area in which you have specialist skills) you really must consider whether you need to have a public conversation with someone. You should use PMS to communicate, and also treat this method as an introduction to try and get a face-to-face. And of course a quick PM is a good way to make first contact or follow up with a contact that has been given to you.

However, social media canvassing might be useful if you want to showcase a special skill or talent in art, design, performance with a link to where people can find out more about you. But your work must be relevant to the organisation and must be of a very high, refined and finished quality.

Now there is one thing that is almost guaranteed nowadays. If you are cold canvassing, using any method, then your potential employer is probably going to use social media to check you out. So how's your digital footprint looking, perhaps there's a little unprofessionalism that you should either delete or leave hidden to be shared only with your close and trusted friends?

### E Canvassing for me 2



Ok now that you have found out more about cold-canvassing, how do now you think each method might suit your career pathways development?

Canvassing method	How might this suit me?	What is my action plan?

## Canvassing preparation

F

You are required to complete the following tasks related to canvassing preparation.



Face-to-face canvassing	Letter canvassing	Other canvassing
Who could you approach?	Who could you approach?	Who could you approach?  Method: _____
What should you say generally?	What should you write generally?	What should you 'say' generally?
Write your introductory icebreaker.	Write your introductory icebreaker.	Write your introductory icebreaker.
Develop 3 other things you should say about yourself.	Develop 3 other things you should say about yourself.	Develop 3 other things you should say about yourself.
How would you follow up?	How would you follow up?	How would you follow up?
What hard or e-copies of documents will you need?	What hard or e-copies of documents will you need?	What hard or e-copies of documents will you need?
Other information.	Other information.	Other information.

career  
development

## 9. Innovative job-seeking strategies

The commercial world continues to evolve and people continue to embrace the use of social media. This constant evolution has presented potential opportunities for more innovative approaches to job-seeking. Some people say that you can create a social media presence to highlight your skills, abilities and talents. And perhaps, just like one Mr. J Bieber, you'll get discovered! The problem with using social media for job-seeking is that you are competing against millions of other wannabes, all of them sitting around in their bedroom, singing into their hairbrush and uploading grainy, jumpy, unedited low-quality video of their 'talents'. So, if you are going to use this method consider the following.

- ⇒ You have to be good. Very, very good. Better than 99% of others out there.
- ⇒ You need to have a unique skill-set; or highly developed skills or talent in the area in which you are promoting.
- ⇒ You need to have a polished, and at the very least, semi-professional video, sound or digital portfolio.
- ⇒ You need to get noticed amongst the 4 billion daily views and each new 300 hours of video uploaded every minute (just to YouTube alone!)
- ⇒ You have to wait.
- ⇒ You have to be discovered. And you have to wait!

A strong social media presence highlighting your skills and abilities should be seen as a complementary job-seeking strategy that can offer more insight into what you could offer a potential employer.

This strategy might suit performers such as singers, musicians, dancers, comedians, DJs and so on. Essentially these are people who would normally audition for roles as part of live performance. So if you performed very well at the local community street party and the video is of good quality, you could upload this to illustrate how you can perform in front of a crowd.

Creative professionals such as designers, photographers, crafters, artists and games, app and multimedia developers can use digital platforms to showcase their works.

You could consider showcasing your own mastery of skills as a chef, animal handler, mechanic, athlete, sports-trickster, personal trainer, builder, public speaker or even an interpreter (check out *Shelby Mitchusson's* audition video, that is if you can find it due to copyright restrictions!)

Of course blogs and vlogs are useful to build and showcase a portfolio of skills as writer, presenter or social commentator.

In essence you should create your own professional website, blog or channel. You must separate your personal and professional identities. This includes the comments made by friends. You need to act to protect your personal security and also be on the lookout for copyright infringements, both of your work, and your misuse of other parties' work. You have to edit and refine to upload only your work that's of the highest quality. And you must be patient. Or go on reality TV - that'll work!



Image: mladensky/  
iStock/Thinkstock

## Doing it differently

G

1. List occupations or types of work that might be suit using the methods and platforms below. Add 2 more of your own choice.
2. Briefly outline tips, guidelines or recommendations that you would give a job-seeker or someone looking for work in this area if they are using this method or platform. Consider other job-seeking methods that might complement this method or platform.
3. Briefly outline the extent to which this method or platform might be suitable for your own career pathways opportunities.



Strategy	For jobs or work as...	Tips & recommendations	Suitability for you?
YouTube			
Website			
Live performance			
Blog or Vlog			
Digital portfolio			
Etsy			
other			
other			

career  
development



## 10. Job application formats

The preferred type of job application format will vary based on the type of job, the level of formality required, the complexity of the position and the size of the organisation.

Employers might ask for a brief **cover letter** to be submitted along with your résumé. Always submit an **application letter** or cover letter if applying by mail (unless you are asked not to). You will need to embed your skills in this letter and to provide concise but specific reasons why you are applying for the job, and how you are suited to the job. You also need to describe the skills, qualifications and experience that you have and how these will suit the position for which you are applying. Your résumé will of course contain more detail (if it gets read); but your application letter acts as the 'advertisement' to 'sell' you.

If you are submitting via an **email application** you should also supply an application or cover letter. If you are using email you'll also need a very brief, but concise email message to accompany your submission. This message should outline what you are applying for, your contact details and a list of all attachments.

If you are submitting via an **online application portal** you might be asked to include an equivalent statement that is similar to a brief cover letter or application letter. The length of this will depend upon the size of the field box in which you have to type. Alternatively, an online application might ask you to provide the usual information expected of an application letter, but over 3-4 fields such as; why you want the job, your skills, your qualifications and your previous experience in a similar role.

At times you might even have to submit an **expression of interest** requiring you to register interest in a position. You might have to prepare a brief paragraph that summarises your key skills, qualification and experience and which also concisely outlines why you are interested in this position. And if you have to answer **selection criteria** you are not likely to need a full application letter, but rather just a brief cover with the type of information you would use to accompany an email application.

The three common types of application formats you are likely to experience are:

- i. **written applications**
- ii. **verbal applications**
- iii. **online applications.**



Image: adrian825/  
iStock/Thinkstock

## i. Written applications

- ⇒ These should be prepared as a typed, formal business letter (i.e. a cover letter).
- ⇒ You must refer specifically to the job or position you are applying for.
- ⇒ You must also refer specifically to the organisation (if known, because the application process might be through an agency) or the industry that you are applying to.
- ⇒ Identify key skills, qualifications or experiences asked for in the advertisement or position description and give brief one-liners of evidence of how you have, or could, meet these requirements.
- ⇒ Keep it to one page and use a simple plain font that is easy to read. Of course you must spell-check, edit and review the letter.
- ⇒ You need to read your letter from the point-of-view of the employer. Ask yourself, "What is it about you that makes you stand out?" Have you communicated this so as to encourage an interview? Or are you just using clichés such as 'team player', 'enthusiastic' and 'good people skills'.
- ⇒ You can develop a type of template or model as part of your IPP and EPP.

## ii. Verbal applications

- ⇒ These are a bit like an application and interview rolled into one. Because they can save time they might be used by small businesses and enterprises who need to find someone suitable immediately.
- ⇒ You might get this opportunity through a network contact, i.e. "Drop in at 4pm and have we'll have a talk about your options," or "...Call tonight; we'll have a quick chat."
- ⇒ These might be favoured by small local employers who want to get to know someone personally rather than just read paperwork (that really, anyone could've written)!
- ⇒ Or they might be used for bulk 'cattle-calls' featuring hundreds of applicants being assessed side-by-side' (meaning they really are more of an interview).
- ⇒ Consider verbal applications as a pre-test. They might seem more informal than written applications, but you are being assessed and judged right then and there; especially on your interpersonal and communication skills; and your 'attitude'.
- ⇒ Cold-calling involves verbal applications. So you need to prepare a 'script' of what to say and how to sell yourself confidently. (Lucky you did this just last week!)
- ⇒ You might need a different approach for face-to-face and for phone/Skype/FaceTime applications. (Don't interview with the cat on your lap or in your PJs!)
- ⇒ Most people struggle when doing verbal applications. It takes practise - so practise!

## iii. Online applications

- ⇒ These generally use a template and often have character limits for fields.
- ⇒ You must complete the application step-by-step; just like filling out a form.
- ⇒ They will ask you to enter basic demographic information about yourself.
- ⇒ They will also ask for your general information, skills, experience etc., as well as examples of these related to the position.
- ⇒ You will need to complete all sections. There might even be a (timed) test component!
- ⇒ You should pre-prepare all your answers in a program such as Word and edit, spell-check and review for character length.
- ⇒ Then when you've had this checked, copy and paste your information into the appropriate sections on the online form. Use a computer rather than a tablet device.

27 Finster Avenue  
Morley WA 6062

1a. Your address, note the format!

February 28th, 2016  
Mr. Elias Brentood  
Communications Manager  
Care in Community  
2 Day Place, South Perth, 6151

1b. Date of writing the letter.

1c. The 'title of the person to whom the letter is intended. If you know their name, even better.

Dear Mr Brentwood

2. Intro title of letter. A name is better!

I am applying for the position of part-time **Communications Support Assistant**, Ref: 871 that was advertised online through [www.speek.com.au](http://www.speek.com.au).

3. Reason for letter.

I recently obtained my Year 12 at Springtown College and am looking to develop a long-term career in the social and community services sector. I am seeking to build my industry experience this year before commencing a part-time Diploma in Community Services in 2017.

4. About you now and where you want to go. Match the industry to the organisation.

Throughout 2015 I worked in a casual retail sales position with Just Right ICT Sales in Morley. Through this I developed professional and communication skills by providing support and advice to customers, taking responsibility for stock control, conducting sales transactions, dealing with customer problems and using my conversational Chinese, when needed, to help translate for clients.

5. Any relevant and/or transferable experience and skills that you have.

After completing Year 12, I participated in a 3-month volunteer program with The Asylum Seeker Centre's - New Arrivals Resettlement Project. This involved working with recent arrivals in community, education and health programs. In this program I was given the responsibility to be a youth mentor for newly arrived teenagers. In my own time I also help new arrival families to deal with issues such as shopping, public transport and general cultural awareness. I am now also developing some basic language skills in Arabic.

6. Any specific experience and skills that you have.

These experiences show that I can communicate with clients from different age groups and varied cultural backgrounds. In these roles I was also able to show initiative by solving varied problems that people were experiencing. These are the types of enterprising behaviours that we were encouraged to develop in our 2-year Career and Enterprise study program for our WACE certificate.

7. What you have got out of your experiences; what were you good at?

Given that I have both commercial and community experience I feel that this will serve me well in the position as Communications Support Assistant. I also bring excellent administrative, communication and computer skills to this role which I understand from the position description are a part of the daily duties required by Communications Support Assistant.

8a. The win/win; for you and them.

An ongoing part-time position with Care in Community will complement my future TAFE studies. Working directly in this industry will also give me more insight into the day-to-day operations of the community services sector. I also welcome the opportunity to experience more training, advice, mentoring and career guidance to help me to better succeed in my studies, as well as in my future career so that I can help groups within the community more effectively.

8b. The win/win; and also, how you are willing to grow.

I have included a copy of my résumé and 2 references. I look forward to hearing from you soon about the possibility of working at Care in Community.

9. The sign-off.

Yours Sincerely

Robyn Thint  
(Enc: résumé)

10. Indicates you have enclosed docs such as a CV.

## Application information

H

You are required to complete the following tasks as directed by your teacher. Those of you in Year 12 should really complete all of these as part of your IPP.



1. Develop a generic letter matched to an industry.
2. Develop a generic letter matched to the type of occupation you are most likely to apply for.
3. Develop a specific letter for a position in which you might be interested for your future career, or for one in which you are interested either now; or very soon.
4. Apply for an online position and become familiar with an online application process.
5. Develop a template in Word or a similar program to group your key information for an online application so that you can more easily just cut and paste. Don't worry if you don't get an interview, the purpose is to become familiar with an online process. But if you do get an interview, well even better!
5. Summarise your key skills and experience (as evidence) in a table format.

My skills	My experience as evidence

career  
development

## 11. Refining your résumé

At this stage of your studies it is important that you refine your IPP and EPP to reflect your career development progress. This means that you will need to update your résumé. This really is a task that you should be doing monthly.

Those of you in Year 12 are now at the stage whereby you are actively applying for jobs and/or courses, and you have almost two years of experience and achievements to reflect on.

Those of you in Year 11 will have built some experience over the course of the year and also need to update your CV to show this. And of course you need to have both hard and e-copies ready to go.

Jobs often go to the most organised candidates; not necessarily the most suitable candidates. You can easily turn this job-seeking pressure into a job-seeking opportunity by being organised.

Imagine if someone in your network called you tonight and said, "I've got a client who's looking to hire a young person, and I told him about you. He wants you to email your résumé tomorrow." Would you be ready? Well an updated CV = problem-solved.

### Résumé sections

1. Clear personal details.
2. Current education: Easy to follow.
3. School and VET subjects & units.
4. Other qualifications & certificates.
5. Brief career ambition.
6. Employment/work experience history.
7. Employment tasks/competencies.
8. Your other transferable skills.
9. Your professional/technical skills.
10. Other information/achievements.
11. Referees: Accurate and suitable.

## I CV update



Section	Ask yourself...	Answer/Action?
<b>Personal details</b>	<p>Are these up to date?</p> <p>Are you disclosing too much or too little personal information?</p> <p>Have you got a professional email address?</p>	
<b>Education</b>	<p>Is this up to date?</p> <p>Does it make sense to someone who doesn't understand the education system?</p>	
<b>School and VET subjects &amp; units</b>	<p>Do you need to list your grades?</p> <p>Have you listed relevant VET units to suit the industry or job?</p>	



Section	Ask yourself...	Answer/Action?
<b>Other qualifications &amp; certificates</b>	<p>Have you included all your other qualifications?</p> <p>Have you included both on-the-job and off-the-job training achievements?</p> <p>Do you have copies of certificates?</p> <p>Have you got certified copies?</p>	
<b>Brief career ambition</b>	<p>Is this up-to-date to match your changing goals?</p> <p>Does your statement suit the industry or job?</p>	
<b>Employment/work experience history</b>	<p>Have you listed paid work, volunteer work, community work and work placement.</p> <p>Is it in reverse chronological order?</p> <p>Have you done any enterprise activities that can be listed?</p>	
<b>Employment tasks/competencies</b>	<p>Are you describing your key roles accurately?</p> <p>Have you listed relevant competencies using 'ings'?</p> <p>Do your competencies reflect a range of tasks and skills, including working with others, using work-related technologies and following WHS practices?</p>	
<b>Your other transferable skills</b>	<p>Have you identified other skills, experiences and abilities that are relevant?</p>	
<b>Your professional/technical skills</b>	<p>Have you listed a range of professional or technical skills that are relevant to your industry?</p> <p>Have you included skills developed personally, through school, through VET and through work?</p>	
<b>Other information/achievements</b>	<p>Have you included other information such as awards and achievements?</p> <p>Do you have information that shows community involvement, leadership and teamwork?</p>	
<b>Referees</b>	<p>Are they the most appropriate referees for your industry/job?</p> <p>Have you checked that it's still Ok to use these people? Is their information up-to-date?</p> <p>Have you notified them that you are applying?</p>	

## J Rescue Ollie

On the next page is a draft résumé given to you to by a friend, Ollie Spork. Ollie really wants to be a chef and is doing well in his VET course. He also has excellent references from his workplaces because he gets along well with customers and colleagues, he is very hardworking and he asks questions and listens to advice.

Ollie has followed a template on a tablet device but as you can see, he hasn't put a lot of work in to this. (He really doesn't like sitting at computers typing and prefers to be up and about doing manual and practical tasks). He wants to send his CV off to a potential employer to try and get an apprenticeship as a chef. But he knows it's only a first draft. Ollie also realises that he has to make a lot of changes.



1. You need to identify all the mistakes, formatting errors, inconsistencies, omissions, over-explanations and under-explanations. There might be quite a few!
2. Number and label errors as you find them.
3. Rewrite Ollie's résumé. Type and format it properly using a computer (and not a tablet!)

### Instructions

- ⇒ It might be best to work in pairs for this activity. Your teacher will advise you on this.
- ⇒ Use your work folios to write down all of the problems with Ollie's résumé. Set up a table using sub-headings for the different categories of 'mistakes'.
- ⇒ As a class identify and discuss all of the problems, and make sure that all errors are identified and corrected before typing up Ollie's final résumé.

### Extension

Ollie is keen to work but he knows he is better off getting his year 12 and having his license because of the shift hours he might be working. But as part of self-reflection and a SWOT Ollie has identified that writing formally is a weakness of his. However, Ollie's strengths are that he is very enthusiastic, he's not scared of talking face-to-face with people and potential employers and he will do whatever training is recommended to help him achieve his dream career of being a chef.

1. What type of job-seeking methods would you recommend Ollie focus his efforts on? Why so?

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2. List 5 practical steps as part of an action plan that you would recommend Ollie pursues to improve his chances of getting an apprenticeship as a chef.

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resume: Ollie Sprk, July 2016

Ollie Spork

11 speckled crescent Leeming , 6149

M: 0441 0404 0101

ollie\_da\_sickest\_allnite\_raver@wotmail.com.au

## Education

2016: WACE

TAFE Hospitality.

Subjects include:

- English
- Careers and Enterprise
- Food Science and tecg
- Outdoor ed
- PE

2011-2015: Did Years 7-11 at Springtown College

## Qualifications & Training

- Jun 2015: Certificate 1st Aide and CRP
- Mar 2016: Certificate I in Food Hygiene
- MAY 2026 - Resposnble alchol serving the RSA

## CAREER aMBITIONS

I want a job cooking as a chef in a restaurant with good pay.

## Employment History

### Employment

→ Leemin Larder and Bookstore

Position: Help out in the cafe casual      Duration: All this year

Tasks: Do a lot of different things with customers.

Competencies: Some of the main competencies I have demonstrated include:

- effective talkin with customers
- using the registers
  - make sure I prepared food properly and higinicly
- flexible by working evening and weekend shifts
- I safely used coffee machines and cooking equipment and didn't cause no accidents.
- I prepare all the salads and do grill cooking
- I diod what I was told and listened to Lionel.

## Résumé: Ollie Sprk, July 2017

### Employment History (cont.)

#### Work Experience

➔ El Scofflow's Eatery, Wide Way, Cannning Vale

Position: Food and service helper-out Duration: June 2015 - 2 weeks

Tasks: Boss didn't let me do too much.

Competencies: During my work experience my tasks included:

- ➔ showing customers how to sit down
- ➔ taking people's plates away from them
- ➔ making sure the cutlry was shiny
- ➔ carrying bottles of alchol to people
- ➔ making sure that the salads had no bugs and dirt in them
- ➔ cleaning up all the all-you-can-eat counter.

### Transferable Skills

#### Leadership

- Last year at school we showd the new kids around and made shure that they didn't get bashed.
- In Year 10 we ran a football tipping comp that raised over \$1200 to by new sports stuff.
- I mow lawns for free for the oldies on my block who can't walk becuase of athfritis.

#### Professional Skills

- ✓ I can use computers programs, all sorts, pretty good.
- I'm fit and am very good at sports winning a lot of awards.
- I'm not that good at office stuff and sitting down.
- I've got my learner's permit and will be going for my manual license ina few months.
- I'm good at cooking, I cook stuff for my family most nights.
- I'm really safe at using kitchen equipment as i have be trained at TAFE at using kitchen equipment safely at TAFE.

#### Achievements

I haven't won any wards at school. But I did enter the Perth royal show baking compeotiton and placed 2nd and have won 3 highlky commended prizes as part of Food studies.

#### Hobbies/Interests

Kickboxing, MMA and cooking Sports

#### Referees

lional Johnson

Boss

Leeming Larder

P: 92222 3333 (BH)

Mrs. Wanda Scone

Cooking teacher

Mr Athol Spork

Local counsellor

P: 9888 6789

## Summary: Career Development

In order to develop your career you need to sort out **career myths** and **realities**. Some sources of **job opportunities** are more useful for particular types of jobs than for others. To find out what's best for you ask yourself whether you seeking:

- ⇒ an entry-level position to enable me to start on my pathway?
- ⇒ a part-time or casual job to complement school or further study?
- ⇒ 'any' job until I find my preferred career pathway role?

**Cold-canvassing** is when you show initiative and approach potential employers by visiting or calling them. Essentially you are putting yourself out there, and actively canvassing for a job. Cold-canvassing can be done using four main methods. Each method has advantages and disadvantages.

1. Direct **face-to-face** approach.
2. Mailing a **canvassing letter**.
3. **Phoning** potential employers.
4. Via **email, social media** and electronic messaging.

When canvassing face-to-face you should start local and then move out. You should canvass your **network** asking for potential opportunities. You should have a basic understanding of what the 'business' does before you make your approach. When you canvas face-to-face you should **dress to match the expectations** of the **organisation** and make a **confident** and **professional impression**.

When you are canvassing using traditional **mail** you have to produce **formal business letters** following all the standard rules that apply for formatting and style. It is always better to try and find out the **name** of the **person** to whom you are actually canvassing for a position. This will help get you past the **gatekeepers**! You must tailor the letter specifically to the organisation.

Canvassing using the **phone** can be quite useful for situations when you have been given a **referral** or contact details by someone in your careers **network**, or you are calling to find out about the firm's application process or who you should contact for **potential opportunities**.

Just as with phone canvassing, **emails** are good for **following up** a contact, asking about an **application process** or **communicating remotely**. Emails are a good second form of contact.

Although some jobs are advertised through social media sites and networks, using **social media**

itself doesn't really suit personal canvassing. It can be good for **networking**, but no so good for unsolicited canvassing. Of course **LinkedIn** is a proper networking and canvassing site and might suit your career as you progress beyond entry-level employment.

If you do canvas on social media you really must consider whether you need to have a public conversation with someone.

If you are cold canvassing, using any method, then your potential employer is probably going to use social media to check you out. So how's your **digital footprint** looking? You must **separate** your **personal** and **professional identities**.

A strong **social media presence** highlighting your skills and abilities should be seen as a **complementary job-seeking strategy** that can offer more insight into what you could offer a potential employer. This might suit performers, creative professionals, writers or presenters. You have to edit and refine to upload only your work that's of the highest quality

Job **application formats** will vary based on the type of job, the level of formality required, the complexity of the position and the size of the organisation.

Employers might ask for a brief **cover** or **application letter** to be submitted along with your **résumé**. Always submit an application letter or cover letter if applying by mail or email.

There are three common application formats.

1. **Written applications** should be prepared as a typed, formal business letter and must refer specifically to the job or position you are applying for.
2. **Verbal applications** are like an application and interview rolled into one. Because they can save time they might be used by small businesses and enterprises who need to find someone suitable immediately.
3. **Online applications** generally use a template and often have character limits for fields. You must complete the application step-by-step; just like filling out a form.

Jobs often go to the most organised candidates; not necessarily the most suitable candidates. You can easily turn this **job-seeking pressure** into a job-seeking opportunity by **being organised**. Therefore you must refine your **IPP** and **EPP** to reflect your **career development** progress.



## AT3 Career Portfolio



### Career Portfolio

For this assessment task you are required to review and refine your IPP and EPP as part of your Career Portfolio. You should treat your Career Portfolio as a showcase of where you are currently at in your ongoing career pathways development process.

Complete each of the following tasks.

#### General12 / ATAR11

- i. Identify and explain different methods of **sourcing job opportunities** (including online portals) that best suit your own career pathway.
- ii. Outline the key members of your **career development network** including e-network contacts and explain how they could assist you.
- iii. Prepare a table that illustrates your key **work skills and experiences**.
- iv. Collect and prepare **evidence** of your work history, references, certificates and other documents in hard copy and e-formats.
- v. Update and refine your industry-specific, **entry-level résumé**. Produce a finished e-version of this as well.
- vi. Participate in an **industry-specific application** or trial application process.
- vii. Prepare **canvassing 'scripts'** for face-to-face canvassing opportunities.
- viii. Prepare **a canvassing letter** for an occupation in an industry in which you are interested.
- ix. Meet with a Careers Counsellor, a career mentor or industry representative and obtain advice about your own career pathways development. Summarise this as a series of steps or goals as part of a career pathways action plan.
- x. Collate all your IPP and EPP information into a **Career Portfolio** formats, including both hard copies and e-documents.

Your teacher might want you to present your Career Portfolio to the class, or to them or to a suitable career pathways mentor. If so, use a format negotiated with your teacher (e.g. perhaps a dot point report supported by a multimedia presentation might suit).

#### Important information

## Assessment Task 3 - Career Portfolio

Name:

Tasks	Re-quired	Due by	Done	Teacher
<b>Career Portfolio</b>				
⇒ Negotiate a suitable submission format.				
i Sources of job opportunities for my career.	✓			
ii My career network and how they could assist me.	✓			
iii Summary table of my work skills and experiences.	✓			
iv Collection of my evidence and documents.	✓			
v Refine my industry-specific résumé.	✓			
vi Participate in a job application process.	✓			
vii Prepare canvassing scripts.	✓			
viii Prepare canvassing letter.	✓			
ix Meet with Careers Counsellor, mentor or industry rep.	✓			
Summarise goals and steps in an <b>action plan</b> .	✓			
x Finalise hard copy Career Portfolio.	✓			
Finalise electronic Career Portfolio (EPP).	✓			
⇒ Present drafts & consult with your teacher.	✓			
<b>Stage 2: Preparing your report</b>				
⇒ Finalise your information and incorporate feedback	✓			
⇒ Prepare/submit Career Portfolio in suitable formats.	✓			
⇒ Give presentation report to the class (if required).				

Additional information:



Use this pro-forma to record all the important elements of your EPP that you need to have completed. Tick whether a hard copy or e-file (or both) are required and then record due dates and dates of final completion. Add specific information to each section.

### Electronic and Individual Pathways Portfolio Audit

Name:	hard copy	e-file	Due date	Date done
<b>A: My job-seeking activities and skills.</b>				
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>B: My network.</b>				
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>C: My skills, experiences and work history.</b>				
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>D: My résumé.</b>				
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>E: My industry-specific interview preparation.</b>				
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>F My goals/action plan interviews, feedback &amp; advice.</b>				
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
-	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

For preview purposes only.  
Do not copy