

CAREER and Enterprise

Career and Enterprise - Foundation 12

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Unit 3: Core

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Career and Enterprise - Foundation 12

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Foundation 12

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WACE Career and Enterprise and Workplace Learning programs

New
resources
for 2016 & 2017

New

Available mid-July 2016

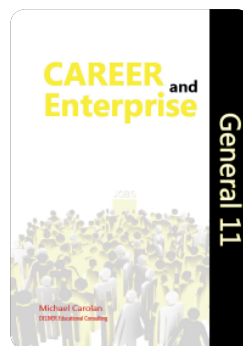
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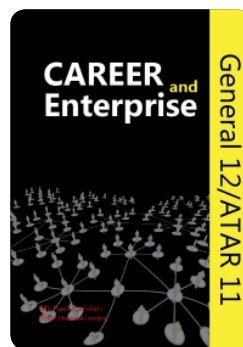
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Current resource list: 2016 (* = new)

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

- * Career and Enterprise General 11
- * Career and Enterprise General 12/ATAR 11
- * Career and Enterprise ATAR 12 (available for 2017)
- * Career and Enterprise Foundation 12 (available mid July 2016)
- * Career and Enterprise Foundation 11 ((available for 2017)

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
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- * Literacy - Intermediate 3ed Workbook/text & Activities booklet (revised for 2016) !!!also new e-version!!!
- * Literacy - Senior Workbook/text & Activities booklet (new 2016) !!!also new e-version!!!
- > Numeracy - Intermediate Workbook/text & Activities booklet
- * Numeracy - Senior Workbook/text & Activities booklet (new 2016)
- * Personal Development - Intermediate 3ed Workbook/text & Activities booklet (new colour ed 2016)
- * Personal Development - Senior 2ed Workbook/text & Activities booklet (new colour ed 2016)
- > Work Related Skills - Foundation Workbook/text & Activities booklet
- * Work Related Skills - Intermediate 3ed Workbook/text and Activities booklet (new colour ed 2016)
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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
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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
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Numeracy - Intermediate 2015	_____ @ \$35	_____ @ \$27.50	_____ @ \$165	_____ @ \$77	or _____ @ \$220	na
Numeracy - Senior New 2016	_____ @ \$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
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Gaining a job

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gaining
a job

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G Cold-canvassing in action	65	<input type="checkbox"/>	<input type="checkbox"/>
H Job vacancies	69	<input type="checkbox"/>	<input type="checkbox"/>
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Q Selection criteria	86	<input type="checkbox"/>	<input type="checkbox"/>
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S Aptitude tests	94	<input type="checkbox"/>	<input type="checkbox"/>
T Glossary: Gaining a job	95	<input type="checkbox"/>	<input type="checkbox"/>
AT2 Job Application	96-97	<input type="checkbox"/>	<input type="checkbox"/>
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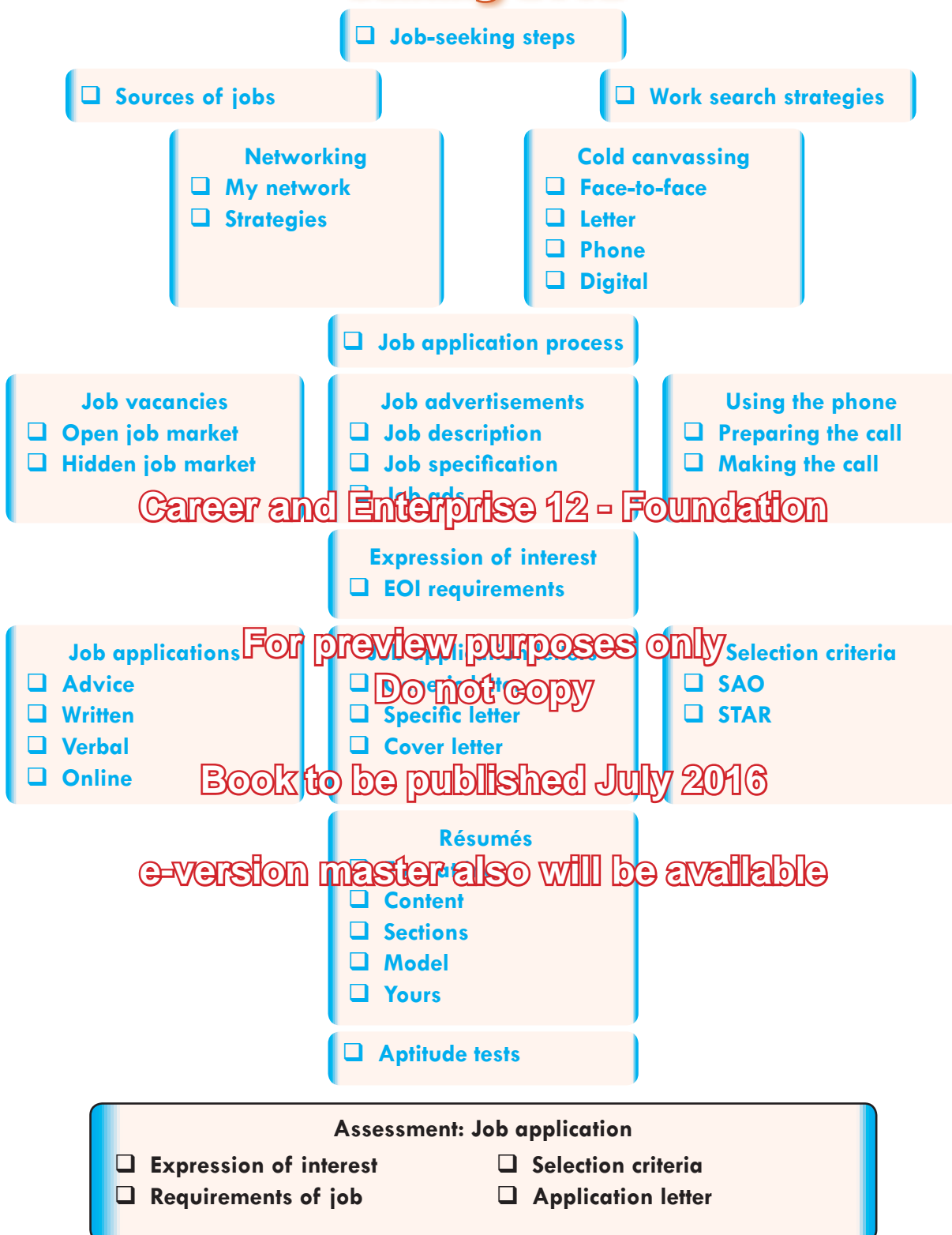
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1. Introduction

In this section you will investigate and model a job application process. You will investigate and apply work search strategies, locate job vacancies, complete an expression of interest and job application letter addressing key selection criteria and develop your own résumé as part of your IPP and EPP.

Gaining a Job



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2. Job-seeking

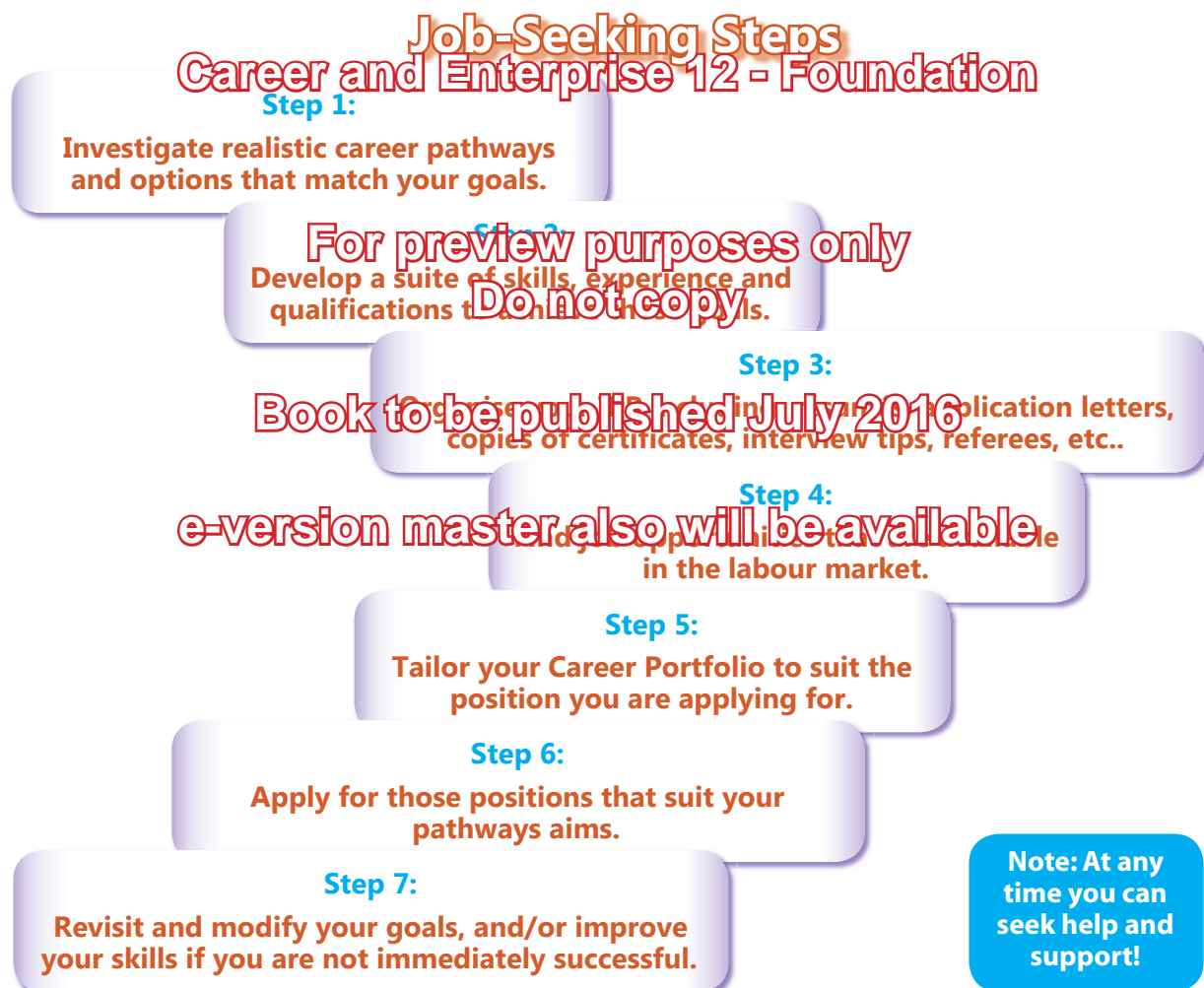
You might have heard before that being successful at job-seeking is like having a full-time job. As with any task, you have to put the time in if you want to achieve a positive outcome. At this stage of your career pathways development you probably have two main outcomes in relation to job-seeking.

1. Finding a work experience/work placement opportunity related to your longer-term career goals for next year and beyond, and/or
2. Finding a casual or part-time job.

You should note that for some career choices the two points above might be directly related. For example:

- ⇒ a work placement with an ICT network installer, then next year an Australian Apprenticeship (traineeship) as an ICT support technician, or
- ⇒ a casual job as a checkout operator leading to a career in retail management, accessed through a retail traineeship or TAFE Diploma, or
- ⇒ a part-time job working as a butcher's assistant leading to a long-term career as a butcher after gaining and completing an Australian Apprenticeship.

However, one thing is for sure - no-one is going to knock on your door and offer you a job. You have to get out there and find or create that job or work experience opportunity.



Sources of jobs

It is important that you are aware of the main sources of job opportunities. You then have to determine which combination of these sources is best suited to your career pathway. Also, it's not always easy to find entry-level positions advertised formally. This is where networking, cold-canvassing and previous work placements and volunteer placements can assist you to source potential job opportunities.

Sources of Jobs

Online employment websites

Try www.adzuna.com.au
www.seek.com.au
www.careerone.com.au
<https://au.jora.com>
 and www.jobsearch.gov.au



Newspapers and print media

Look at your dailies (*The West Australian*) and your local papers. They also have websites.

Organisation websites

Many organisations, especially large ones, advertise directly on the Human Resources, Careers, Working With Us, etc. pages of their websites.

Youth-oriented agencies

Some are Group Training Organisations who specialise in apprenticeships (such as KGT) while others, such as Youth Connections focus on students at risk of not finishing school.

Employment agencies

Many employers use agencies such as Drake and Whetton. You can register with these agencies who can match you to jobs.

Cold-canvassing

Cold-canvassing is when you show initiative and approach potential employers by visiting or calling them. You must have all your information ready.

jobactive

jobactive members are called *jobactive providers* and they are contracted by the government to assist unemployed people to access workforce opportunities. Some providers specialise in remote jobs and disability support. Start with *Centrelink* or

www.jobactive.gov.au

Apprenticeship Office

This WA online portal includes advice and resources for those interested in Australian apprenticeships and lots of useful links!

AWDC

The *Aboriginal Workforce Development Centre* offers employment services such as assisted job-seeking, listings of employment opportunities, career development and training, career advisory services and much more assistance. It's a very useful linking portal as well.

Networking

Networking uses your contacts, friends and relatives to help you find employment. Networking is one of the best ways to find jobs and work experience opportunities. You really should focus on this method as a key way to find employment.

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Sourcing jobs

A

1. Explain how 4 different methods of sourcing job opportunities could assist you to develop your career pathway.



i.	ii.
iii.	iv.

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2. Use 2 of these methods to find job opportunities that you might be interested in now, or job advertisements for the type of occupations you might be interested in for the future.
3. There are other ways of sourcing job opportunities. Do some research and add another description for finding job opportunities below.



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B Online career sites



Pair up and investigate each of the following jobs and careers sites. Briefly evaluate how useful each site is for young people building their career pathway.

Internet site	Job-seeking features to help young people
Careerone (News Limited job ads) www.careerone.com.au	
Adzuna (Fairfax job ads) www.adzuna.com.au/	
Seek (Employment site) www.seek.com.au	
Australian Jobsearch (Commonwealth Government) www.jobsearch.gov.au	
The Job Guide (ended in 2015) Information can be accessed by searching through <u>Careers</u> at: www.gooduniversitiesguide.com.au	
My Future www.myfuture.edu.au	
Australian Apprenticeships or Apprenticeship Office www.australianapprenticeships.gov.au or www.dtwd.wa.gov.au/employeesandstudents/apprenticentre/Pages/default.aspx	
https://au.jora.com	
WA Tertiary selection www.tisc.edu.au	or WA Vocational (TAFE) courses www.tafechoices.com
(Your choice)	

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3. Work search strategies

Three of the most useful work search strategies that you should make use of this year and beyond are as follows.

- i. **Networking**: which is particularly useful for unlocking opportunities in the hidden job market that might never be advertised.
- ii. **Cold-canvassing**: which shows initiative and enterprise and suits job-seekers looking for local or regionalised job opportunities.
- iii. Formal **written** and **online application** processes: which open up opportunities for the many and varied job vacancies, especially those offered by medium and large organisations.

So before we get started let's take a moment to assess what you currently know about each of these work search strategies.



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Work search strategies

C

1. Explain in your own words the meaning of each of these work search strategies.
2. Outline how each strategy could help you as part of your career pathways development.



Career and Enterprise 12 - Foundation	
<p>What is networking?</p>	<p>What is cold-canvassing?</p>
<p>How might it help you?</p>	<p>How might it help you?</p>
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<p>How do written application processes work?</p>	<p>How do online application process work?</p>
<p>How might these help you?</p>	<p>How might these help you?</p>

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4. Networking

Networking involves using your personal, social and professional **contacts** to help source and create potential job career pathway opportunities. Some potential advantages of networking include:

- ✓ you get a diverse range of people taking an interest in your future career
- ✓ your network might include people who are established and respected within the industry in which you are interested
- ✓ you may be able to find a career or industry mentor who can assist your career development
- ✓ you might hear of job opportunities before they are advertised
- ✓ you may get access to hidden job opportunities that are never advertised
- ✓ you might be given direct contact information that can assist you to 'get a foot in the door'.

Well now it's time to make sure that these people are interested in you as part of your network, and that they are aware of your current career pathway goals.



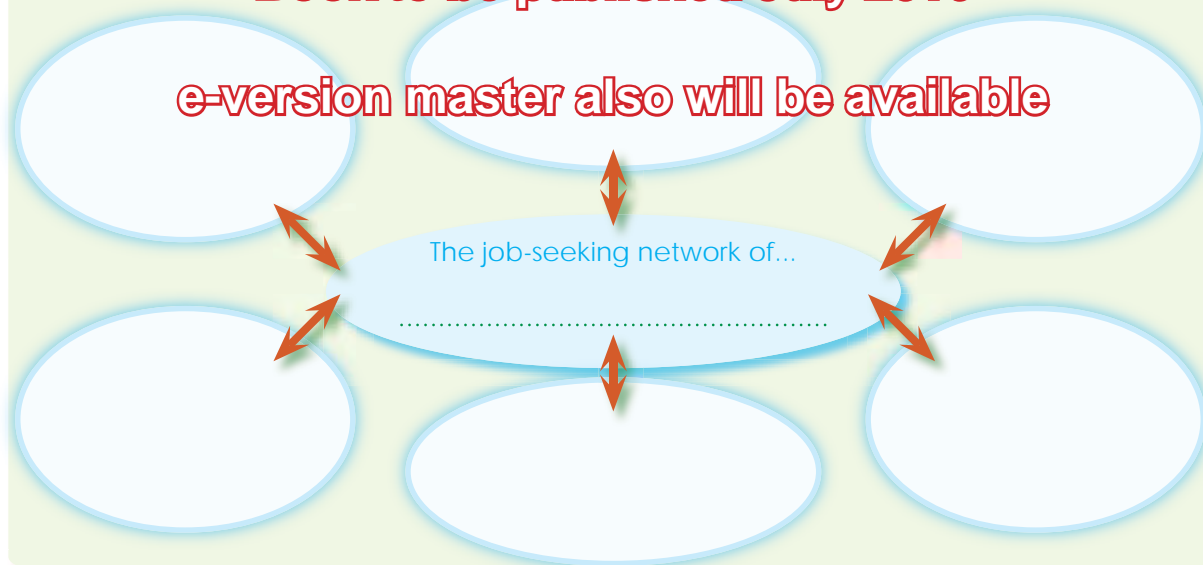
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D

My job-seeking network



List the full name and numbers of 6 people who can be contacts as part of your job-seeking network. Contact them to let them know of your career progress.



Networking in action

Now that you have confirmed the existing members of your network you should ask yourself; *“What can I do to build my professional network?”* and *“How can I use my personal and social contacts to help create career pathway opportunities?”*

Strategies to build and consolidate your network include:

- ✓ seeking out and undertaking work placement, volunteer and community work to broaden your professional network
- ✓ identifying and getting advice from personal and social contacts that have relevant industry insight
- ✓ investigating online networking opportunities, including appropriate forums, related to your career pathway.

Once you have established your network you should take proactive steps to improve your search for work. A possible action plan strategy could involve:

- ✓ undertaking a range of placements to broaden your network and to get referees for your résumé
- ✓ sending an email to personal and social contacts outlining your career aspirations
- ✓ registering for online networks and opportunities related to your preferred career pathway.

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Networking in action

E

Choose 3 of the networking strategies listed above and for each outline a brief action plan of what you should do to make use of that networking opportunity. (You could use one of your own strategies.)



Strategy	Strategy	Strategy
Who does it involve?	Who does it involve?	Who does it involve?
What should I do now?	What should I do now?	What should I do now?
What should I do next?	What should I do next?	What should I do next?
Contact details	Contact details	Contact details

5. Cold-canvassing

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 uses four main methods and each canvassing method does have advantages and disadvantages.

i. Face-to-face canvassing

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 (quite often likely to be no) but that's not the end of the world! You can simply try again.

ii. Canvassing letter

A canvassing letter shows professionalism. 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 often not likely to receive a reply.

iii. 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 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 career network.
- ✓ You are calling to find out about the firm's application process, or whom 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 placements or opportunities.

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

iv. Digital canvassing

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 or contacting them more directly then how keen are you likely to be?



Although cold-canvassing may seem difficult and daunting, it can, and does work, for some job-seekers. So who and when might it suit, and how could you employ these methods to your advantage? Discuss this as a class.

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Cold-canvassing

F



1. In which job-seeking situations might each of the methods of cold-canvassing suit you? Explain why or why it might not be suitable.
2. Give examples of steps you should take as part of an action plan to canvass for your own potential career pathway opportunities.

Method	How might this suit me?	What is my action plan?
face-to-face canvassing		
letter canvassing		
phone canvassing		
email canvassing		
social media canvassing		

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@twick/tweet?

@ You know, it's not who you know, it's who knows you #CAEF12

7:33 PM April 11 via Telegram from Footsore

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 a TAFE Certificate II 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 to ask your referees.
- ☐ Prepare a canvassing letter tailored to the organisation, industry and 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!

Cold-canvassing in action

G

1. Use the *Cold-Canvassing: Tips and Guidelines* to complete a face-to-face canvassing action plan.
2. In your workbooks do similar action plans for the other canvassing methods that suit your career pathways opportunities.
3. Model your scripts in class switching roles between job-seeker and potential employer, and give feedback.



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Face-to-face canvassing

Who?

Why them?

When and where?

What am I asking?

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What should I say about myself?

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What else do I need to consider/add?

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Prepare my 'script'.

6. Job application process

Successfully finding a job requires you to follow a step-by-step process. And undertaking this job-seeking process is a key component of your IPP this year.

The most common steps in the job-seeking process are shown below. You should bear in mind that not all positions require each and every step.

However, you should have a clear understanding of each of these steps just in case they are required for a particular job opportunity related to your own career pathway goals - especially as your career pathway develops beyond entry-level positions.

Career Myth #82

"If I wait the right job will come to me."

- ☹ People don't knock on your door and offer you jobs.
- ☹ If you kickback all day, playing WOW and scoffing Cheetohs, you'll find that the only person likely to come knocking at your door for you is the debt collector!
- ☹ 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.

Job Application Process

1. Sourcing both advertised vacancies and hidden job openings.

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2. Making effective telephone enquiries.

3. Completing expressions of interest for positions.

4. Preparing letters of application for jobs.

5. Addressing selection criteria in applications.

6. Tailoring your personal résumé for the position.

7. Attending a job interview.



Image: furtaev/
iStock/Thinkstock

Application process: Requirements

All application processes require you to have a clear understanding of what you need to do. The application process is a 'test' - both of your suitability for the job and your ability to follow correct procedures and instructions.

Below is a list of general advice for key tasks you should follow when participating in any application process.

Application process - General advice

- ✓ Check dates. Give yourself plenty of time to complete the process.
- ✓ Check formats for submission; do they want print, online or direct contact?
- ✓ When using an online portal, complete all sections offline in Word or some other program. Spellcheck, check grammar, character/word length, etc.. When you are satisfied, copy and paste into the e-application.
- ✓ Check name, titles and details of person to whom you're sending.
- ✓ Use your professional email address.
- ✓ Attach expression of interest, cover letter, CV, and any other documents (not them), copies of certificates (not originals) etc., as required.



Image: Bob Ingelhart/
iStock/Thinkstock

Applying online is convenient, but not if you get a browser hang or crash and all your info disappears. So prepare this info first and cut and paste carefully.

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"All available jobs are advertised."

- ☹ Not even close! We often read online that, "It's not what you know, but who you know! 75% of jobs are advertised." It's not true. I've never seen 75% as an official figure but it's true that many jobs are not advertised.
- ☹ So how do you find 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 career. You might get a referral which can get you an interview or place you to the front of the queue of 300 applicants.
- ☹ Networking saves you and the organisation time and money. 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.



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7. Job vacancies

In order to secure entry-level employment and get your career pathway up and running you need to be able to access job opportunities and vacancies that are available through both the advertised or **open job market** and the **hidden job market**.

The open job market

As you saw back on p.56 (*Sources of jobs*) most job opportunities in the open job market are advertised through online job boards, on organisations' websites, through employment and support agencies and through the government's **jobactive** network of service providers. There are fewer job opportunities, especially for entry-level positions, now advertised through print sources.

You need to be registered with as many of these open job market sources that suit your career pathways goals. Most job advertisements will use a formal application process driven by online or digital applications. This is why it is so important that you have your IPP and EPP up-to-date.

The open job market usually places certain expectations on applicants and uses the application process itself as a screening tool.

One of the positives of the open job market is access to hundreds of potential opportunities (but not always all at once). Whereas a significant negative is that you might be competing with many hundreds of applicants for limited available positions!

So essentially, in most cases, the open job market is a 'buyer's market' - and remember in this market you are a 'seller' of your labour. So you have to 'value-add' in order to improve your potential worth to an employer.

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What would you do?

Your friend Johnno doesn't do Career and Enterprise and tells you that the best way to apply for jobs is by registering on Seek, Jora and other portals and then waiting for the notifications to come to him. He says that this way saves him time and that he can pick and choose what's best for him. He has a CV he developed last year after looking at an online template.

You listen to his advice but perhaps you feel that there is more to it than what Johnno is letting on. You know that you need to start refining your IPP and EPP this year so that you are ready for possible vacancies. You also know that by being proactive you might even find vacancies that are not even advertised. What would you say to Johnno?

The hidden job market

Some career industry experts put the size of the hidden job market at up to 75% of all available jobs. This is not necessarily the case (because many hidden job opportunities actually go to internal applicants) but the proportion of hidden job opportunities is significant and availability of 'hidden' jobs is ongoing.

Opportunities in the hidden job market are most commonly accessed through **networking**. At times a proactive approach utilising targeted **cold-canvassing** strategies can also unlock potential job opportunities.

Many hidden opportunities might use a less formal application process, as a personal introduction or recommendation by a respected member of your network could get you straight to a one-on-one with your employer.

On the other hand, a member of your network might bring to your attention a formal opportunity that you weren't aware of and then you will have to follow an established application process.

In either situation, accessing the hidden job market can open up a whole raft of potential job opportunities that you might previously not have been aware of.

Job vacancies

H

1. What is the difference between the open job market and the hidden job market?

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2. Describe the sources of jobs available through the open job market that might best suit your career pathway.

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3. How do you think you might be able to access the hidden job market for an industry or for occupations in which you are interested? Outline 2 strategies.

8. Job advertisements

Jobs might be advertised online through job-seeking portals, in print media, on company websites, on classified sites such as *Gumtree*, in shop windows and as posts through social media. Some advertisements might be formal and require you to contact the hirer to register and/or to lodge an expression of interest in order to receive a position description. Other ads may be less formal and be based on face-to-face or telephone communication.



Image: Wavebreak Media/
Wavebreak Media/Thinkstock

Most **formal advertisements** will outline some or all of the following information. Less formal advertisements might just include two or three key points plus key contact information. Many formal advertisements will also include a **job description** and even **job specifications** that you can download or request through an **expression of interest**.



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- ⇒ Job (position) descriptions outline the key functions and roles expected of an employee in order to carry out a particular occupation.
- ⇒ Job descriptions are developed and used when advertising for potential employees; they relate to the position and not to the person.
- ⇒ However, some ads can be very brief providing virtually no description. In these cases you should look up a site such as www.myfuture.edu.au to get a feel for the main roles and tasks usually associated with that type of occupation.



- ⇒ Job specifications outline the specific work skills needed to perform an occupation's work tasks.
- ⇒ Therefore job specifications outline the skills, competencies, experience, qualifications and technical abilities needed by an employee to function effectively in that role on a day-to-day basis.

1. Consider this job ad and then complete the table.

Trainee for online retailer

Due to expansion in our business we require a trainee to work as an online retail, warehouse and office/accounts assistant. You will be required to process and pack orders, prepare invoices and deliveries, answer customer queries, help maintain stock and assist with online listings. You must have good IT skills, have attention to detail, be physically fit, reliable and able to work in a small team. Regular overtime is required so you will need to be prepared to work flexible hours depending on order levels. Prefer a young school-leaver. email an EOI to Jimmy Kurgan at jkurgan@kurganenterprises.com.au by 6pm May 14th.

Firm:

Job:

<i>Functions and roles (job description):</i>		<i>Qualifications and experience needed:</i>	
<i>Required skills and abilities:</i>		<i>Personal skills and attributes:</i>	
<i>Application process:</i>		<i>Other information:</i>	
<i>Would this job suit you? Why/why not?</i>			
<i>What could be expressed better, or included (or left out) in this job ad? Why so?</i>			

2. Find ad(s) for a position you are interested in and complete a table like the one above in your workbooks. Is your Career Portfolio ready if you were to apply for this job tomorrow? If not, what actions should you take to get ready?



Trades assistant/labourer - Casual

Landscape gardening and plumbing firm.

Fit, reliable, energetic person required for regular weekend work. Early starts so must have own transport or be close for pick-up. Use of outdoor tools and equipment and WHS knowledge essential. Good pay for right person.

Sam Stone, Leaf It To Me Gardening, 47 Aphid Way, Greentown 6052.

Expanding national call-centre seeking staff

Many positions throughout WA.

Casual, part-time and full-time.

Register your interest to receive more information and positions descriptions through the employment portal at:
www.inboundoutbandcalls.com



Tatts & Plaits
p/t staff wanted
Bring your CV &
folio and enquire
within!

**Australian Apprenticeship:
Retail Management**

Enthusiastic trainee required for home electronics, mobile phone and car sound-system retailer. Based in Fremantle you will join our national chain and have the opportunity to grow into a management position. Specific product knowledge not essential as full training will be provided. Year 12, excellent communication skills, knowledge of computer applications and ability to work a flexible roster essential.

Phone Eriq

Career and Enterprise 12 - Foundation**Office Manager**

Our client is a Commonwealth Government agency who is seeking an experienced Office Manager to provide high-level administrative support to a small corporate team in Perth CBD.

Key Duties:

- Provide administrative support to corporate team.
- Receive and respond to email and phone enquiries in a timely and professional manner.
- Arrange, book and coordinate events, meetings, travel and rail tickets, as well as catering.
- Maintain site office supplies and order from suppliers.
- Handle petty cash and complete weekly PC reconciliations.
- Maintain a site visitor register.
- Prepare professional correspondence.
- Process and manage all documents and records by following agency privacy procedures.

Required skills and abilities

- Excellent written and verbal communication skills.
- High-level attention to detail and accuracy in document preparation.
- Highly-developed interpersonal skills including cross-cultural skills.
- Proficient in the use of Microsoft suite of office software including EXCEL and databases.
- Ability to liaise with internal and external stakeholders at all levels of the agency.
- At least 2 years experience in a similar administrative management role.
- Proven effective time management and organisational skills.

To find out more and receive a position description email Elisa Winedbug at:
elias.w@regrecruting.com

Help your pals!

J

- Consider the job ads on p.72. Your friend Baileeh (who isn't doing Career and Enterprise) has come to you for help in applying for one of the jobs. Another friend, Flossie also wants to apply for one of these jobs. They want your advice. Help them out!

Baileeh's job:	Flossie's job:
Functions and roles (job description):	Functions and roles (job description):
Likely required skills and abilities:	Likely required skills and abilities:
Qualifications and experience needed:	Qualifications and experience needed:
What is the application process?:	What is the application process?:
What does Baileeh need to provide?:	What does Flossie need to provide?:
What should Baileeh do?:	What should Flossie do?:
Other information.	Other information.

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- Find ad(s) for a career position you are interested in and complete a table like the one above in your workbooks. So now is your Career Portfolio ready if you were to apply for this job tomorrow? If not, what should you do to get ready?



9. Effective telephone use

Many people think they are good on the phone, but using the phone for work-related purposes is an entirely different skill-set. You have to know the following and more!

- ⇒ Who you want to talk with and why.
- ⇒ How to reach the right person at the right time.
- ⇒ How to be brief and concise.
- ⇒ How to ask and answer questions.
- ⇒ How to record answers and information.
- ⇒ How to take and leave messages.
- ⇒ How to answer professionally.
- ⇒ How to use names and titles correctly.
- ⇒ How to deal with cross-cultural issues.

Using landlines is often a better way to make business calls and record information. Try it out, you'll see (or hear!).



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zorattifabio/
Thinkstock

K Preparing the call



1. Form into pairs and use the table to prepare and make effective phone calls. This could be for a cold-canvas, a job ad or some other work-related enquiry.
2. Model effective phone calls and phone receives for the class and get feedback. Develop a feedback evaluation pro-forma.

Preparation	Speaking	Listening
Who am I calling?	Who am I?	What info do they give me?
What is their position?	Why am I calling?	What are important dates & times?
Suitable salutation?	What do I need to find out?	What other details do I need?
Appropriate time?	What is the process?	Who else might I need to talk to?
Appropriate location?	Other?	Other?
What note-taking materials?	Other?	Other?
Other?	Other?	Other?

Making the call

L



Whether you make a cold-call or are following a lead from a network contact you will be judged on your telephone manner. This activity will help you get it right.

1. Complete the following scripts to help you in your career pathway planning.
2. Practise these scripts in pairs before you make your call. You could organise to ring your teacher and have them rate your performance.
3. Use these to leave a message. In pairs test both phone message technique and message taking. (Why not do this in front of the class?)



For Work Experience/Work Placement (You can tick these off as you go along)

- ☐ 1. Good, my name is from
- ☐ 2. I am a Year student and was wondering if I could speak with somebody about the possibility of doing work with your organisation.
- ☐ 3. Who would be the best person for me to talk to about this?
(If transferred through to someone else you'll need to repeat yourself.)
- ☐ 4. Good, my name is from
- ☐ 5. I am a Year student and was wondering if I could speak with somebody about the possibility of doing work with your organisation.
- ☐ 6. I'm trying to organise work as part my subject
- ☐ 7. I am looking for a placement of week (s) (or days).
- ☐ 8. The placement will occur
- ☐ 9. Would there be a possibility of a placement with your organisation?
(If no, thank them for their time. If yes then you need to make a firm appointment time.)
- ☐ 10a. Would I be able to organise an appointment to meet with you (or the relevant person) about doing work with your organisation?
(This is essential as you will have to get official forms signed).

Often the person you need to speak with will not be in. It is important to be clear and polite with the receptionist or person answering the phone you can maximise your chances of getting what you want. e.g. "I'mmm sorry, the manager Bugle is not available at the moment."

You should reply:

- ☐ 10b. When would be the best time for me to call back? or
- ☐ 10c. Can I leave a message to have them call me back? or
- ☐ 10d. Would it be possible for you to leave the details of my request for them?

Important tips:

- ☐ If you leave a message, make it clear how you will contact them and how you will follow up your way of answering to a more professional manner.
- ☐ If you leave a message and they haven't got back to you within a business day, call again but at a different time of the day. If you again fail to get the person that you're after, then make sure that you say that you called previously. If unsuccessful again you could ask to send an email (not a text unless asked to!) If they don't get back to you, it's nothing personal, it's just a busy world. After 3 unsuccessful attempts you should be considering other options, so try someone else - it will probably work out better anyway.
- ☐ If you are expecting a call-back during class time inform your teacher so that you don't get into trouble for using your phone.
- ☐ In many cases your teacher will need to contact these potential employers. You can offer to have your teacher call if they are unsure about any details.
- ☐ When leaving a recorded message, speak slowly, say your name, where you're from, when you called, briefly give your message, spell your n-a-m-e and pause between each pair of nu-mb-er-s. Repeat your name and number again slowly at the end giving your availability and contact time(s).

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10. Expression of interest

An expression of interest is an initial sounding-out tool that requires you to register your interest in a position or even register with an employment agency or on an organisation's HR or recruitment page of their website. You must treat any expression of interest (EOI) as formal communication. You will be judged on how you express interest whether this be by letter, through an e-application, on the phone or even face-to-face.

For an EOI you might have to prepare a brief paragraph that summarises your key skills, qualifications and experience; and which also concisely outlines why you are interested in this position. That's not easy to do in such a brief statement!

These types of expressions of interest might be used when a newly established firm is bulk hiring such as when a large retailer opens in a local area. You might also find that 'new economy' enterprises might also use EOIs, often putting a call-out through their website or social media pages.

In some processes you might have to complete an expression of interest just to get to stage one of the application process (i.e. to get on the list to receive the job information and application details). You might have to send your EOI via email or lodge it by a web portal.

Sometimes the term expression of interest is used as a substitute for a job application letter. In this case your EOI will need to be longer, more detailed and need to include much more information than just a simple paragraph or two.

Expressions of interest are becoming more common. An EOI creates a first step that allows enterprises to cull unsuitable applicants before they even apply. It saves them time and money! So in any EOI take care about what you say and also how you say it (i.e. once again - punctuality and grammar!).

EOI Requirements

- ⇒ Be aware of the timeline for EOI. The initial timeline for an expression of interest may be very short - much shorter than a formal application process.
- ⇒ Clearly understand the expected length and the submission format. The EOI might stipulate number of words, how many paragraphs, number of characters (for e-apps) and other limiting conditions. If it is an EOI letter, then of course you will be required to provide a more detailed response.
- ⇒ Know the person to whom you are sending the expression of interest. Pay particular attention to their job role as this might influence what you should include.

Are they in HR, or a manager, an owner or an admin person processing the EOIs? If you don't know then try searching for them online. Or are you going to get processed digitally by a key-word screening program?



Image:
Daniel Ernst/
iStock/Thinkstock



1. Use the model below to prepare an email expression of interest for a position you are interested in. You will have to tailor your EOI to suit the position.
2. Turn your email EOI into a 'professional' cover letter.
3. Prepare a more concise EOI that is only 200 words long. (Not easy!)

May 3rd, 2017

Dear Mr Collins

I am writing to lodge my expression of interest for the position as a **1st year Apprentice Chef** as advertised on the Facebook page of **Burnt Offerings Char Grilled Heaven**.

I am currently completing my WACE Year 12 at Allinbrooke High School and also a VET Certificate II in Kitchen Operations at Screda TAFE.

I am looking to build a long-term career as a chef and have completed four work placements at Baron'O'Beef Steakhouse as a kitchenhand, Meats 'R' Us as a chef's assistant, The Lamb Palace as an assistant grill cook and Pork and Fork as a kitchenhand, assistant cook and waitperson. I have also actively participated in many school-based cooking, BBQ and luncheon enterprises for staff and students. These placements have provided me with the opportunity to:

- gain valuable skills, competencies and experience in both kitchen and front-of-house operations
- be trained to use a variety of cooking equipment technologies
- have supervision and instruction in working hygienically and safely, and
- enjoy the chance to work effectively as part of team including taking and following instructions.

My TAFE training is also helping me to further develop my practical skills as well as my theoretical knowledge of the hospitality industry.

I have a particular interest in the preparation and cooking of meats and would like to develop my career as a char-grill chef. Given my previous experiences and interest in meat cookery I feel that undertaking an apprenticeship at Burnt Offerings Char Grilled Heaven will provide me with the training, support and opportunity to start my career under expert guidance.

I am close to getting my manual driver's license which will increase my availability and flexibility to work the long hours required of a chef.

I would welcome the opportunity to discuss my suitability for this position. I can supply copies of my Career Portfolio and full CV including contact details of my referees.

You can contact me on: 0415 2152 025 (outside of school hours) or via

chefinwaiting@zill.com. Thank you for your time and I look forward to hearing from you.

Yours Sincerely

Jono Lambington

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4. In relation to Jono's EOI and your own expression of interest discuss the following.

- | | | |
|--|--|---|
| <input type="checkbox"/> Relevant experience. | <input type="checkbox"/> Understanding/suitability re: the industry. | <input type="checkbox"/> Professional tone and register. |
| <input type="checkbox"/> Relevant skills. | <input type="checkbox"/> Proof of enterprising behaviours. | <input type="checkbox"/> Appropriate grammar and structure. |
| <input type="checkbox"/> Qualifications and training. | <input type="checkbox"/> Opportunity for training and development. | <input type="checkbox"/> Having a prepared Career Portfolio |
| <input type="checkbox"/> Career ambition. | <input type="checkbox"/> Other skills and abilities. | <input type="checkbox"/> Contact availability. |
| <input type="checkbox"/> Understanding of the position. | <input type="checkbox"/> Safety: Not disclosing too much personal information. | <input type="checkbox"/> Any other points? |
| <input type="checkbox"/> Understanding of the business/employer. | | |
| <input type="checkbox"/> Suitability for the position. | | |

11. Job applications

Many job advertisements ask you to submit a letter (sometimes they say 'cover letter') along with a résumé. Also, when you are applying for a work placement position and/or cold-canvassing you might need to submit a professional application letter as a way of 'introducing yourself'. These might be different from a short expression of interest.

Application letters are important. Employers use these letters to test your interest in the job, your suitability for the position as well as your ability to use correct grammar and spelling. An application letter guides an employer in making their shortlist for an interview.

When it comes to getting a job interview, your application letter can often be more important than a résumé. While a résumé talks coldly about you, the 'who', the application letter is about warmly selling you, or the 'why'. For a work placement position, a job application can help convince an employer to give you a try.



The ad might even sometimes ask for this letter to be in your own handwriting. Why do you think that would be the case?

At this stage of your pathways development you will need to ensure that you can embed your skills in an application letter. The information on these pages, together with support from your teacher and your career mentor can help you achieve this.

Job Application Advice

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⇒ Application letters are important as employers use these letters to test your interest in the job, your suitability as well as your ability to use correct grammar and spelling.

⇒ When applying online or electronically you might have to submit a brief cover letter or EOI by email. This too is a test of your grammar and communication.

Formal letter

⇒ Application letters should be set out as a typed formal business letter, using plain fonts and plenty of space.

Related to job

⇒ You should ensure that the application letter relates to the job you are applying for and that it shows some of your skills and competencies that suit the job.

Be professional

⇒ Always go for short sentences instead of long sentences.
⇒ Always use a professional tone related to the position.
⇒ And always have someone else check your letter.

...and sell you!

⇒ app letRz shud mAk d MployR tink dat U mite b a gud MployE 4 thR org & wnt 2 NtRvoo U.



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1. Use the words provided below to complete the following passage about job applications letters.

An a_____ letter should be set out as a f_____ business letter. The letter should be t_____ unless you are asked to h_____ your letter. The letter should use p_____ fonts and generous s_____ between paragraphs. The letter should include the correct addressing, spelling and t_____ of anyone named in the advertisement. The letter should relate s_____ to the position and organisation and must not be just a general, generic or form letter. The letter should show some of your s_____, c_____ or e_____ that make you able to do the job, or show how you might l_____ to do the job. The letter should clearly explain how you could be a b_____ to the organisation. i.e. What can you o_____ that will make you a good employee? Always keep a c_____ of the letter for your own records.

- | | | | |
|---------------------------------------|-------------------------------------|----------------------------------|---------------------------------------|
| <input type="checkbox"/> application | <input type="checkbox"/> experience | <input type="checkbox"/> offer | <input type="checkbox"/> specifically |
| <input type="checkbox"/> benefit | <input type="checkbox"/> formal | <input type="checkbox"/> plan | <input type="checkbox"/> lines |
| <input type="checkbox"/> competencies | <input type="checkbox"/> handwrite | <input type="checkbox"/> skills | <input type="checkbox"/> typed |
| <input type="checkbox"/> copy | <input type="checkbox"/> learn | <input type="checkbox"/> spacing | |

2. Work in a team to prepare a list of tips for writing good job application letters for young people. However, the tips must be written briefly and might use symbols.

Draft some ideas here.

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Types of job applications

Different jobs, industries and organisations may prefer to use varied application methods. We want you to be prepared for all possibilities. The three most common types you are likely to experience are:

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

i. Written applications

- ⇒ These should be prepared as a typed, formal business letter.
- ⇒ You must refer specifically to the job or position you are applying for.
- ⇒ You must also refer specifically to the organisation (if known) or industry that you are applying to.
- ⇒ Of course you must spellcheck, edit and review the letter.
- ⇒ Keep it to one page and use a simple plain font that is easy to read.
- ⇒ You can develop a type of template or model as part of your IPP and EPP.



Image:
Josef Muellek/
iStock/Thinkstock

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ii. Verbal applications

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- ⇒ These are a bit like an application and interview rolled into one. But they can save time.
- ⇒ You might get this opportunity through a network contact, i.e. "Drop in and 4pm and 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' (meaning they really are more of an interview).
- ⇒ Consider verbal applications a pre-test. They might seem more informal, but of course you are being assessed and judged; especially your interpersonal and communication skills; and your 'attitude'.
- ⇒ Cold-canvassing involves verbal applications. So you need to prepare a 'script' of what to say and how to sell yourself confidently.
- ⇒ You might need a different approach for face-to-face and for phone or Skype/FaceTime applications.
- ⇒ Most people struggle when doing verbal applications. It takes practice.

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iii. Online applications

- ⇒ These generally use a template and often have character lengths for fields.
- ⇒ You must complete the application; just like filling out a form.
- ⇒ They will require basic demographic information about you.
- ⇒ They will also ask for information, skills, experience etc., related to both you and 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, spellcheck 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.



Image:
Eyecandy Images/
Eyecandy Images/Thinkstock

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Job application types



1. Which types of jobs do you think are more suitable for each of the 3 application types? Suggest another application type, complete the questions for this as well.
2. Explain why you would and/or wouldn't prefer each application type.



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Type	For jobs...	My preference and why and/or why not.
written application		
verbal application		
online application		
other...		

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12. Letters of application

Being able to write an effective job application letter is an important part of successful job-seeking. If you are applying for a work placement position and/or cold-canvassing, you might need to submit a professional application letter as a way of 'introducing yourself', such as when applying to large organisations or professional associations.

Employers use application letters to test your interest in the job and to assess your suitability for the position. They also use these letters to look for transferable work and communication skills. Therefore, a letter enables employers to 'cull' prospective applicants if they haven't actually targeted their application to the specific position and/or organisation. So this is the time to train and develop your application letter skills to use for your future.

Types of application letters.

i. Generic cold-canvassing

You are making an enquiry, about the possibility of employment with an organisation. This type of letter might also be known as a **letter of introduction**. However, you must not just write a form letter. The skills and interests you write about must match the job/organisation you are writing to.

ii. Specific position.

You are required to write specifically in response to an advertised position. Make sure that the letter does just that. Don't use a form letter (and many of the web are really, really bad!). In some cases the term 'EOI' might be used instead of 'application letter'. Letters and/or EOIs might be brief statements, through to more detailed responses that involve selection criteria.

iii. Brief cover letter

You might be asked to attach a brief letter (or brief expression of interest) to accompany a résumé, formal application or online application. When applying online you should also submit a brief cover note or letter by email.

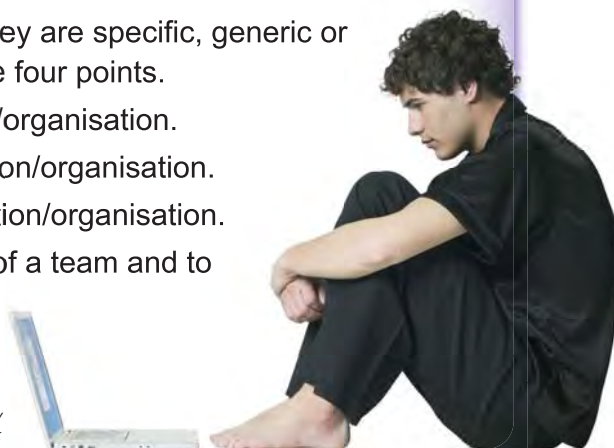
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All job applications, whether they are specific, generic or brief must clearly explain these four points.

- i. Your interest in the position/organisation.
- ii. Your suitability for the position/organisation.
- iii. Your knowledge of the position/organisation.
- iv. Your willingness to be part of a team and to undertake further training.

Image: Photodisc/
Photodisc/Thinkstock



106 Splogdeworth Cres,
WINBAGO, WA, 6126

1a. Your address, note the format!

May 8th, 2017

1b. Date of writing the letter.

Mr. Frederick Lumbago
Manager, Hehir Ball Designs
17 Chaphell Rd
TRENDSVILLE WA 6125

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

Dear Mr Lumbago

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

I am applying for the position of casual Salon Assistant that was advertised in The West Australian on Saturday, 6th May.

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

I am currently undertaking WACE (Year 12) at Trendsville Community College in Winbago. As part of this I am completing a Certificate II in Hairdressing at Screda Insititue of TAFE. I want to develop a long term career in the Personal Services Industry as a hairdresser and am excited by the opportunity to work in your salon.

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

Some of the units I am studying in my course include:

- Prepare clients for salon services
- Maintain and organise work areas
- Conduct financial transactions
- Dry hair to shape
- Hone and strop straight razors
- Follow

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

In August I had a 2 week work placement at Snippity Do Da's Hair Creations in Bauldfield. Earlier this year I successfully completed a 3 day introductory program at the Clip Glop Hair and Beauty Academy. I gained many workplace competencies and specific hairdressing industry skills through these experiences. I am currently undertaking a school-based work-related project where our team will be offering temporary hair colouring, make-overs and other beauty enhancements for clients as part of a local Career and Enterprise Expo next month.

6. Any relevant experience and skills that you have.

I also have been employed for 7 months as a casual assistant at Yumpies Bakery. Through this team role I have built my customer communication skills, used point-of-sale equipment, followed appropriate workplace safety, taken phone orders and fulfilled product displays. I have regularly worked weeknights and on weekends.

7. Also, what you did/learned through other transferable experiences.

I have enthusiasm and a range of industry-specific skills that can contribute positively to Hehir Ball Designs. I feel that working in your salon would give me more insight into the requirements of this industry and help me to achieve my future career goals. I also welcome the opportunity to gain more training and advice.

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

I have included a copy of my résumé and contact details for two referees. I look forward to hearing from you soon about the possibility of working at Hehir Ball Designs.

9. The sign-off. Asks for further contact.

Yours Sincerely

10. Other material enclosed such as a résumé.

Terry Frownling (enc: Résumé and references)

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P Job applications



Part A:

1. Draft an application letter for a position you are interested in, or a work placement opportunity, or an advertisement your teacher has provided.
2. When your teacher has checked your draft, prepare a proper letter using ICT.
Tip: Perhaps enlarge this page to A3 and make another copy before you start.

Position applying for:

1.

2.

3.

4.

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5.

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6.

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7.

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8.

9.

10.

Part B:

The application letter on p.83 can be best described as a cover letter or an expression of interest. It talks about the individual, what they can offer and expresses interest in the position.

However, some job advertisements and application processes will ask you to address your interest in and suitability for the position **specifically**. Therefore you would have to modify a cover letter/EOI by talking more about your suitability for this job specifically. You might also have to address selection criteria (see pp.86-88).

1. Restructure and rewrite Terry's letter by matching key skills and experiences to the types of roles and responsibilities that would be required of a salon assistant. (Use p.52 to focus your research.)

www.myfuture.edu.au

www.joboutlook.gov.au



2. Prepare a job application for a specific job you are interested in using this same process. You might be building upon what you did for part A.

Part C:

Many online application processes require you to enter application information into field boxes with set character lengths.

1. Break your application letter into suitable digital components.
2. Restructure and rewrite your letter to fit in field boxes of 500 characters and also 250 characters (which involve a lot of editing).

Extension

For your EPP, create a digital data bank of suitable responses for occupations you are interested in that you can easily retrieve and modify for different applications. Use headings such as:

- ☐ Why do I want this job?
- ☐ What are my experiences?
- ☐ What are my qualifications?
- ☐ What industry-specific skills and competencies have I developed?
- ☐ What transferable skills can I bring to the position?
- ☐ What technological skills have I developed?
- ☐ How have I worked effectively in teams?
- ☐ How have I demonstrated responsibility, initiative and leadership?
- ☐ How will I learn and grow in this role?
- ☐ Why would I be suited to this job?
- ☐ Other (depending on the industry/occupation).

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13. Selection criteria

Some application processes require you to respond to selection criteria. This means that applicants need to provide more information in their letters or EOIs than what is contained on their résumé. Applicants are being asked to demonstrate or 'prove' what they are saying on their CV. The 'responses' help show the likelihood of an applicant's ability to fulfill the requirements of the specific job.

You are more likely to encounter **formal selection criteria** for higher-level, career-focused positions. However, informal selection criteria are also being increasingly used due to the switch to online applications. Many e-applicants are applying for jobs that they are not qualified for by simply attaching their CVs as part of the online process. Selection criteria enable employers to 'cull' prospective applicants more quickly so as to eliminate serial applicants who are not suited to that job.

If an application asks you to address specific selection criteria (such as a list of questions) then the employer (or agency) is using a formal selection criteria process.

Informal criteria for selection

However, all positions are filled using a pre-determined set of criteria to guide the selection of applicants. You should think of these as the things that the hirer is looking for in a suitable applicant for the job. For **entry-level positions**, these criteria for selection might include an applicant's:

- ⇒ education level
- ⇒ vocational qualifications
- ⇒ industry experience
- ⇒ general experience including transferable skills
- ⇒ licenses and industry-specific certifications
- ⇒ practical or technical skills
- ⇒ safe use of equipment, machinery and work-related technologies
- ⇒ demonstrated evidence of successful work
- ⇒ leadership experience
- ⇒ community participation and involvement
- ⇒ general skills and abilities such as punctuality, communication and numerical skills
- ⇒ health and fitness (where applicable for the role)
- ⇒ age (where applicable for the role)
- ⇒ understanding of the roles and responsibilities of the job
- ⇒ understanding of the industry, and other criteria upon which an applicant might be judged as suitable for the specific role, that workplace and that organisation.



Image: Ron Chapple Studios/
Ron Chapple Studios/Thinkstock

So as you can see, it's quite a task to be able to both demonstrate and communicate that you indeed 'tick all of these boxes'! That's why the labour market is so competitive for young job-seekers. From here on, we will refer to these informal criteria for selection as 'selection criteria' rather than that more formal definition.



Addressing selection criteria

i. SAO Technique

One technique to address selection criteria is to use the SAO technique. This involves treating all questions or criteria as a 3-part process, and developing or providing responses in three stages.

- 1. Situation:** Describe a task or situation where you demonstrated work-related or transferable competencies and skills.
- 2. Action:** Give examples of what you did and how you did this. Identify resources used such as other people, equipment, etc.
- 3. Outcome:** Summarise the outcome, was it successful and why; or was it unsuccessful and if so, how would you improve?

So consider how you would use SAO if you were asked to “Describe any leadership roles you have had?”



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ii. Can you STAR?

The **STAR technique** is another method for addressing selection criteria. The STAR technique is more suitable for jobs that require you to communicate a proven ability to demonstrate how you have achieved your goals and objectives in work-related situations.

Given this, it can be a very useful tool to help you address selection criteria that require you to communicate your experience and skills in relation to the job you are applying for. However, it is very similar to SAO, it just adds one more step.

- 1. Situation** - Describe a situation where you demonstrated competencies and skills.
- 2. Task** - What was your specific role in this situation?
- 3. Actions** - What did you do? How did you do this? What resources did you use?
- 4. Results** - What did you achieve? What was the end result?



Image: Kalawin/
iStock/Thinkstock

Using SAO

Have a look at the SAO example below and discuss this as a class. It might sound sophisticated but study the words closely. It uses mostly accessible terms, clear examples and concise descriptions. You should try to do this in your own words!



SAO

Q. "Describe a situation where you worked effectively as part of a team."

Situation:

As part of our Year 12 subject Career and Enterprise we had to run a school-based team enterprise activity. Our group of four ran an ongoing hockey coaching clinic for year 7s over 10 weeks.

Action:

We were responsible for planning, organising, running and reviewing the activity. We had to submit an enterprise proposal, a safety audit and a proposed outcomes statement before we were even approved to do the activity. We formed into pairs for different planning tasks depending on our skills-sets. I worked with another team member to conduct the safety audit because I had experience doing this in my workplace, Mandurah Leisure Centre as part of my VET Sport and Recreation course. My partner had experience working with young children as she was doing a VET Course in Child-Care.

Outcome:

By combining our different skills and experiences we were able to create synergy and produce a much better outcome than if we had sole responsibility for different tasks. I became aware of some risks that I wouldn't have expected when working with young children (such as allergies to band-aids) which is important if I want to supervise children in sport and recreation settings. My partner learned more about how to safely organise childrens' play activities and games which she can use in her own future career. Our teacher said our audit was the most thorough she had seen. And when we conducted the activity we had only minor safety issues because our entire team had been made aware how to recognise potential risks and prevent them before they could occur.

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Now let's break this response down into parts. You can see how it's not that difficult to provide thorough, engaging and relevant responses using SAO (and STAR). Why not give it a try!

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Situation:

As part of ...Career and Enterprise we had to:

- ⇒ run a school-based team enterprise activity
- ⇒ our group of four ran an ongoing hockey coaching clinic for year 7s over 10 weeks.

Action:

We were responsible for:

- ⇒ planning, organising, running and reviewing the activity
- ⇒ an enterprise proposal, a safety audit and a proposed outcomes statement...

We formed into pairs for different planning tasks depending on our skills-sets.

- ⇒ I worked with another team member to conduct the safety audit:
 - ✓ ...because I had experience doing this in my workplace, (for) my VET Sport and Recreation course.
- ⇒ My partner had experience working with young children:
 - ✓ ... she was doing a VET Course in Child-Care.

Outcome:

By combining our different skills and experiences we were

- ⇒ create synergy and produce a much better outcome than if we had sole responsibility for different tasks.
- ⇒ I became aware of some risks...I wouldn't have expected ... (such as allergies to band-aids):
 - ✓ which is important if I want to supervise children in sport and recreation settings.
- ⇒ My partner learned more about how to safely organise childrens' play activities and games:
 - ✓ which she can use in her own future career.
- ⇒ Our teacher said our audit was the most thorough she had seen.
- ⇒ ...when we conducted the activity we had only minor safety issues because:
 - ✓ our entire team had been made aware how to recognise potential risks and prevent them before they could occur.

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SAO - Selection criteria

Q

Use the SAO technique to develop responses for these potential selection criteria. Make sure that you choose a job which matches your career ambitions. Add 2 more selection criteria that might relate to a position you are interested in.



Job:	
Q. Describe how you are able to communicate effectively in the workplace.	Q. Outline your experience in safely using work-related technology.
S:	S:
A:	A:
O:	O:
Q. Describe your experience in working successfully as part of a team.	Q. Outline any general or industry-related experience that you could bring to this role.
S:	S:
A:	A:
O:	O:
Q.	Q.
S:	S:
A:	A:
O:	O:

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a job

14. Résumés

As part of your IPP and EPP you need to develop and refine your résumé (CV). A résumé should clearly and concisely describe you, your skills, your training, your attributes and your experience to potential employers.

The sample résumé on pp.92-93 is based on a Year 12 student who is currently working as a casual and volunteering in a community centre, is completing a VET certificate in Community Services and who did a work placement in Year 11.

When you apply for positions you must tailor your résumé for that situation including the job and the industry. This means that you might have to determine what information to include and what to omit. However, your entry-level résumé should suit most positions you apply for - provided you get it right in the first place. Then you will just need a little tinkering such as changing the career ambition and modifying some of the competency statements to suit different jobs and industries.

Résumé Tips

What to do: Formatting...

- ✓ Use a word processing package (rather than a tablet).
- ✓ Use an 11-12 point plain font. Times New Roman is ok, Calibri is good, Arial looks good when printed.
- ✓ Use one consistent font only and use no more than 2 font sizes.
- ✓ Use headings and sub-headings.
- ✓ Use size, bold and italic to show different information/headings.
- ✓ Insert page numbers at the bottom.
- ✓ Include plenty of white space.
- ✓ Use tabs to indent and line up sections.

What to do: Content...

- ✓ 2-3 well-spaced pages is enough at this stage of your career pathway.
- ✓ Include your name in a page header or footer on each page.
- ✓ List in order from most recent to earlier.
- ✓ Use work skills and employability skills to outline your competencies.
- ✓ Explain how you have contributed either in your work or in school.
- ✓ Include full details of referees.
- ✓ Mail your résumé using a widely used program such as Word or a PDF.

What not to do: Formatting...

- ✗ Don't handwrite your résumé (unless asked).
- ✗ Don't use a font that is too small or is so large that it looks awkward on the page.
- ✗ Don't use a fancy font or use more than 2 font sizes.
- ✗ Don't crowd too much onto a page.
- ✗ Don't use spaces to indent and don't have uneven indents.
- ✗ Don't use coloured paper, gimmicks, tricks, ribbons and so on.

What not to do: Content...

- ✗ Don't include a cover page.
- ✗ Don't have any spelling and grammatical errors.
- ✗ Don't make the reader have to work out for themselves the skills and competencies you have.
- ✗ Don't send originals of certificates.
- ✗ Don't have any spelling and grammatical errors.
- ✗ Don't include a photograph (unless necessary e.g. modelling).
- ✗ Don't have any spelling and grammatical errors.

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Résumé Sections Guide

1. Clear personal details

Make sure your personal details are included neatly in their own section at the top. Showing your age can indicate how close you are to driving. Use a professional email address that will not offend people.

2. Current education: Easy to follow

Don't include specific results under 'Education' unless asked. Feel free to fully explain what you are studying by using full sentences. Remember that people may not be aware of different qualifications, such as WACE, so clarify these.

3. School & VET subjects & units

List main subjects that you are studying and also the main units that you are studying as part of VET. Pick those that match the types of jobs you are applying for. For help, check out:

www.myfuture.edu.au



4. Other qualifications & certificates

List any extra non-school certificates. You might have completed these at work, or at TAFE, but they should be listed separately.

5. Career ambition

Include a short 'Career Ambition', but make sure it is related to the job that you are applying for. You should tailor this to suit different jobs for which you might apply.

6. Employment/experience history

Your 'Employment History' should include 'real' employment, work placements and voluntary/community work. Start with your most recent experience first.

7. Employment tasks & competencies

State clearly your job position and when. List 3 to 5 main tasks that you performed on a day-to-day basis. i.e. What did you do? Also list about 6 to 8 competencies developed by doing this work. Consider 'ings'; tasks that you can be relied upon to do competently that suit the industry and jobs you are applying for.

8. Your other transferable skills

Include all of the other sections under the heading 'Transferable Skills'. This way you are telling them that you have developed a lot of other skills and experience that can be used in different occupations.

9. Professional or technical skills

Include all of your other skills under the heading 'Professional Skills'. If you are applying for a trade-related job you should add a heading 'Technical Skills'. Make sure to include your knowledge of software, tools and equipment.

10. Other information & achievements

Include any 'Achievements' or awards you have received either through study or through sport or community participation including leadership/responsibility. If you have any other interests, your boss might be into these too!

11. References

You must include 'Referees' but first, ask these people if it is OK to use them; and get them to write out their correct contact details. Do not use family members!

My résumé

R

1. Use the information on pp.90-93 to prepare your draft résumé. Get your teacher to check over this.
2. Prepare a final digital version of your résumé (but not on a tablet!). Once again have this checked, correct any errors and prepare a final copy for your IPP and EPP.



Résumé: Robyn Rixton, April 2017**Robyn Rixton****11 Lumbargo Crescent, Springtown, 6205****DOB: 3/3/2000****M: 0411 0411 0411 rrixton@pmail.com.au****Education**

2017: Springtown College, currently completing WACE Year 12 as well as Certificate II in Community Services. Subjects include:

- Career and Enterprise
- English
- Children, Family and the Community
- Community Services and Health
- Psychology.

Some of my main Certificate II in Community Services units include:

- Prepare for work in the community sector
- Communicate with people accessing the services of the organisation
- Follow policies, procedures and programs of the organisation
- Work with others
- Follow safety procedures for direct care work.

2012-2016 Completed Years 7-11, Springtown College

Qualifications & Training

February 2017: Certificate II in Community Services

November 2015: Certificate I in Food Hygiene

Career Ambition

I wish to work in the Community Services industry and then develop my career as a personal care worker specialising in home care services.

Employment History*Employment*

⇒ Springtown Community Centre

Position: Recreation assistant and volunteer

Duration: July 2016 - current

- Key tasks: Helping with events, setting up events, answering phones, organising refreshments, visiting clients, and collection of donations.

Main competencies:

- Effective communication with diverse clients and visitors
- Working with other staff as part of a community service team
- Organising tea, coffee, drinks and finger food for events
- Setting up and cleaning up the recreation hall and other rooms for events
- Working safely with elderly visitors by assisting with dances, movement classes, recreation events and art classes
- Administering basic first-aid
- Completing office administrative tasks including client safety participation forms
- Being flexible, working evenings and weekend shifts outside school hours.

Résumé: Robyn Rixton, April 2017

Employment History (cont.)

6

Work Experience

⇒ Green Care Residential Facility, 11 Longfield Crescent, Mayloika

Position: Personal aged care assistant

Duration: May 2016 - 2 weeks

- Key tasks: Assisting residents, cleaning facility, serving refreshments and helping visitors.

Main competencies:

7

- Dealing with residents' needs in a professional and caring manner
- Following care instructions from other staff
- Using commercial cleaning equipment safely
- Applying safe and effective lifting techniques
- Making and serving tea, coffee and refreshments to residents and visitors
- Helping residents learn how to use computers
- Assisting staff and residents in recreation events.

Transferable Skills

8

⇒ Leadership

- 2017: Springtown College Peer Support Program for new Year 7 students which involved supporting young students and guiding them through their new environment.
- 2015, coordinated Year 10 small business activity involving a catered lunch to raise funds for the Springtown Community Centre's, 'Boldie Oldies' community events.

⇒ Clubs

- Member of Springtown College Choir, collect...

⇒ Professional Skills

9

- Able to use Word, Excel, PowerPoint, Photoshop and other applications.
- Experience using media equipment including video cameras, projectors and cameras.
- Current learner's permit
- Can speak and read Italian well
- Experience in food preparation and basic catering.

⇒ Achievements

10

2016, school achievement award
2016, Springtown College Community Service Outstanding Achievement award.

⇒ Interests

Cooking, dancing, environment, arts and crafts and social welfare.

Referees

11

Ms. Vera Bennett

VET Coordinator

Springtown College

P: 92222 2222 (BH)

Mrs. Bea Smith

Manager

Green Care Residential

Facility

P: 9333 24568 (BH)

Mr. Jock Stewart

Centre Manager

Springtown Community

Centre

M: 042 2404 2404

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15. Aptitude tests

At times as part of a selection process you might have to undertake a series of aptitude or selection tests. These are especially common for large employers such as Coles and Woolworths who have online application systems. These tests might occur early in a process, such as an online test that acts as a screening tool. At other times you might encounter these after you have had an interview, such as a psychological assessment test.

The tests are usually timed and require you to demonstrate a combination of cognitive skills such as numerical and language skills including reading and writing, industry-specific knowledge and skills (for trades), problem-solving and analytical skills.

Numerical tests usually involve common calculations, percentages, money and change, fractions, ratios and industry-specific problems based on measuring and solving problems using relevant units.

Verbal tests may involve choosing the correct word for spelling, meaning, similarity or difference, completing a sentence and so on. Verbal reasoning may involve reading a statement or a passage and then choosing an appropriate response.

Abstract tests normally involve shapes, patterns, sequences and other similar questions that ask to select the next or most appropriate image or symbol. They may be wordless.

Comparison tests may ask you to find the matching pairs or differences in pairs or lists of numbers, text and other characters; or to place information in the 'correct' order.

Psychometric tests might be better described as personality tests that gauge your responses to questions related to responsibility, teamwork, initiative, decision-making, goal-orientation and others areas. (Much like the enterprising behaviours). Some of these assess your emotional intelligence.

Manual dexterity, fitness and physical tests assess your ability to perform the functions and roles associated with the physical requirements of the role, which in some cases (emergency services, ADF, labouring) can be quite rigorous.

S

Aptitude tests



So how do you work out your own strengths and weaknesses? Discuss as a class your various strengths and weaknesses.

There are many sample tests online but nearly all require you to register (after you have done the test) in order to receive your results. And then they try to sell you an upgrade in order to find out more! However, you don't actually need to know the results. Just by doing the tests you'll discover the types of questions they use and you'll quickly know if you are able (or not!) to do these types of tests.

Go online and find some tests. Do these and see what you're better at! If you find tests that don't require registration to get your results then tell your classmates about these and practise!



AT2 Job Application



Production

For this task you are required to prepare an expression of interest and/or a job application for a potential entry-level position in which you are interested.

Using a production format negotiated with your teacher, complete the appropriate tasks as directed.

Part A: Expression of interest



- Identify a **potential job** or a likely **firm** in which you would be **interested in working**. Outline **why** this would suit you.
- Discuss the most **suitable canvassing methods** that could be used to **express interest** in working in this role/firm. Explain why.
- List the **main requirements** that would likely be required **of an applicant** for this role/firm.
- Develop a list of **likely selection criteria** that the employer might be looking for from an entry-level employee.
- Complete an **expression of interest** (using the most suitable format) for the entry-level position or to introduce yourself to this firm. Address potential requirements and selection criteria.

Part B: Job application

For this section you are required to complete each of these tasks for a real job advertisement related to your potential career pathway. This might be a position available right now, or the type of position you are likely to apply for after year 12.

- Source a **job advertisement** or a **vacancy** for a position in which **you might be interested**. Outline **why** this would suit you.
- Outline the **steps required** in the **application** process.
- List the **main requirements** required of an **applicant** for this role/firm.
- Develop a list of likely **selection criteria** that the employer might be or is looking for from an entry-level employee.
- Complete a **job application letter** or (**expression of interest** if required) in response to this advertisement or vacancy. Address any requirements and selection criteria.

Note:

Your teacher might add other tasks. If so record these below and opposite on the planner, along with other important information such as report format, due dates, word length, use of images and multimedia and others.

Other tasks and important information

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Assessment Task 2 - Job Application Production

Name: _____

Tasks	Re-quired	Due by	Done	Teacher
-------	-----------	--------	------	---------

Part A: Expression of interest

- ⇒ Negotiate a suitable production format.
- i Outline potential entry-level position and/or firm.
- ii Discuss suitable canvassing methods.
- iii Research and list main requirements of an 'applicant'.
- iv List potential selection criteria.
- v Develop expression of interest.

- ⇒ Present drafts to your teacher for checking.

Part B: Application letter

- i Source advertisement/vacancy and outline suitability.
- ii Outline the steps in the application process.
- iii Research and list main requirements of an applicant.
- iv List actual or potential selection criteria.
- v Develop job application letter or form.

- ⇒ Present drafts to your teacher for checking.

Preparing your report

- ⇒ Finalise your information and incorporate feedback
- ⇒ Prepare/submit final written report in suitable format.
- ⇒ Give presentation report to the class (if required).

Additional information:

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a job

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Career Management Competencies: Self Assessment Pro-Forma

Complete the following in relation to how you feel you progressed as part of your career pathways development.

Competency/skill	How did I improve this?	What should I do next term?
Build and maintain a positive self-concept.		
Interact positively and effectively with others.		
Change and grow throughout life.		
Participate in lifelong learning supportive of career goals.		
Locate and effectively use career information.		
Understand the relationship between work, society and the economy.		
Secure/create and maintain work.		
Make career-enhancing decisions.		
Maintain balanced life and work roles.		
Understand the changing nature of life and work roles.		
Understand, engage in and manage the career-building process.		
Other:		
Other:		
Other:		
Other:		
Other:		

Signed: _____ Date: _____

Teacher initials: _____ Date: _____

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