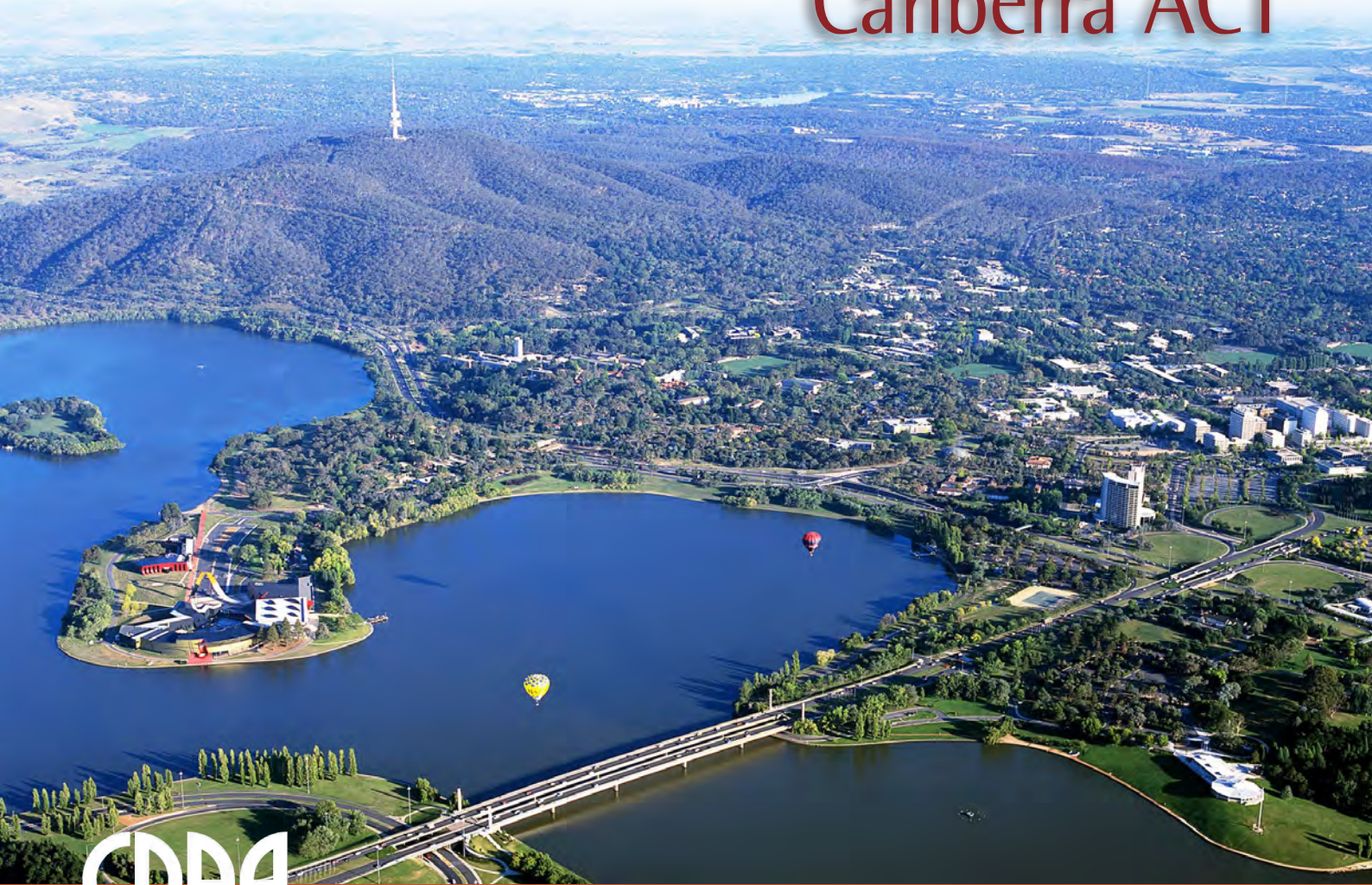


CDAA

National Career Conference

29–30 March 2012 • Masterclasses 28 March 2012

Canberra ACT



Designing Careers, Shaping Workforces

REGISTRATION BROCHURE

YOU'RE INVITED



On behalf of the Career Development Association of Australia, I extend a warm invitation to the 2012 CDAA National Career Conference in Canberra.

'Designing Careers, Shaping Workforces' will welcome a diverse and impressive range of keynote speakers whose presentations will address the key themes of the conference and give voice to the critical contribution career development has to make to future Australian workforces.

We are delighted to welcome speakers of the calibre of Professor Rich Feller – a long-standing leader in the international career development field; Robyn Archer AO – creative director of the 2013 Canberra Centenary Celebrations; Denise Goldsworthy – Australian Telstra Business Woman of the Year, Jason Clarke – brilliant innovator; Ahn Do – Australian Book of the Year winning author and Ivan Neville – labour market expert.

The conference will offer 40 workshops over the 2 days, providing an incredible variety of opportunities for delegates to enhance their knowledge and strengthen their skills. Also on offer are 3 fantastic pre-conference masterclasses facilitated by internationally recognized masters of mindfulness, coaching and practitioner career education.

A highlight of the conference will be the Gala Dinner to be held at the Great Hall of Parliament House, the perfect venue to celebrate the coming of age of our profession with the implementation of the industry's national standards.

A further feature of the CDAA conference is the Trade Exhibition and Partnership Opportunities, providing sponsors and supporters with a cost-effective opportunity to showcase their services and products and to connect to outstanding career development expertise.

The CDAA conference is Australia's only multi-sector national career conference, recognised internationally as the pre-eminent event for career development practice, policy and research in Australia.

Several hundred delegates will assemble in Canberra – drawn from small business, industry, government, education, community and human resource fields.

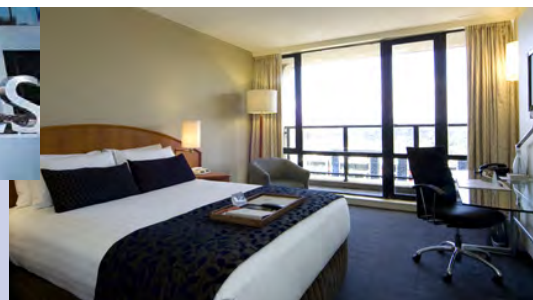
Take advantage of the 2012 CDAA Career Conference – it offers outstanding learning, professional networking and fun!

I look forward to welcoming you to the nation's capital on the eve of its centenary celebrations.

CAROLE BROWN, FCDAA
NATIONAL PRESIDENT

CONFERENCE VENUE

RYDGES LAKESIDE London Circuit, Canberra ACT 2600



MEET THE KEYNOTES

L→R

Professor Rich Feller
Denise Goldsworthy
Jason Clarke
Ivan Neville
Anh Do



Full keynote profiles and abstracts plus workshop abstracts can be found on the website - www.cdaa.org.au

PROFESSOR RICH FELLER

Profile: Prof Rich Feller has received numerous teaching awards and as one of twelve Colorado State University's Distinguished Teaching Scholars he teaches counselling and career development courses. Having completed projects and presentations on six continents and in 49 US states he has consulted with groups ranging from NASA, and the United Nations to the Asian Development Bank, Japan Institute for Social and Economic Affairs, and Peru's First Lady.

Keynote Address: 9.45 am 29 March 2012
Designing 21st Century Careers: The value of connecting individual and workplace needs.

Abstract: Career development has become a major change strategy for individuals, organisations and communities. Yet the formula for career transitions and expanded opportunities demand personal sacrifice, cultural commitments, and accelerated engagement since average is no longer good enough. In this address Professor Feller will consider the dimensions of designing careers across the lifespan and proposes that career work for practitioners and organisations demands innovative designs to move people from being "nervously employed" to becoming "knowledge nomads".

DENISE GOLDSWORTHY

Profile: Denise is the 2010 Telstra Australian Business Woman of the Year. As Managing Director of two of Rio Tinto's subsidiary companies, Dampier Salt (DSL) and Hismelt, Denise Goldsworthy is responsible for more than 500 employees and a large global customer base. Since Denise's appointment to DSL, record earnings of US\$129 million were posted in 2009. Denise attributes her success to her style of leading and motivating her management team.

Keynote Address: 11.00 am 29 March 2012

Shaping Workforces: Diversity, employee motivations and a new breed of leadership.

Abstract: In this address Denise Goldsworthy examines how Australia's mining industry is meeting the challenges of changing workforce patterns, employee expectations and skills required for a fast expanding industry.

From the perspective of a woman in a senior executive role, Denise will speak about diversity initiatives under way in the sector and the new breed of leadership required for success in today's workforces.

JASON CLARKE

Profile: In 1977 Jason Clarke achieved the lowest Year 12 score in the history of his school. Today he is one of the most sought after creative minds in the country, consulting on issues of leadership and innovation to some of Australia's biggest companies and institutions. He's developed and taught courses in Innovation, Logic and Problem Solving for two prestigious Business Schools, the Australian Graduate School of Entrepreneurship and the Stern Business School of New York.

Keynote Address: 2.00 pm 29 March 2012
Futurescoping: Tap into the genius of the people around you and create the future you want.

Abstract: There are several billion minds on planet earth, but few of them are actually busy at any one time. Think of all that brain power just hanging around doing, well, nuthin! Meanwhile we are awash with problems to sort out, ideas to develop and possibilities to explore. In this address Jason Clarke will encourage us to embrace the diversity among people, to get them out of their silos, turn rivalry into collaboration and focus their talents and experience to achieve innovative and common goals.

MEET THE KEYNOTES CONTINUED

IVAN NEVILLE

Profile: Ivan Neville works in the federal Department of Education, Employment and Workplace Relations (DEEWR). He has responsibility for the analysis of the contemporary Australian labour market and the identification of the current and future demand for skills. Ivan holds a Bachelor of Arts degree and a Graduate Diploma in Demography from the Australian National University.

Keynote Address: 9.00 am 30 March 2012
Australia's Future Workforce.

Abstract: In this address expert labour market analyst Ivan Neville provides the must know facts about Australian workforce trends. Learn about industry growth areas, the emergence of new jobs, connections between educational attainment and employment outcomes and the impacts of an ageing population. This talk provides important data and questions for governments, employers, educators and practitioners in understanding employment and education trends and what changes are required for a strong future labour force.

ANH DO

Profile: Anh Do's story begins in the Indian Ocean - 1980. A 9 metre fishing boat with 40 Vietnamese Refugees crammed in like sardines. A 2 year old boy is sick from dehydration, his desperate mother can do nothing to help him - water ran out days ago, and so far one person has died.

Fast forward to Australia - 2011...

Do 's memoir, *The Happiest Refugee*, took out three awards at the Australian Book Industry Awards, including the Newcomer of the Year and Book of the Year awards, and shared the Biography of the Year title.

Keynote Address: 2.30 pm 30 March 2012
The renegade mindset: how to prosper in uncertain times.

Abstract: In this address Anh Do will inspire delegates with an exceptional life and career story and provide tools for ourselves and our clients to turn uncertain times to advantage.

SPECIAL GUEST SPEAKER



ROBYN ARCHER AO

Robyn is a singer, writer, artistic director and public advocate of the arts. She is currently Creative Director of the Centenary of Canberra (2013), and Artistic Director of The Light in Winter (Federation Square, Melbourne).

Robyn's concerts in 2011 include Augsburg, Adelaide, Canberra and Sydney. In 2011 she mentors young artistic directors from more than 20 countries for the European Festivals Association's Ateliers in Singapore and Izmir. Her most recent public speeches are published under the title *Detritus* (UWA Press). She is devising the program for the 5th World Summit on Arts and Culture (Melbourne, October 3-6 2011).

Robyn Archer is an Officer of the Order of Australia, Chevalier de l'Ordre des Arts et des Lettres (France), Officer of the Crown (Belgium) and holds honorary doctorates from Flinders University (SA), and the Universities of Sydney and Canberra. She has been awarded the Dame Elisabeth Murdoch ABAF Award for Cultural Leadership, and is Adjunct Professor at the University of Canberra.
(Image copyright Heidesmith)

SOCIAL PROGRAM

THURSDAY 29 MARCH

CONFERENCE DINNER

THE GREAT HALL, PARLIAMENT HOUSE

TIME 7:00 pm–11:30 pm
Pre-dinner drinks 7:00 pm
Dinner 7:30 pm

As your shoes meet the brush box parquetry of the Great Hall, you will be walking in the footsteps of such dignitaries as Queen Elizabeth II and Barack Obama, but they'll be little more than silhouettes on the horizon as we celebrate the centenary of Canberra's design. What better way to celebrate than harking back to the heyday of Canberra's construction?

Get out your cloche and brush up your Charleston; we're heading back to the 1920s.

Delegates who wish to, are invited to dress to suit the theme. For those who can't quite remember the fashions of 90 years ago, women were liberating themselves from corsets and bustles and amassing long necklaces instead. Some wore men's suits, bobbed their hair and donned a cloche as a nod to the more masculine bowler hat. Cigarettes, previously a very masculine accoutrement, were kept at bay using long cigarette holders, which were essential for keeping the embers away from one's boa! Meanwhile, the men, who had stopped wearing colours a century earlier, now also stopped wearing browns and greys, and stuck with just black and white. Neckties were not especially common, but necks all over the world enjoyed the company of bow ties and cravats. The bowler hat was an adaptation of the top hat that echoed the era's rejection of stiff formality. With prohibition running rampant, and Canberra itself being a dry city, the discreet pocket flask was an essential piece of equipment for the modern male.

Dress up is optional.

WEDNESDAY 28 MARCH

CONFERENCE WELCOME FUNCTION

This function is still in the planning stages. Approaches have been made to Government House. Information will be posted to the Conference website as it becomes available.

A SPECIAL CLOSING TREAT

Delegates to the CDAA Conference 2012 will enjoy a very special treat with a choral farewell by Sing Australia, a national network of singing groups, established by Colin Slater OAM.

With wisdom gained about designing careers and shaping workforces, leave our national conference inspired to follow your dream!

MASTERCLASS PROGRAM

WEDNESDAY 28 MARCH

CDAA is offering one day of Masterclass sessions pre-conference. The program offers a range of highly skilled and qualified presenters. Profiles for each of the presenters can be found on the website - www.cdaa.org.au

Those wishing to attend the Masterclass sessions can do so by registering through the Conference registration process, either online or through the hardcopy registration form included with this brochure.

The sessions on offer:

→ 9:00 am–4:00 pm

The Art and Practice of Mindfulness for Living and Working Well - Dr Paul Atkins and Dr Craig Hassed

Mindfulness practice leads to greater engagement, performance, and wellbeing at work and in life. In this workshop participants will learn with two of the world's leading practitioners and researchers in Mindfulness. It will explore the science and practice of Mindfulness and focus on how to apply Mindfulness personally and professionally to enable participants to support clients, students and employees to grow their careers, make effective transitions, engage with further education and to live a life more aligned with core values.

→ 9:00 am–4:00 pm

Skills for Effective Coaching - Fleur Dwyer

This is an interactive, dynamic Masterclass for practitioners, leaders and professionals who want to:

- explore how to use a coaching skill set to create partnerships with clients, students and employees;
- distinguish between the coach's intention 'to listen to' vs 'to listen for'; and co-design successful and effective coaching dialogues.

→ 1:00 pm–4:30 pm

Crash Course in Career Development - Prof Rich Feller

This interactive session will cover key conceptual and practice components of career development (self-awareness, exploration and career planning). Sample materials, role plays, and mini-lectures will support the discovery process so that career practitioners can improve direct practice immediately.

For enquiries on the Masterclasses or any other CDAA Conference issues, please contact the conference organisers:

On Q Conference Support
PO Box 3711 Weston Creek ACT 2611
Tel: +61 2 6288 3998
Email: cdaa@onqconferences.com.au

CONFERENCE PROGRAM

DAY 1

THURSDAY 29 MARCH 2012

8.45 AM WELCOME TO COUNTRY

8.55 AM OFFICIAL OPENING

9.15 AM OPENING ADDRESS
Ms Robyn Archer AO

9.45 AM KEYNOTE ADDRESS
Professor Rich Feller - Designing 21st Century Careers: The value of connecting individual and workplace needs

10.30 AM **MORNING TEA**

11.00 AM KEYNOTE ADDRESS
Ms Denise Goldsworthy - Shaping Workforces - Diversity, employee motivations and a new breed of leadership

12.00 PM **CONCURRENT WORKSHOPS 1A-1H**

- Assisting Organisations to Develop an Employee Engagement Culture: Expanding our professional capabilities - Ms Cecile Riddle, Prime Performance, Vic
- Her Work Matters: Maximising maternity leave for both women and workplaces - Ms Alison Hill, Pragmatic Thinking, Qld
- Career Development for Young People: Partnerships to success - Mrs Julie Bell and Mrs Carmen Auer, The Smith Family, Qld
- Working with employers and industry to provide meaningful career pathways for Aboriginal people - Ms Taryn Langdon, Ms Christine Farley, Department of Training and Workforce Development, WA
- How the ACT's Youth Commitment supports career development for all young people - ACT Education and Training Directorate and the Youth Coalition of the ACT
- Positioning and selling your practice - Mr Allan Gatenby, Sustainability Consultant, NSW
- Designing 21st Century Careers - Prof Rich Feller, President-Elect, NCDA USA

RESEARCH

- Outcomes from the 6th International Symposium on Career Development and Public Policy - Ms Vivianne Johnson, DEEWR, ACT
- What do Graduating Engineers Want?: Career development and industry preferences - Dr Michelle Wallace, Dr Roslyn Cameron, Dr Ian Lings, Southern Cross University, Qld

1.00 PM **LUNCH**

2.00 PM KEYNOTE ADDRESS
Mr Jason Clarke - Futurescoping - Tap into the genius of the people around you and create the future you want

3.00 PM **AFTERNOON TEA**

3.30 PM **CONCURRENT WORKSHOPS 2A-2H**

- Place-based Career Development - Processes to establish a career development centre within a community - Ms Helen Strickland, RDA Limestone Coast, SA
- Career Development Comes of Age in Australia: Defining a profession - Dr Mary McMahon, Career Industry Council of Australia
- Career Uncertainty: The hidden gem for career design and construction - Mr Edwin Trevor-Roberts, Trevor-Roberts Associates, Qld
- How self-awareness empowers career success - Ms Fran Whittingham and Ms June Kitto, Your Career Coach, SA
- Job Search Skills: Their importance to career success and how to teach them - Mr Rupert French, The Job Winners, Tas
- Improving Career Development Services - A Victorian approach - Ms Stefanie Doyle and Ms Leela Darvill, Department of Education and Early Childhood, Vic
- Bridging the Gap: A workshop on engaging with the new generations at work - Mr Danny Schwarz and Mrs Daniela Ascone, Youth Connect, Vic

RESEARCH

- Career transitions for skilled migrants - Dr Roslyn Cameron, Central Queensland University, Gladstone Campus, Qld
- Aboriginal Students Successfully Transiting First Year University: A model - Dr Diana Day, Diana Day Consulting Pty Ltd, NSW

4.30 PM CDAA ANNUAL GENERAL MEETING

7.00 PM CDAA CONFERENCE DINNER
PARLIAMENT HOUSE, CANBERRA

(Buses will transfer delegates to and from nominated hotels to Parliament House. More information will be provided closer to the event).



CDA National Career Conference 2012

DAY 2

FRIDAY 30 MARCH 2012

8.45 AM WELCOME

9.00 AM KEYNOTE ADDRESS
Mr Ivan Neville - Australia's Future Workforce

10.00 AM CONCURRENT WORKSHOPS 3A-3H

→ Why Sensis won the CDA 2011 Employer of the Year award? - Ms Maria Floudiotis, Sensis Pty Ltd, Vic

→ Improving New Zealand's careers system - Dr Graeme Benny, Ms Wendy Goldswain, Careers New Zealand, NZ

→ The Admin Assistant and the Cure for Cancer: A career development approach to 'return to work' - Mrs Caroline Cleland, Ms Carole Strong and Ms Debra Snelson, SA Unions, SA

→ Using technology to enhance career service delivery - Dr Deb Osborn, President, NCDA USA

→ Mentoring - A professional development option for career development practitioners - Ms Bernadette Sierakowski, Victorian Institute of Sport and Dr Mary McMahon, The University of Queensland

→ Best practice exemplars of career education in primary and secondary schools - Mr Cameron Picton et al, Education Services Australia, Vic

→ The Vice Chancellor's Leadership Award - University of Tasmania (UTAS) - Mr Christian Ellston and Ms Jane Emery, University of Tasmania, Tas

RESEARCH

→ Career and Organisational Change Intentions: Influence of career concerns and organisational commitment - Ms Narelle Hess, Challenge Consulting, NSW

→ Generational differences in links between perceptions of senior managers' leadership, organisational communication and employees job satisfaction and intention to leave - Prof Tony Machin, Ms Kim Sankey, Prof Gerry Fogarty, University of Southern Queensland, Qld

11.00 AM MORNING TEA

11.30 AM CONCURRENT WORKSHOPS 4A-4H

→ NDCO Disability Confidence training for mainstream youth transition workers - Who is NDCO, Why do it? and What is it? - Mr Mark Glascodine and Ms Sally Bailey, Bravo Consulting, Vic

→ Advancing women's careers to the boardroom - Dr Diana Day, Diana Day Consulting, NSW

CONCURRENT WORKSHOPS 4A-4H CONTINUED

→ Career and role engagement life cycles - Ms Pamela Frost, Because Pty Ltd, Vic

→ Victorian Employers Chamber of Commerce and Industry role in the delivery of the grey matters employability project - Mr Andrew Rimington, Chamber of Commerce & Industry, Vic

→ How to start and maintain a professional blog - Ms Sue Travers, Vic

→ Training WA Career Centre Online - Ms Peta Pollock, Department of Training and Workplace Development, WA

→ TBA

→ The National Career Development Strategy: Process and outcomes - Ms Vivienne Johnson, DEEWR

12.30 PM LUNCH

1.30 PM CONCURRENT WORKSHOPS 5A-5G

→ Learning to work - Mrs Daniela Ascone and Mr Danny Schwarz, Youth Connect, Vic

→ Application of the My System of Career Influences (MSCI) Adult resource to different client groups - Ms Belinda Barnett, Australian Taxation Office, Qld

→ Insights into International Student Career and Employment Experiences in Australia - Ms Olivia Doyle and Ms Penny Corser-Hatten (TBC), Swinburne University of Technology, Vic

→ Sharing our value-add through effective communication of strategic assessment - Mrs Hilary Flanagan, John Carroll University, Ohio USA

→ Why Managers need to have career conversations with their team members and why they don't have to be hard - Ms Jill Livesey, The Institute of Executive Coaching, NSW

→ Preparing Rugby League athletes for a real career - Mr Paul Heptonstall, NRL Welfare and Education, NSW

→ A First for Western Australia: Career tools for Aboriginal Australians - Ms Jenny Gleeson, Lifeworx Career Development, WA

2.30 PM KEYNOTE ADDRESS

Mr Anh Do - The Renegade Mindset: How to prosper in uncertain times

3.15 PM CLOSING REMARKS

3.25 PM SING AUSTRALIA

3.40 PM CONFERENCE CLOSE

REGISTRATION INFORMATION

A registration form is included with this Registration Brochure. The preferred method of registration is online via the CDA website - www.cdaa.org.au

All fees quoted for the CDA Conference 2012 are in Australian dollars and include 10% Goods and Services Tax (GST).

Please make all cheques payable to On Q Conference Support. Credit cards accepted are: AMEX, MasterCard, VISA and Diners.

REGISTRATION ENTITLEMENTS

Full registration (early bird and standard) includes:

- Admission to all conference sessions for two days of the conference
- Arrival, morning and afternoon teas and lunches
- A delegate pack containing the Conference Handbook and various conference materials
- Attendance at the conference welcome function
- Attendance at the conference dinner in Parliament House.
- Access to the trade exhibition

Day registration includes:

- Admission to conference sessions for the nominated day of attendance
- Arrival, morning and afternoon teas and lunch for the nominated day of attendance
- A delegate pack containing the Conference Handbook and various conference materials.
- Access to the trade exhibition

PLEASE NOTE attendance at the conference dinner is NOT included in day registration categories. However, delegates may attend the conference dinner by selecting and paying for the function separately.

Registration for the Masterclasses is available through the conference registration process (hardcopy form and online).

PAYMENT AND CONFIRMATION

Payment of your registration will ensure confirmation of your booking. Payment of fees must accompany your hard copy registration form. On receipt of your payment, your registration will be acknowledged and a receipt/tax invoice issued.

ACCOMMODATIONS

Accommodation has been reserved for delegates at a number of local hotels as noted on the registration form. To receive special conference accommodation rates, bookings must be made via the registration form and not with the hotels directly.

To book your accommodation at the rates listed, complete the appropriate section of the registration form. Bookings are subject to availability and should be made prior to 1 March 2011. Please book early to avoid disappointment.

ACCOMMODATION REFUND/CANCELLATION

Any cancellations of accommodation must be made in writing to the Conference Manager thirty days prior to the conference. Any cancellation made after this date, will be accepted, however the accommodation monies paid may not be refunded in all instances. This is hotel policy. Please note that if you provide credit card details and cancel within 30 days, the hotel is also entitled to deduct one night's accommodation in lieu.

REGISTRATION CANCELLATIONS AND REFUNDS

Any cancellations and/or changes must be made in writing and forwarded to On Q Conference Support. Cancellations received before 28 February 2012 will receive a full refund less a \$90.00 cancellation fee. There will be no refunds for cancellations after this date. The conference organiser reserves the right to process refunds at the conclusion of the conference. Substitute delegates are welcome at no additional cost. Please advise the name of the new delegate in writing to On Q Conference Support. By submitting your registration form you agree to this policy.

INSURANCE

Registration fees do not include personal travel or health insurance of any kind. It is strongly recommended that when registering for the conference and booking travel that delegates make arrangements for appropriate insurance cover. Neither CDA, nor On Q Conference Support take responsibility for any delegate failing to take adequate insurance cover.

DISCLAIMER

While we have endeavoured to ensure all information on the conference website and printed material is accurate, all details are subject to change without notice. Corrections or amendments will be updated on the website as soon as possible. In the event of industrial disruptions or service provider failures, neither the CDA nor On Q Conference Support, accept any responsibility for losses incurred.

PRIVACY STATEMENT

On Q Conference Support complies with the National Privacy Principles in the Privacy Act. We regard all information supplied by you as private information. Information provided on the registration form will only be used for the purpose of registering your attendance and to assist with the administration and planning of this conference. Under no circumstances will On Q Conference Support reveal, sell or distribute any personal information that is supplied, unless specifically authorised to do so. We reserve the right to distribute statistical information for reporting purposes only. No identifying information is distributed to third parties.