Greetings from Your New President  
by Cheri Butler

It is my distinct honor to serve as the President of the Asia Pacific Career Development Association for the next year. I look forward to interacting with all of you through the newsletter and in person next May in Taiwan. We have a full complement of distinguished keynote speakers who will share their expertise on the topic of our theme of inclusivity in career counseling. I hope that each of you reading this will consider submitting a proposal for sharing your best practices and innovative programs at the conference.

As many of you may know, I became involved with the initiative to form APCDA in 2010 in San Francisco when Soonhoon Ahn brought together many representatives from the Asia Pacific Region to discuss uniting and forming a regional association. I had the privilege to sit in on that meeting and the organization was recognized as an affiliate of the National Career Development Association the next year when I was President of NCDA. APCDA is still in its infancy and I feel somewhat like the mother bird who is helping the baby learn to fly. With the very capable assistance of Marilyn Maze, our Executive Director, and the rest of the Board members of the organization, I hope to lead the organization into its next stage of development and help it to continue to mature and make a difference for career development in the Asia Pacific Region.

See you in Taiwan!

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2015 Conference Review  
by Hsiu-Lan (Shelley) Tien

The recent conference in Tokyo was great fun and packed with information. It is very gratifying to see APCDA growing, and see all the ways we serve the needs of career practitioners in the Asia Pacific region. This conference included representatives from 15 countries, including Australia, Canada, China, Finland, Hong Kong, India, Japan, Korea, Pakistan, the Philippines, Singapore, South Africa, Taiwan, the United Arab Emirates, the United States, and Vietnam. We were saddened to learn that the Nepalese delegates were denied visas, but we hope to provide online services relevant to Nepal during the coming year.

Throughout the conference experience, old friendships were renewed, bringing a strong sense of core leadership. New friends were made, with several new friends now serving on
the Board. Three exhibitors shared information about their products, including Kuder, Career Cruising, and Suzhou Success Partners Consulting. Dick Knowdell’s Career Planning Network was represented via handouts in the packets. The conference included a silent auction to raise money for Emerging Leader Scholarships. Due to the generous donations of participants, we raised $760 for scholarships. This is enough for three full scholarships for the coming conference in Taipei.

The hard work of the Japanese Organizing Committee was evident in the smooth operation of the conference and several social events which facilitated networking, including a pre-conference meet-up the day before the conference (attended by about 30 people), lunchtime discussions to encourage communication among attendees, and a wonderful Rakugo performance at the reception. This traditional entertainment was performed by a Japanese career consultant, who told a story about a client seeking career advice which was filled with humor and infused with Japanese culture.

The presentations were packed with information about a wide variety of topics from public policy and advocacy, to developing culturally relevant career assessments, to working with clients in a variety of specific settings. Presentations were offered by most of the represented countries, allowing attendees to glimpse the career services offered in these different countries. Mr. Ryoji Tatsuno, President of the Japan Career Development Association, brought new insights into the social value of career services for youth. Many of the presentations were by first-timers, including Raimo Vourinen, Mary McMahon, Nancy Arthur, Mark Watson, Kyomi Banda and Deb Osborn. Evaluations praised the quality and variety of the presentations and attendees took home new ideas and energy to implement them.

Our founding father, Dr. Yao-Ting Sung of National Taiwan Normal University, received an award for providing the inspiration to initiate APCDA. Awards were also given to Singapore for the new career planning policy recently adopted by its government, to Dr. Shuh-Ren Jin for inspiring generations of career planning leaders in Taiwan and China, to JCDA/ACDA for their crucial support, and to Yoshiji Ishikawa who led the Japan Organizing Committee.

After an intense 3 days in Tokyo, many of us took the train to Tsukuba where the International Association of Educational and Vocational Guidance (IAEVG) Conference was held. It was fun to recognize friends among the much larger crowd in the Epochal Convention Center in Tsukuba. Some of us were able to visit a Japanese Junior High School and observe the ways the educational system in Japan weaves career education into the curriculum. We all enjoyed the Japanese Drum performance at the IAEVG Gala.

We left Japan with wonderful memories (visit our Facebook page to see the photos), a strong sense of gratitude for the hospitality and warmth of our Japanese hosts, and determination to renew acquaintances in Taipei in May, 2016.

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**Member and Friend Survey Results**

*by Lisa Raufman*

Thank you for responding to the APCDA Member & Friend Survey. We appreciate the time you took to answer our survey. Eighty percent of the respondents were members and 20% were non-members. We now have a better idea about your interests and needs. We plan to use your responses serve you better.
**Important Member Services**

We learned that our annual conference and this newsletter are our 2 most important services. Our online membership directory was also popular, although our data shows that few members actually use it. If you are a member, please review the [Benefits of Membership page](#) to learn how to access our online member directory. Our least valued service is our LinkedIn Discussion Group. However, we now have a long list of topics to use for discussion, so we hope it will grow in popularity.

The most desired additional service is regional events, so we will be encouraging our Country Directors to organize regional events this year. There is also strong interest in a peer-reviewed research journal and in our Glossary Project, which will establish a dictionary of terminology used in the Asia Pacific area related to career development services. Another wish is for short online courses. We will explore this new idea as a possible webinar series.

**Challenges**

The five biggest challenges for career development in our region are:

- Lack of visibility/awareness of career development/services
- Lack of a systematic plan for providing career services
- Lack of willingness by youth and other clients to use career services
- Shortage of trained career practitioners
- Youth unemployment or underemployment

Countries/Territories Represented: Australia, Canada, China, Hong Kong, India, Indonesia, Japan, Korea, Macau, Nigeria, Pakistan. Philippines, Qatar, Singapore, UAE, USA

**Conference/Webinar Topics**

We now have a list of almost 20 topics that are hot in our area and will use this list to guide our selection of conference presentations and webinar topics. The top five are:

- Training career service providers (advisors, counselors, coaches, etc.)
- Assessment and evaluation
- Career development theories
- Cultural adaptation for career planning theories
- The career planning process
- Creativity in career counseling

**Work Settings**

We learned a lot more about the settings in which our members and friends work:

- University/postsecondary school (51)
- For-profit practice/self-employed (14)
- Adult employment/workforce development (11)
- Business/industry (10)
- Government/non-profit service agency (9)
- School (K-12)/Government Education Department(9)
- Retired (2)

**Conference Preferences**

We learned that continuing to host our conference in different member countries is appealing to our members. The cost of traveling to the conference is the most important issue related to our conferences. By rotating each year to a different country, we hope to give each country the opportunity to attend at a lower cost. We also learned that tours of local career centers are highly valued.

**What’s Next**

1. We will contact those of you who left their names with specific committees mentioned to see how you might become involved.
2. We will provide you with updates for our committees’ needs
3. We encourage you to submit a short article about a career program in your country for our newsletter.

There are many other details in the survey results that will guide us in the coming year. If anyone would like a copy of these survey results, please write to info@asiapacificcda.org.
Youth Employment and Social Development in Macau
by Elvo Sou

Macau has gone through an unprecedented decade of economic growth. Human resource development has become strategically important to sustain our social development. Due to its small size and population, Macau faces a number of challenges.

Similar to other small states and territories, Macau has an ecology of its own. The economy is often characterized by limited diversification and high sensitivity to the changes in the global economy. The decrease of our gaming revenue in the past year due to the slowing economic growth and anti-corruption initiatives in China is an example. In terms of the labor market, small states and territories have the need for the similar specializations as larger ones, but usually cannot produce all these specializations or fully populate them. They usually rely on expatriates to fill the gap in the labor market. For many specialized occupations, in addition, the demand is often not large enough to employ a sizeable pool of highly trained personnel. As a result, specialists frequently find themselves handling both specialist and non-specialist duties, and employees often wear several hats at the same time. Occupational identity takes on a different definition, with the self usually comprised of a smaller "hard core" and a larger "flexible periphery"- a phenomenon known as "multi-functionality" (Sultana, 2006).

This does not mean that specialists are not needed. In fact, the expectation of professionalism is rising in Macau as our economy advances. But given the nature of smallness, the demand for certain specialists can become easily saturated, resulting in redundant talents and people who need transferrable skills to embark on other careers. In addition, specialists often need to give up their specializations and develop the skill-sets of generalists if they want to climb the career ladder (Baldacchino, 1995). Therefore, the interplay of specialization and generalization is a crucial aspect of career development in Macau.

"Adaptable specialization" is recommended, which allows youth to cope with the ever-changing social development in Macau.

Career counseling and development for youth is a major focus in the recent Macau Youth Policy 2012-2020. Much effort has been paid in guiding high school students to choose their college majors, so as to help students find their best person-environment fit in their career development. While this effort is admirable, it is insufficient for several reasons. First, students usually have a limited understanding of what the college majors really entail when they make their decisions. It is not uncommon to see students find themselves uncomfortable with their chosen majors after they enter university. They may change their majors, or get through their studies but then embark on a completely different career after they graduate from college. Secondly, certain majors may not directly translate into occupations in Macau, leaving students with a diffused sense of vocational identity. Thirdly, even when the students do choose suitable majors which can turn into available occupations, their careers in the next 40 years are bound to include transitions and changes. Macau youth need to develop career adaptability.

Taken together, there are several implications for youth employment and career development in Macau.

1. To avoid a mismatch of education endeavors with employment opportunities, Macau youth need to be informed what specializations are in what level of demand in the near future when they contemplate their future career. The data from the government's Talent Information Registration is of paramount importance for addressing this issue.
2. Macau youth should develop a sense of adaptable specialization. While they specialize in their professions, they also need to expand their skill-sets in order to prepare for inevitable career transitions.
3. Career development is not a one-time event of choosing a college major. Career development programs should help Macau youth cultivate career adaptability, so as to equip them with the competence to negotiate a life-time of changes.
4. Macau youth should avoid seeing university as a place for vocational training, but the place for developing transferrable skills.

Japan's National Career Adviser Certification
by Marilyn Maze

At the APCDA Conference, Mr. Ryoji Tatsuno, President of the Japan Career Development Association, announced that the Japanese government has decided to implement a national level certification process for Career Development Advisors in order to assure...
quality and clarify this new and growing field. This is a dramatic and important move in Asia. Few other countries, including the US, have a national level certification requirement for career development advisors.

Currently, about 40,000 people hold certification from one of the 7 approved providers. For information about the variety of training programs in Japan, please click here to read a web article which was translated to English by Dr. Akira Otani. Notice that Career Counselor, Employment Counselor, and Career Development Advisor are names that are used interchangeably in Japan. For even more detail on these training programs, click here to see a list of the training providers and their requirements.

Of these certified career development advisors, 14,000 were trained by Nippon Manpower, the largest Japanese provider of this training. A group of conference attendees toured the Nippon Manpower facilities, hosted by manager Michi Mizuno. Nippon Manpower was founded in 1967 to provide training to business professionals, recruitment and outplacement services, and government policy implementation.

Ms Mizuno explained that, in the 1990's, unemployment in Japan began a steady rise, peaking in 2003, at over 5%. The Japanese society is aging. Many older workers have held a variety of occupations over their lifespans. Globalization has caused high labor costs in Japan to be questioned and large numbers of workers have been forced to shift from manufacturing to the service sector. These changes have caused growing awareness that workers need assistance clarifying their career opportunities and transitioning to new fields. Currently, 25% of the population is over 65, and the working-age population is declining, adding more stress to the labor market.

In 2000, Mr. Tatsuno initiated the Japan Career Development Association. JoAnn Harris Bowlsbey, then President of NCDA, was asked to help Nippon Manpower develop a Career Development Advisor curriculum. Career development advisors currently help young workers find a place in the labor market and senior workers look for meaning in retirement or second careers. They provide services related to coping strategies, motivation and satisfaction, work-life balance, and diversity. Career Development Advisor training takes place over a 3 to 4 month period and requires 140 hours of coursework. An examination is required for certification. The certification must be renewed every five years and continuing education is required for recertification. While a small number of graduates work in schools (K-12), most work in outplacement, university career centers, public agencies, and human resource departments of private companies.

At the APCDA Conference, Dr. Agnes Watanabe urged that Japan review is reliance on Career Development Advisors, who may have no training in counseling. The dearth of counselor education programs preparing master's level career counselors allows the lines to become blurred between advising and counseling.

New Zealand Research Symposium 2015
by Jean Ottley

On Monday 23 November the Career Development Association of New Zealand (CDANZ) will hold its annual National Research and Leading Practice Symposium. This is the premier event on the CDANZ calendar and in 2015 will run in partnership with Massey University and Careers New Zealand.

The theme of the Symposium is THRIVING. We thrive when we are prosperous and growing. We seek to thrive as individuals, we seek it in our practice, and for our industry. We seek it for our clients and for all New Zealand. The 2015 Symposium will explore what it takes to thrive.

On Tuesday 24 November following the Symposium, CDANZ will hold their AGM & Professional Development Day. This is a day for members and parties who have a sincere interest in the work of CDANZ. The day includes a formal AGM along with topical speakers and a facilitated workshop on Invigorating Branches. CDANZ Members will have valuable opportunities to discuss, reflect, and envision the future for the Association and the careers industry.
Canadian Resources for the Creation and Mobilization of Knowledge in Career Development
by José F. Domene

At the NCDA Conference, over 20 people attended the APCDA meeting. Attendees included APCDA members and others who were interested in the association. We asked the attendees to describe the greatest challenge faced by career development within their countries. A number of themes appeared to resonate in several countries.

In this country report, I provide a description of Canadian resources for the creation and mobilization of knowledge related to career development and career counselling. Although these resources are located in Canada, many are available for career development practitioners both inside and outside of Canada. The specific examples that I describe are not an exhaustive list, but illustrate the range of resources that exist. At the end of this article, I provide links to many of these resources, for more in-depth exploration.

The Government of Canada is a primary source of funding for career development knowledge generation in Canada, through agencies such as the Social Sciences and Humanities Research Council of Canada. However, this funding is only available to researchers affiliated with a Canadian post-secondary institution. In contrast, some Canadian professional organizations provide research-related funding for career development practitioners not affiliated with these institutions. One such organization is the Canadian Education and Research Institute for Counselling (CERIC). CERIC provides funding for both "research projects" (i.e., practical or academic career-related research) and "learning projects" (i.e., the development and/or implementation of career counselling-related materials, including manuals, training courses, and workshops) related to career development. CERIC's mandate requires at least some focus on a Canadian context, but they accept collaborations between Canadian and International partners. For example, their current projects web-page reveals that agencies such as Street Kids International and researchers from countries as diverse as Saudi Arabia and the United States have received funding for various projects. Another source of funding for knowledge creation has recently been initiated by the Career Counsellors Chapter of the Canadian Counselling and Psychotherapy Association (CCPA). They are piloting a "Career Counsellor Practitioner's Grant" program, which provides small grants to promote the value, importance, and results of applied research. Their pilot program runs from 2016 to 2018 and is explicitly designed for career counsellors in the community and/or workplace, rather than for academics.

At the other end of the research process, the mobilization of knowledge to key stakeholders (e.g., career development practitioners in the field, career development policy makers and the institutional and government levels) is as important as its creation: Without mobilization, how will research impact practice and policy? In Canada, there are numerous ways to spread the word about innovative practices and research findings, in both written and interactive formats. There are two main Canadian journals where career development researchers and practitioners from around the world can publish their work, in English or in French. The Canadian Journal of Counselling and Psychotherapy, the official journal of the CCPA, publishes research reports, descriptions of innovative programs and practices, discussions and commentaries on current professional issues, and critical reviews of published research related to all fields of counselling, including career counselling. A review of the archives of the journal reveals that career counselling and development is well represented in the journal. Furthermore, as the current Acting Editor
for the journal, I can personally reassure my APCDA colleagues that we welcome articles addressing career development in countries from around the world. The Canadian Journal of Career Development, funded by CERIC, is also very welcoming of international submissions. This journal, which publishes articles written in English or French, accepts the same range of articles (i.e., research reports, descriptions of programs and practices, discussions of current issues, critical reviews) as the Canadian Journal of Counselling and Psychotherapy. However, the entire journal is devoted to career development, defined in its broadest sense. Another, less formal, avenue for career development knowledge mobilization is the practitioner Blog maintained by the Career Counsellors Chapter of CCPA. They often post articles by guest bloggers, and may welcome submissions from international career development practitioners. Jessica Isenor, the previous APCDA country director for Canada, is the current President of the Career Counsellors Chapter, and would be a good person to contact for more information about writing for the blog. Her contact information can be found on the Career Counsellors Chapter web-site (see below).

In addition to these resources for mobilizing knowledge in a written format, there are numerous venues in Canada for presenting career development research and practice innovations to colleagues in an interactive format. At a national level, CCPA and CERIC both host annual conferences (CCPA’s Annual Conference is usually in May, and CERIC’s Cannexus conference is held in January). CCPA’s conference draws several hundred attendees each year and is focused on all aspects of counselling, although the Career Counsellor Chapter of CCPA has been very active in ensuring the presence of programming relevant to career development practitioners. Cannexus is a somewhat smaller conference, but the entire focus is on career development research, practice and policy. Although most of the presenters and attendees are Canadian, both conferences welcome international practitioners and researchers and have sessions that are held in English or French (often with simultaneous translation). In addition to these national conferences, many provinces in Canada have their own regional associations for career development practice, which provide professional development opportunities in the form of smaller conferences and meetings. For example, the Career Development Association of Alberta, the New Brunswick Career Development Action Group, and L’Ordre des conseillers et conseillères d’orientation du Québec all host regular practitioner-oriented meetings where individuals can present knowledge and innovation related to career development. Naturally, these regional meetings are smaller than the national conferences, but they provide presenters with a chance to engage with front-line career development practitioners who rarely, if ever, have the opportunity to attend national or international conferences.

In summary, Canada provides numerous resources for creating and mobilizing knowledge in the field of Career Development. Although most of these resources are competitive and some require a Canadian partner, many of these resources are very welcoming of international practitioners and scholars. I hope to encounter some of my colleagues from the APCDA at a Canadian conference some time, or to read your articles in the Canadian Journal of Career Development or the Canadian Journal of Counselling and Psychotherapy. Please feel free to email me for more in-depth information on these resources, or go to the web-site of the specific resource to find out more for yourself.

For further information:

- Canadian Journal of Career Development: [http://cjcdonline.ca/](http://cjcdonline.ca/)
- Cannexus: [http://cannexus.ca/](http://cannexus.ca/)
- CCPA Career Counsellors Chapter: [http://www.ccpa-accp.ca/chapters/career-counsellors/#id3](http://www.ccpa-accp.ca/chapters/career-counsellors/#id3)
- Career Development Association of Alberta: [http://www.careerdevelopment.ab.ca/ACDC](http://www.careerdevelopment.ab.ca/ACDC)
- L’Ordre des conseillers et conseillères d’orientation du Québec: [http://orientation.qc.ca/communications/actualites/evenements/colloque-2016-de-lordre](http://orientation.qc.ca/communications/actualites/evenements/colloque-2016-de-lordre)

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**Interventions of Hope in Pakistan**

*by Raza Abbas*

By having the willingness to learn and un-learn, young people not only become more hopeful themselves - they can also enhance hope in their communities, which is the need of the hour. I facilitate hope-centered workshops for students in Karachi, Pakistan. To thrive in the 21st century, hope is the new pre-requisite and way of life. It is a healthy practice to appreciate
and enjoy the countless blessings that we currently possess.

While we have the largest population of youth in Pakistan's history, we are presented with the challenge of tapping the potential of young people for the country's socio and economic development. This aspiration cannot be achieved without understanding the fundamental problems young people experience today and pondering over solutions to these problems. Some of the challenges towards youth development include high anxiety levels, unemployment, and inadequate career counseling and career guidance.

The Hope-Centered Workshop is an integrative, evidenced-based approach to conceptualizing, assessing and building hope that can be used across cultures and spiritual belief systems. It is based on the work of Dr. Anthony Scioli. The workshops are a "whole-brain" approach, combining cognitive-behavioural exercises with philosophical reflections and meditative-hypnotic exercises. Five modules are included in this intervention: two attachment modules, and one each for mastery, survival, and spiritual hope. A comprehensive self-report hope scale is administered before and after the workshop.

Positive mindset

In our pilot research in Pakistan, hope scores increased significantly, with an effect size of 1.07. The qualitative feedback was equally encouraging. An exit interview was conducted after the intervention with all participants. Themes of empowerment (mastery), greater openness (attachment), hope for improved self-regulation and coping (survival), and heightened awareness to spiritual needs were commonly reported.

"I started off the workshop with a very demoralizing mindset. Currently my mindset is really very different and positive than what I initiated with. I will give credit to hope workshops for diverting me towards positivity," says student Anushay Hussain. "The workshops are an extremely inspiring effort for those who want to save themselves from the darkness of hopelessness," adds student Verda Butt. "The idea of carrying out a research on such a rare studied topic in Pakistan was not only unique but zealous at the same time. It has been a great learning experience. I feel more hopeful towards my life and profession now. I hope there are more alike researches carried out in future in Pakistan and the region," says Senior Lecturer Iffat Shah.

Torch bearers

The pilot of the research was to strengthen the supply side of youth character building and employability by facilitating hope centered institutionalized teacher and youth training at educational institutions. To improve the demand side by instilling hope in students at all levels in making educated and informed career decisions. The implication of the study is a source for socio-economic think tank to re-strategize educational policy.

Based on the pilot study program, hope should be introduced as an elective in the university's and school curriculum nationally and globally in order to make a sustainable impact leading to optimistic graduates prepared to face the challenges of work in the 21st century. Imparting hope in youth leads to social justice for a safer global world. Establishment of a hope centered foundation is the need of the hour that inspires humanity, irrespective of race, gender, age, religion and disability.

People from all walks of life should be optimistic and should strive for growth and an agile mindset. They should have self-confidence and belief in themselves and the future, especially at times of adversity. Therefore they should collaborate with professionals that are hope torch-bearers around the globe. The knowledge is available, let's use it.

The keys:

- The Hope-Centered Workshop is an integrative, evidenced-based approach to conceptualizing, assessing and building hope that can be used across cultures and spiritual belief systems.
- Establishment of a hope centered foundation is the need of the hour that inspires humanity, irrespective of race, gender, age, religion and disability.
- People should have self-confidence and belief in themselves and the future, especially at times of adversity.

Extracted from The World Book of Hope

Raza Abbas is the founder of professional career counseling and career guidance in Pakistan. He earned
his dual degrees from The University of Arizona. Amongst speaking at numerous premier international and national forums, he is honored to have presented his research at the Inaugural UNESCO Chair on Lifelong Guidance and Counseling Conference at the University of Wroclaw, Poland. He focuses on hope-centered interventions, teacher training, career guidance, youth capacity building, and social entrepreneurship.

**Book Review: Career Development Policy and Practice: The Tony Watts Reader**

*by Ellen Weaver Pacquette*

Tony Watts, a UK-based proponent of career education, has written over 602 articles in his fifty-year career. The National Institute for Career Education and Counselling (NICEC) in collaboration with Editors Hooley and Barham, selected 22 insightful articles authored by Tony and developed them into chapters for the Tony Watts' Reader.

The book began with a biography of Tony Watts. It continues with a description of the process taken to select articles leading to a reflection upon the themes of the book. There are four parts to the book. The first section addresses the nature of career development and lifelong learning. The second focuses on what this looks like in practice, including the use of new technologies. The third section looks at the political nature of career development and public policy with both the New Right and New Labour's concerns. Finally, the fourth section looks at international career development both for comparative studies and at local levels.

Within each of the chapters, discussion covers a range of topics such as the economic and social benefits of career guidance, career development and employability, career guidance and social exclusion, and even comparisons of career guidance policies in 37 countries.

This will be a strong addition to the bookshelves of those interested in international career development.

*Career Development Policy and Practice: The Tony Watts Reader*

Ed. By Tristam Hooley and Lyn Barham 2015 Highflyers Resources Ltd.


**New Tool from NCDA**

According to the International Centre for Career Development Planning and Policy, effective use of emerging technology in the delivery of career planning services is an important way to expand the delivery of career services. NCDA has just published a paper called *Ethical Use of Social Networking Technologies in Career Services*. This free paper shares the results of the NCDA Ethics Committee's comprehensive review of literature about the use of social networking technologies in practice by career professionals and those in related helping professions.

APCDA recommends against the adoption of ethical statements from other countries without a careful local review. Ethics are culture-based and may differ significantly by country. This paper provides a good tool for examining the issues related to the use of new and emerging technologies. Use it to inspire cost-effective utilization of emerging technologies.