

**SMALL BUSINESS TRAINING CENTRE
ADELAIDE INSTITUTE OF TAFE**

APPLICATION FORM

APEC Certified Business Counselor Program

Details of Learner Counselor

Name:	Telephone:
Address:	Facsimile Number:
City, State, Zip/Postal Code, Economy/Country:	Email Address, Website:

Prior Learning: Educational Background.

Provide evidence: include formal transcripts or letters obtained directly from the educational institution, or photocopies of diplomas received. Copies of other professional certifications should be included, as well as information about the organizations issuing the certifications.

Educational Institution (Include address and telephone number.)	Field of Study	Qualification	Date

1. Evidence of business and/or enterprise development experience may include verification of previous employers listed in application, CV, or resume. Answer on separate paper if necessary.

Employer Name and Address	Position/Title and Accomplishments	Dates of Employment

Readiness

On a separate paper, please respond to each of the following statements with a minimum of 50 words and a maximum of 100 words.

1. Please describe the requirements for certification and recertification.
2. Please comment on why you are ready to commit to this program of study.
3. Please describe why achieving and maintaining certification is valuable.

I have read, understand and agree to abide by APEC- CBC program Code of Ethics.
(See Appendix 1)

Print Name

Signature

Date

1) The requirements for certification

A. The Learner-Counselor is required to have counseled at least 10 clients for over 400 hours in the 3 years prior to seeking Accreditation.

B. As readiness, the Learner-Counselor is required to describe the reasons for seeking APEC IBIZ certification and pledge to abide by the APEC IBIZ Code of Ethics and Professional Conduct. (See Readiness Statement examples below)

C. The Learner-Counselor has to satisfy the assessor of their competencies in all modules of the APEC Certificate program.

2) The requirement for re-certification

The Certified Counselor has to submit his/her Re-certification Portfolio of Evidence to document the continued professional development activities completed since certification, which is good standing in that his/her certification has not expired.

A minimum of 50 hours of counseling at least 5 small business owners is required during the past 3 years since certification. As readiness, the Certified Counselor has written an essay to request APEC IBIZ re-certification and pledged to abide by the APEC IBIZ Code of Ethics and Professional Conduct.

Readiness Statement Example.

Please comment on why you are ready to commit to this program of study.

Example only. Please insert your comments.

More than 6 year consulting experience for small businesses could help me accumulate consulting know-how and skills in my own way.

I, however, would like to learn advanced management consulting throughout this program to apply consulting service of good quality with my clients.

Please describe why achieving and maintaining certification is valuable.

Example only. Please insert your comments

Globalization in every industry is accelerating including consulting services so that global standards are to be required to perform professional services abroad.

Furthermore, as the market volume of management consulting in Korea is dramatically increasing and competent consultants who had experience with global consulting firms are entering into Korean market, I am to strengthen the international competitiveness by achieving APEC SBC(Small Business Counselor) certification.

APPENDIX 1.
APEC (Asia Pacific Economic Cooperation)
Certified Business Counselors (CBC) Program

PROFESSIONAL ETHICS

Certified counselors must strive to provide professional services to their clients and are expected to deliver the highest professional standards in their counseling.

All certified counselors shall:

- Not act recklessly or maliciously, injure or attempt to injure, whether directly or indirectly, the professional reputation of another person.
- Where advice based on his/her skill and judgment is not accepted, take all reasonable steps to ensure that the person overruling or neglecting the advice is aware of any danger which the certified counselor believes may result from such overruling or neglect.
- A certified small business counselor shall recognize his/her limitations, maintain a network of professional resources and refer clients where and when appropriate.

Certified Counselor Criteria

All APEC certified counselors must satisfy as to:

- Their independence of commercial interests
- Qualifications and experience
- Professionalism and ethics

CODE OF CONDUCT

Small business counselors are dedicated to providing competent and ethical service in the field of small business counseling. They strive to provide professional counseling to their clients and are dedicated to the delivery of the highest professional standards in their activities as counselors.

They have a responsibility to:

- Hold the affairs of their clients in the strictest of confidence
- Strive continuously to improve their professional skills
- Advance the professional standards of APEC ISBC
- Abide by the principles laid out in the Code of Ethics with all by-laws, regulations, resolutions and rules promulgated by the Professional Standards Committee and the Coordinating Council (INAGE)
- Maintain the highest standards of professional conduct

Certified counselors shall uphold the Code of Ethics and profession's common body of knowledge. Violations of the Code and Professional Conduct shall be reported to the Professional Standards Committee of the Coordinating Council.

Objectivity

A certified counselor will act in the best interests of the client, providing professional services with integrity.

Confidentiality

A certified counselor is duty bound to keep in confidence the affairs of any colleague, client or organisation and shall not disclose confidential information obtained in the course of professional activities. Nor shall a certified counselor in any way exploit information obtained in the course of their duties to their personal advantage.

Conflict of interest

A certified counselor shall inform a client of any interest, relationships or circumstances, which may impair or be seen to impair his/her professional judgment or objectivity. In cases where impartiality is seen not to exist, the certified counselor will refer the client to another small business counselor.

A certified counselor will not provide any proprietary information learned from previous clients without first obtaining the consent of the previous client, nor knowingly, without permission, use the copyright material and proprietary data, procedures, materials, or techniques that others have developed but not released for public use.

The Certificate will be recognised by all APEC Economies and the APEC qualification will allow a counselor to work in any APEC Economy without breaching the APEC Code of Ethics or Code of Professional Conduct.