



Australasian Institute of Enterprise Facilitators

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www.aief.org.au

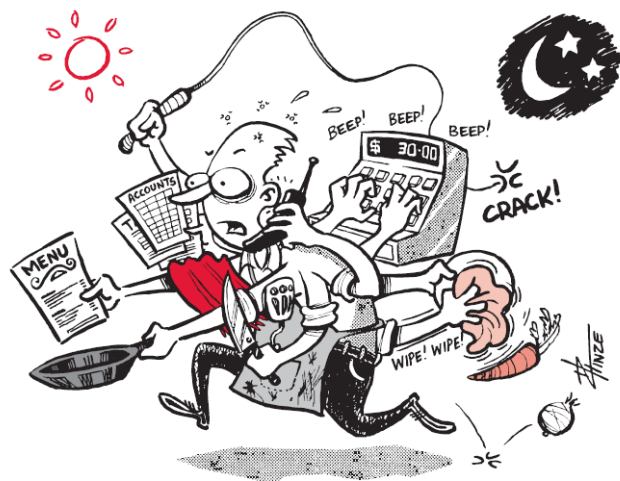
Enterprise Facilitation – the need

When a business or enterprise owner or manager has a problem or an issue to deal with he or she needs to be able to quickly access supporting professionals. Enterprise facilitators, as they are known, can assist managers and business owners:

- identify all the issues impacting on the business;
- determine possible solutions and directions;
- plan actions and make decisions; and
- obtain access to a wide variety of business resources, networks, information and training.

How can a business owner or manager be confident that the person who knocks on the door offering to provide assistance with their business – has this experience, knowledge and integrity?

Often the person owning and running the business, especially a small business, is an expert in the nature of their business (a builder, a car mechanic, a hairdresser, a restaurateur or a marketing consultant). Frequently they do not have the skills to **manage** their growing business. They are working **in** their business not **on** their business.



He or she needs the help of a professional who is experienced in business management, a person who can help them take control and give them confidence.

AIEF - fulfilling the need

The Australasian Institute of Enterprise Facilitators (AIEF) was formed in 1995 to establish a professional and thorough system of accrediting business facilitators. The goal is to give enterprise owners and managers confidence that the person offering them guidance has the skills and experience they require.

In order to become a member of the AIEF (an MIEF) a person goes through a rigorous accreditation process. This validation of the skill and experience of an enterprise facilitator provides the trust and confidence required by the business manager or owner. Whether it is a concern about business start-up or growth, a marketing issue, an HR issue or a financial matter, a Member of the Australasian Institute of Enterprise Facilitators (an MIEF) can provide effective guidance.

Aims of the AIEF Are to:

- establish and uphold professional standards of competency, responsibility, objectivity and integrity in enterprise facilitation
- identify, promote or provide access to training to maintain professional standards for enterprise facilitators
- provide members access to conferences, seminars, meetings and publications to maintain professional competence
- promote the Institutes goals and objectives to the business support industry to ensure maximum utilisation of Institute services and resources.
- encompass all in the business support industry to uphold the institute's code of conduct and high professional standards
- encourage, undertake and support research into the art and science of enterprise facilitation and its impact on small business performance
- advise and inform government, industry and business on matters relating to the building of an enterprise culture in Australia and New Zealand.

AIEF Member Benefits

– current and potential

1. Manage membership issues

AIEF is an established professional body, that:

- represents, services and advances the interests of all enterprise and enterprise professionals
- maintains established professional member entry levels
- upholds and maintains members professional standards of competence, responsibility, objectivity and integrity

2. Provide services that enable the members to better carry out their business

AIEF provides accurate and timely information and business tools required for excellence in the conduct of member's enterprise facilitation roles.

3. Promote a positive image of members in the public eye

On behalf of its enterprise facilitator members, the AIEF projects a positive public image throughout government, industry, business and the community.

4. Contribute to the development of professional qualifications relevant to the industry

AIEF provides access to relevant and current training and education processes and outcomes for enterprise facilitators through appropriate qualification authorities.

5. Create a “user-friendly” business environment for members

The AIEF promotes a free enterprise economic environment favourable to the profession and practice of enterprise facilitation, as evidenced by laws, regulations and public policy.

AIEF Accreditation and Membership

Membership of the AIEF requires:

- knowledge and experience of business management
- knowledge, skill and experience in a business support position
- acceptance of the AIEF code of conduct
- commitment to ongoing professional development.

Membership Types

Associates may be students, people in a recognised business/enterprise support field. They commit to complete a recognised unit of study in business counselling / facilitation within an agreed timeframe.

Members are practising business counsellors/facilitators in the business support industry who have completed a recognised course of study in Small Business Management and Business Counselling. They have completed a prescribed number of hours of face-to-face counselling and professional development activity in the past year. They are eligible to use the letters MIEF after their name.

Fellows are practising business counsellors/facilitators recognised for their high standards in the business support industry and have been AIEF members for at least three years.

Life membership is a recognition given to those individuals who have given considerable service to the business support and facilitation industry.

Affiliated membership is given to any organisation that wishes to be associated with the AIEF.

APEC Accreditation

In 1997 at a meeting of the Asia Pacific Economic Cooperation (APEC) Small Business Ministers a training and accreditation program for small business counsellors was endorsed. In Australia the AIEF is the body that accredits APEC counsellors.

More details are available through the AIEF website or the APEC website – www.apec-ibiz.org

AIEF Code of Conduct

All AIEF members are obliged to maintain professional standards and ensure the legitimate interests of their clients are paramount. They must ensure that any conflicts of interests are avoided and confidentiality is maintained. Members are required to adhere to the highest standards of facilitation, advice, referrals, information provision, support and client care through undertaking ongoing professional development.

Further Information

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