



WHAT TO CONSIDER WHEN PLANNING YOUR CAREER

Advice presented by Endeavour's Career Service

Endeavour's Careers Service has compiled the below information and important steps that you should consider whilst studying to assist you in transitioning from studying to commencing your own practice/starting your successful career in natural health.

The aim of this information is to assist you in compiling your own action plan while studying that will allow you to commence your own successful practice or to give you an employability edge when you graduate. If you need further information on any of the below please contact Endeavour's Careers Service.

The information is broken up into the following areas:

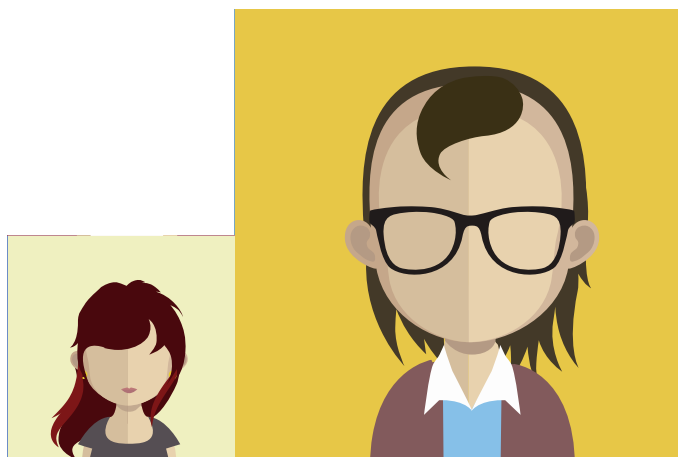
- ▶ Best 18 steps designed to assist you prepare for your career (while you're still studying)
- ▶ Registering to Graduate/Receiving Your Completion Letter
- ▶ Health Fund Provider Registration Process
- ▶ Congratulations, you've graduated... now what? Top 13 tips for what to do next
- ▶ You've launched your own practice... now what? Top 11 tips for new practitioners



Best 18 steps designed to assist you prepare for your career (while you are still studying)

1. **Access Endeavour's Careers Service website**, especially taking notice of the Careers Resources available which include: graduate and industry panel recordings, events on campus, job vacancies and alumni webinars that you are able to access whilst still a student.
2. **Participate in Endeavour's Alumni Webinar Program.** These professional development webinars are available for current students and graduates to register and attend.
3. **Contact Endeavour's Careers Service** for assistance with your career progression.
4. **Register as a student member of a professional association** (some associations offer free student membership). It is recommended you call and discuss what your associations can do for you and your industry to identify the best fit for you.
5. **Access government start-up information** which includes information on:
 - Before you start
 - Start-up options
 - Establishing a business
 - Business licensing
 - Business planning (free kits available)
 - Ethical and legal obligations
 - Understand legislative requirements
 - Market and customer research (free kits available)
 - Grants
 - Support and tools that are available
 - Search for state specific grants such as the [WA Healthway Initiative](#)
6. **Find a mentor** to assist you with information regarding normal pay rates/room rental terms and conditions, leasing agreements, subcontracting verses employment.
 - An industry specific mentor can open up many doors for you as a student, this partnership is incredibly important and may lead to professional opportunities once you have finished.
 - The mentor experience can also introduce you to situations which you may thrive in or help you decide to go in a different direction.
 - Don't be afraid to ask. There are no set rules to mentoring. It could mean you volunteer regularly in a clinic, observe a once off treatment, meet for regular or occasional meetings. A mentor could be a lecturer, a local practitioner or you could reach out to someone in the greater community.
 - Other types of mentors: It's great to learn from a variety of people. Look for a small business mentor and/or a marketing mentor. Any opportunity to learn should be capitalised on.
7. **Consider your direction after graduation**
 - a. Will you setup your own business? Consider:
 - Location.
 - Rent a space or work from home? Check local government legislation.
 - Do you need a dispensary? Can you arrange for stock to be sent to clients after their appointment? Then build your supply of stock that you consistently use over time.
 - Is your business name available?
 - Will you need a separate business email and phone number?
 - Your Marketing – Will you build and monitor your online profile which could include: website, Facebook, Twitter, Pamphlets, Promotional material and Educational emails etc.
 - b. Will you work in an established practice? If so, where will you work? You need to contact these potential employers and arrange meetings while you are studying to see if they are willing to work with you when you graduate.
 - c. What to consider if you are going to become a contractor:
 - Do you want to be paid by the hour? What is the industry rates for the split up of client fees? 60%/40%? Do you need to sign a contract?
 - What is included in the clinic marketing? How will clients know you are in practice?
 - Do you want to rent a room? What does the room hire include? Marketing, receptionist, towels, percentage on sold herbs.
 - If you rent a room – negotiate the best option for you. Note: Is the rent a daily room rate, percentage of the people you see etc. Ensure you have opportunity to re-evaluate arrangements after a few months. Some graduates have indicated that the percentage to be charged should be no greater than 33% of your consultation fees. This will vary but you can use it as a guide. This should not include product sales. This percentage should include rent, use of phone, internet, waiting room and cleaning of room.

- Example from Jobs Board:
"We are offering a great opportunity to start your own business, rent only \$10 per client up to a maximum of \$60 per day. Rooms have lots of appeal, very effective heating and natural light. Also computer connection, some advertising, practice management software, EFTPOS and HICAPS if required. Two rooms remaining."
8. **Access New Enterprise Incentive Scheme.**
 9. **Access ATO Website** to find out tax implications for start-ups, BAS and GST Registration, apply for ABN.
 10. **Conduct market analysis** – Identify your target group by doing in depth demographic and psychographic (study of personality, values, opinions, attitudes, interests, and lifestyles) analysis.
 11. **Develop a Business Plan** (as if you were presenting this to a bank for a business loan). Defines direction of business and creates strategies to achieve goals.
 - Develop your vision and mission statement of the business.
 - Ensure that you will be financially viable to start your own business. Consult your accountant or consider a business coach/mentor to assist you with this.
 - SWOT Analysis and contingency plan.
 - There are a number of Business Plan templates that you can access ranging from the Australian Governments Business Plan Template, or other companies such as ANZ's Business Plan Template or the Business plan app: MyBizPlan. There are so many templates available, you need to source the best one for you.
 12. **Establish your social media profile and audience.**
 Start writing blogs, ebooks, making videos, audios, write articles for magazines to help get your name out there. Information on how to do this is covered as part of Endeavour's Alumni Webinar program (and the recordings of previous alumni webinars) which students can access.
 13. **Stick to what you know.** If you do not have the skills or networks to build a website or to keep an up-to-date online profile who can assist you? Consider a small business marketing manager and see what they can do for you. They can often do all the online material including registering a domain name, building a website, blog, shopping cart, Facebook page, Instagram, Twitter etc.
 14. **Learn to build your own client base** by following the Wellnation Clinics marketing guide for Endeavour student practitioners.
 15. **Create marketing material** to generate your own clients which will allow you to build your skills in this area with the potential to have your own client base when you graduate.
 16. **Consider registration for student accounts** with TGA approved items (you need to be participating in clinic to be able to do this). Once you have membership you will be in touch with relevant seminars they offer. Some companies to consider:
 - [BioCeuticals](#)
 - [Metagenics](#)
 - [MediHerb](#)
 - [Nutrition Care](#)
 - [Orthoplex](#)
 - [MD Nutritionals](#)
 17. **If you are interested in setting up your own dispensary,** consider setting up wholesaler accounts to build your own dispensary with companies such as Oborne Health Supplies, Natural Remedies Group, Integria Healthcare. Consider what costs you can afford as part of your business plan. Many graduates commence with stock that they consistently use and build up others over time or arrange for stock to be sent to clients.
 18. **Meet with a Student Adviser** to determine an individual study plan and ensure accurate course progression. Student Advisers can assist with enrolment, part-time study plans, pre-requisite inquiries, online study options, course changes or deferrals, and course completion. You can contact your local Student Adviser on **1300 462 887** or by email:
 - Adelaide.StudentServices@endeavour.edu.au
 - Brisbane.StudentServices@endeavour.edu.au
 - GoldCoast.StudentServices@endeavour.edu.au
 - Melbourne.StudentServices@endeavour.edu.au
 - Perth.StudentServices@endeavour.edu.au
 - Sydney.StudentServices@endeavour.edu.au



Registering to Graduate/Receiving Completion Letter from Endeavour

1. Go to your Student Portal and register your eligibility to graduate (you can do this during your last semester). For further assistance contact Student Services (email address above).
2. Upon results release (access your Higher Education Calendar which includes when results are posted each semester) these eligibility to graduate registrations will be assessed and processed.
3. Students who have successfully completed their course requirements will then have a copy of their academic record and a letter of completion sent to them in the mail.
4. The timeframe for receiving the initial paperwork will be 7-10 days after putting in your request to graduate (after the date of release of results).
5. The academic record received in the mail will show a status of EG – eligible to graduate. You will be able to register with your preferred professional association with this documentation.
6. After the release of results date College Conferral will take place and this is when the status changes from EG to G – graduated. After this time you will additionally receive your testamur and an updated academic transcript showing G for graduated.

These timelines are to be used as a guide only and are subject to change.

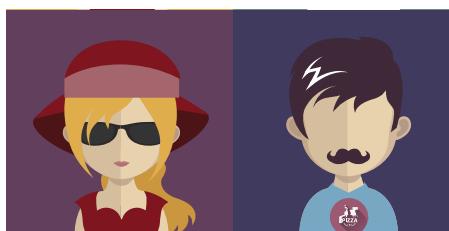
Health Fund Provider Registration Process

This is the typical process that is undertaken for students to receive health fund provider registration:

1. Graduate becomes a member of a professional association – this includes the submission of certified documents including your senior first aid certificate, current professional indemnity insurance and current clinic address. The indemnity insurance is organised as part of your registration process with your association.
2. Your professional association sends the health funds lists of its members for provider registration normally once a month. A list of all health funds and the modalities they recognise can be accessed here.
3. After the health funds have processed these monthly lists, they email your provider registration details to your professional association.
4. Your professional association then forwards the provider registration information to you. This allows your clients to claim rebates from their health fund (if their fund recognises your modality as providers and depending on the client's policy with the health fund).
5. For further information on the Health Fund Provider Registration process please contact your professional association.

It's important to note that a practitioner doesn't have to wait for health fund provider registration to start a practice. They can start practicing after becoming a full member of a professional association prior to receiving health fund provider registration, however any of their clients who are members of health funds will not be able to claim health fund rebates.

For Acupuncture the graduate must apply to AHPRA for registration (this is statutory registration under the National Registration & Accreditation Scheme) before applying to their professional association for membership. Health funds rely on associations to ensure all practitioners in Acupuncture are registered with AHPRA before becoming members and being registered as providers.



Congratulations, you are a practitioner... now what?

Top 13 tips for what to do next

1. **Register as a full member of professional association**

When weighing up who to choose consider:

- What do they offer you?
- Cost per annum?
- Cost of indemnity insurance?
- You will need a certified copy of results from Endeavour
- Character references
- Passport photos

2. **Review/update/implement Marketing, Operational and Business Plans**

3. **Identify your start-up costs** and create budget.

4. **Check available domain names** for your business

5. **Establish business name** and register it with Australian Securities and Investments Commission (ASIC). Check with your accountant if unsure. Note: if you are choosing to practice under your own name, you do not have to register yourself as a business, you would operate as a sole trader.

6. **Develop the Operational Plan**

- How will you perform the day-to-day tasks required in the running of your business.
- Research how you will take bookings. Will you use systems such as Easy Books, Mind Body, [Cliniko](#) or other business management software.
- What equipment will you need? Focus on spending as little as possible and build these over time.
- Sit in/volunteer with already established, busy clinics and observe the way they do things.
- Create clinic forms, intake form, feedback form.

7. **Develop and implement a Marketing Plan**

(where applicable):

- Establish a client database.
- Build website/Facebook business page.
- If you build it yourself look at options such as [Graphic Springs](#), [fiverr](#) and [Wix](#).
- What emphasis will you have on social media presence, what content will you post, when will you post it.
- Will you also have business cards, vouchers, flyers, signage etc?

8. **Establish business bank accounts.**

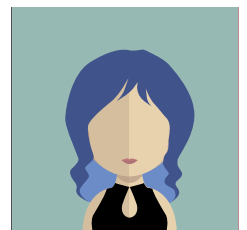
9. **Participate in Endeavour Alumni Webinar Program** for assistance with professional development.

10. **Access the Alumni Webinar recordings** on topics such as developing and building your business and small business marketing.

11. **Consider how you will receive payment:** Will you use Apps such as Cliniko, Mind Body, PayPal Here, Invoice2Go they take credit card payments on the spot. Access the following link for information about [HICAPS](#).

12. **Locate a mentor** – to assist you with information including pay rates, room rental terms and conditions, leasing agreements, subcontracting verses employment and transitioning into practice, case studies. Contact the Careers Service to assist you with strategies to locate a mentor.

13. **Rent a room** – if you choose to rent a room, ensure you negotiate the best option for you. Is the rent a daily room rate, percentage of the people you see etc. Ensure you have opportunity to re-evaluate arrangements after a few months. Some graduates have indicated that you should be charged no greater than 33% of your consultation fees (you really need to think about your personal situation as some graduates have also accepted a higher percentage charge). This should not include product sales. This percentage should include rent, use of phone, internet, waiting room and cleaning of room.



You've launched your own practice... now what?

Top 11 tips for new practitioners

1. **Access Endeavour's Alumni Webinar Program and Jobs Board**
2. **Shape your business around your own specialities.**
Answer these questions: What am I good at? Who can I help? Analyse the clients you attract, specialise in and what products you are using regularly.
3. **Become aware of local businesses** such as health food stores to send clients to if they need natural medicine you don't stock.
4. **Establish a referral database.** A group of practitioners/businesses you will be able to get referrals from. Send out letters of introduction to doctors, and other practitioners in the area introducing yourself and outlining what you do. It is worth considering focussing on areas that doctors don't and would be happy to refer on such as clients low on energy, chronic fatigue and lifestyle advice.
5. **Focus on further up-skilling** and continued education and look at areas where you can offer a specialised service to a niche market.
6. **Organise 'clinic time' or 'at work time'**, even if you don't have clients, be at work and work on your business. Designate 'at work time' per week.
7. **Build a database from your website** – give items away for free or offer discounts - this could include small items like a week-long healthy eating plan or an eBook you have written. Build your database from emails registered to get the eBook.
8. **Become a master of the marketplace** – Think about the recommendations you are giving to your clients. Where can your clients buy gluten free? Where can they go for yoga, massage other treatments that you don't offer. For instance if you recommend for a client to go dairy free you need to be able to direct them to where they can purchase dairy free products in your local area. If you recommend yoga – what type of yoga would suit them?
9. **Have you considered functional pathology testing** (depending on modality studied)? If so, then register with the labs (attend webinars) and do tests on yourself, family or friends to get comfortable in reading blood tests.
10. **Write articles for publications** like SourceBottle who regularly invite guest writers to apply to write articles for them to publish.
11. When starting out in your new career path after completing your studies it is important to have a secondary/primary job as you build your business and clientele.

This document is aimed to allow you to reflect on and explore your possible future career path and to identify the specific tasks you need to complete while studying to assist you achieve career success.

If you need further assistance on any of the above information please contact the Careers Service Manager Raleigh Wallace who is accessible to connect with you via skype, phone call or email to discuss any of the above further. Please email [Raleigh](mailto:Raleigh@endeavour.ac.uk) to arrange an appointment.



Careers Service

Endeavour College of Natural Health

☎ 1300 884 246 ✉ careers.service@endeavour.edu.au



careers.endeavour.edu.au