

MyCareer

Expert advice Ann Bolch



How Starbucks Saved My Life

Michael Gates Gill
Random House, 2007, \$34.95

Born into the American Establishment. Raised on Manhattan's Upper East Side. Ivy League graduate. Creative director and lifelong employee of J. Walter Thompson, the largest advertising company in the world. Married. Three kids.

Sacked. No job. No money. No wife. No friends. Poor health. No health insurance. Four kids. Many bills.

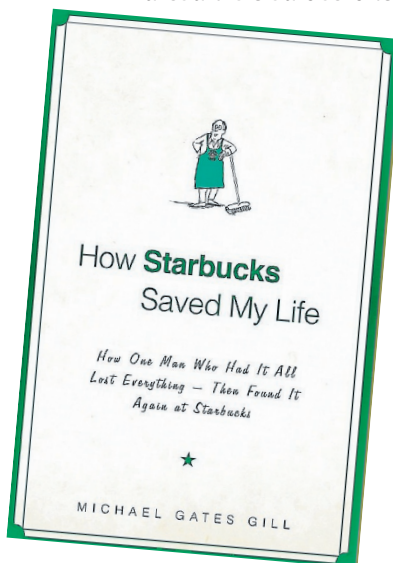
Sounds like a movie plot? Not this time. Michael Gates Gill fell off a very high horse. As the book title suggests, a chance meeting at Starbucks helped him back to his feet. The book provides an honest, naive story that weaves the life he led until the age of 63 with his few months' employment at a Starbucks coffee house.

Gates Gill learns much during his time at Starbucks. He realises the dignity inherent in doing a job well and that people can have a sense of connection at work through emphasis on respect. He begins to sort through his class, gender, culture and colour prejudices and gains confidence and self-respect that was missing before.

He learns that money plus power plus job don't necessarily equal happiness. He writes: "I was almost scared; still afraid to admit to myself how happy I was now... with a job as a barista at Starbucks. This was not the high-status job or affluent life my parents, my family, and my friends had expected of me."

How Starbucks Changed My Life is written in a narrative style and is an easy read. The reader is told a lot and the transitions between scenes

are smooth. Information is too often repeated. But as a warning to others, it's a nice read.



NETWORKING

Federal Minister for Tourism, Martin Ferguson (below), will outline the Commonwealth Government's key priorities for tourism at a lunch in Melbourne next Thursday.

Tourism Alliance Victoria's chief executive Anthony McIntosh says: "There are many issues facing the Victorian tourism industry, not least the bay dredging situation, and we look forward to hearing his views on these and other national issues affecting tourism."

Tourism in Victoria is a \$11 billion industry, employing 159,000 Victorians, 61,000 of them outside the big cities.

Tourism Alliance Victoria is the peak industry body, representing more than 3000 Victorian tourism businesses, local and regional tourism organisations and visitor information centres.

The lunch, at William Angliss Institute of TAFE's Angliss Restaurant, costs \$80 for Tourism Alliance Victoria members and \$110 for non-members. For bookings, go to tourismalliance.com.au



World of Difference ambassador Sigrud Thornton (centre) with program recipients Liz Muir (left), Anne Johnson, Blanche Danastas and Peter Cossey.

Sales training expert Sue Barrett, who writes a regular blog "Sell Like a Woman", will share her sales skills as guest speaker at a BPW (Business and Professional Women) dinner on April 17 at Churchers, in Richmond. Cost is \$59. To book, email bpwmidcity@gmail.com

This year's VECCI HR Conference at the Rendezvous Hotel in the city, on May 8, will provide insights into a range of human resource topics. They include staff retention, flexible work practices, depression in the workplace, the impact of workplace relations changes on business and practical advice about recruiting staff from overseas. Phew — all that (and more) in one day! Cost is \$475 for members and

\$599 for others. Full details: vecci.org.au.

As an inspiration to anyone who dreams of volunteering to do something "worthwhile" but is hesitating to jump from the safety of the corporate nest, let's check in with Liz Muir in 12 months' time.

Ms Muir, 32, was this week named one of four recipients of the national Vodafone World of Difference program. She will be sponsored to spend a year working with non-profit organisation SecondBite, which specialises in the collection of surplus fresh food from Melbourne restaurants and retailers to create nutritious meals for people in need.

Ms Muir will use her experience as an advertising executive at *The*

Age and freelance copywriter to assist with SecondBite's PR and advertising needs, and help the organisation to raise much-needed sponsorship dollars. She says: "My major goal... for SecondBite is to help the team achieve their goal of supplying food for 1 million meals by 2010 by making SecondBite the name on everybody's lips."

The successful World of Difference applicants will "donate themselves" to their favourite charity while having their salaries (up to \$50,000) and expenses (up to \$25,000) covered for a year by the Vodafone Foundation, a charitable trust funded by Vodafone Australia.

GLEN JAMES

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THE NUMBERS PHYSICISTS

700

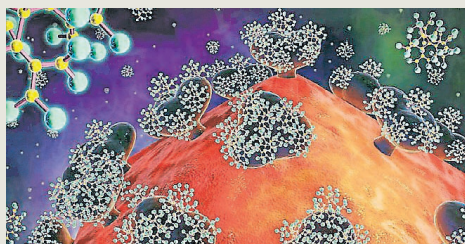
The number of physicists in Australia (Labour Force Survey, 2007). This figure is way too low, according to Ian Bailey, secretary of the Australian Institute of Physics. The institute has more than 1400 members. Assessing the number of physicists is difficult as they tend to work in many industries such as computer technology, meteorology, aerophysics, philosophy, mining, environment and oceanography, plus medical, nuclear and quantum physics.

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There are 23 institute-accredited universities. According to Australian Jobs and Careers Explorer, 56 courses are available at these universities. Some are double degrees. Every year about 400 people graduate with physics degrees from Australian universities. Research is being conducted into graduate destinations to help alleviate the crisis of identity that this profession suffers as a result of working in so many areas.

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Eighty-eight per cent work full-time. Average full-time hours for physicists are 44.9 hours a week. The median age for this profession is 41 years. Nearly 40% of the workforce is aged between 25 and 34. Men make up 84%. (ABS Labour Force Survey average, 2006.)



17.2

The percentage of physicists who work in Western Australia. Just 14.4% of physicists work in Victoria, while NSW employs 42%. Physicists develop and improve materials, products, industrial and other processes by studying the structural and physical properties of matter and energy. This group of

professionals is almost fully employed.

1730

The median full-time, pre-tax weekly wage for physicists. "There is a need for governments to recognise that physicists are essential to the development of science and technology, and this is a critical factor in the continued prosperity of the nation," Mr Bailey says. There is a drastic shortage of physics teachers in high schools.

ANN BOLCH

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