



AIPF Member

Experience Summary

Cate Ashmore is passionate about working with businesses and individuals to reach their full potential. She brings to her role, as both Director of a private training company and a Facilitator, extensive experience across a multitude of industries in diverse roles that have included Management, Human Resources, Operations and Business Ownership.

Cate has worked in vocational training at all levels from corporate clients through to trainees, apprentices and the long-term unemployed, utilising her diverse skills in the personal and professional development of participants. She ensures that training is relevant, current and flexible while meeting the organisational outcomes and individuals learning styles and needs.

One of Cate's greatest passions is assisting and mentoring indigenous clients from remote communities by helping them to acquire life skills and on-the-job skills with the ultimate reward at the end resulting in them finding sustainable employment.

It is because of Cate's passion, enthusiasm and bubbly, outgoing personality that she and her team of facilitators have an outstanding reputation for quality training and an approach where "It's all about you".

Areas of Expertise

- Design and implement skills audits and training needs analysis
- Design, develop and facilitate a broad range of training programs
- Instructional design for adult learning across a variety of Training Packages
- Team development and performance management
- Leadership Development
- Customer Service
- Conflict Resolution
- Recruitment Strategies including Behavioural Interviewing
- Career Counselling
- Innovative Leadership Programs including outdoor experiential learning
- Cultural Diversity Training for teams

Industry Experience

- Clients and projects in retail, wholesale, business, hospitality, aviation, tourism, agriculture, government, training and education sectors
- Background in corporate training and development, counselling, group facilitation and individual and team coaching
- Extensive experience developing and facilitation Professional Development session for Trainers including "Excellence in Training", "Best Practice methods" and "Managing Difficult Behaviours"

University, Training & Industry Qualifications

- TAA40104 Certificate IV in Training and Assessment
- BSZ40198 Certificate IV in Assessment & Workplace Training
- WRR40102 Certificate IV in Retail Management
- Advanced Diploma of International Travel & Tourism
- Advanced Diploma of Marketing
- WHSO Workplace Health & Safety Officer (Services Industry)
- Career Counselling Accreditation with Careers Fast Track
- Indigenous Mentor Accreditation with Jobs Australia Ltd
- Cross Cultural Trainer Accreditation with Multicultural Affairs Queensland
- Responsible Management of Licensed Venues & RSA
- Accredited First Aid Trainer with Red Cross Australia

CURRENTLY COMPLETING THE FOLLOWING:

- Bachelor of Learning Design and Bachelor of Learning Management
- TAA50104 Diploma of Training & Assessment
- FNS40207 Certificate IV in Financial Services (Bookkeeping)
- Certificate IV in Facilitation

Australian Institute of Professional Facilitators

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Career Achievements

- National recognition from Indigenous organisations as an “Accredited Indigenous Mentor” both individually and Dedicated Training & Consulting Group team
- Workshop Facilitator at NESAs (National Employment Services Association) National Conference ‘Future Directions’ 2008
- Cairns Business Woman of the year nomination 2008
- Member of CQU (Central Queensland University) Panel for International VET Conference 2005
- Adult Learners’ Week nomination for “Outstanding Teacher” 2005
- Director (Proprietor) of Dedicated Training & Consulting Group which opened in 2005 (current)
- Designed and facilitated Cultural Awareness training sessions for Department of State Development in support of the commencement of Australian Airlines – programs rolled out across Far North Queensland to businesses across industries
- Owner / Operator of three very successful enterprises in a variety of industries since 1996 (current)

Testimonials

- Cate is an inspiration to everyone she works with, from the young, earnest trainees to directors like myself. She has exceptional customer focus and continues to break new boundaries with her training skills (HR Director of National 5 Star Hotel Chain)
- While studying for my Certificate IV in Training and Assessing I found Cate to be fun, flexible, and the extra support offered was wonderful. It was training that met my needs. She has an ability to train across different training packages and deliver training so my understanding was complete. It was like finding a light switch in a dark room...each day you left training on a high; focused on how you could shape your career with the skill and knowledge that she had been able to impart. (TAA client)
- I recently attended a Training & Assessment (TAA) program conducted by Cate that has rekindled my passion for training and development once more! Delivered by a highly competent facilitator, it was refreshing to see complex concepts explained so well and tailored to meet the needs of a wide range of mature aged trainees. This approach kept us constantly engaged and able to translate theory into meaningful solutions and approaches that benefited our training. I would highly recommend Cate as an example of industry 'best practice' to anyone considering an investment in their own training career. (TAA client)
- Thank you Cate for your love, your laughter and your bright smile. Wherever you go you'll make an impact on people's lives. Thank you for coming into my life and teaching me. (Indigenous Life Skills Program)
- Cate, thank you for your time and joy that you brought to this course and my life. You are such a blessing to us all in different ways, you're like an angel – as soon as you come in to people's lives, the atmosphere changes (Indigenous Pre-employment Program)