



MEDIA RELEASE

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Australia Joins World Leaders in Setting Standards for New Industry

Australia joined the USA, Canada and the UK in setting the standard for our newest “virtual” industry today, when Brisbane-based Lyn Prowse-Bishop, Manager of Executive Stress Office Support, became Australia’s first Certified Virtual Assistant, receiving the Master Virtual Assistant designation.

The certification, offered by VACertification.com is the only organisation offering non-association affiliated certification to this new industry. Two designations are available: Professional Virtual Assistant and Master Virtual Assistant.

“Certification is so important”, Lyn said. “Anyone with a computer can join a virtual industry, and accreditation gives clients the assurance that the person they are dealing with is a professional, maintaining the highest standards of client service and work ethic.”

“The process takes into account an applicant’s education and work background, together with business experience and any internet-based and other training the VA has undertaken.” Lyn adds that client references are also checked, covering such areas as integrity, work ethic, ethics and business professionalism. “This process therefore has regard for the whole person, not just testing a series of skills.”

Virtual Assistants (VAs), also known as Virtual Office Professionals or Virtual Business Associates, provide an alternative, cost-effective staffing solution for businesses of all sizes, including sole operators.

Lyn says VAs provide profound cost-saving benefits to the businesses and individuals they partner with, and have an important role to play in today’s business environment, as they form a large part of the growing trend towards home-based business.

“VAs can perform the same services as office-based employees but without the associated costs such as payroll tax, worker’s compensation, superannuation, sick and other leave, or training. In addition, the VA is available out of normal hours, on weekends, and public holidays, and has a vested interest in helping the client’s business grow.”

VAs offer a wide variety of office support services including secretarial support, personal and executive assistance, word processing, database management, transcription services, mail outs, bookkeeping, web design, desktop publishing, presentations, spreadsheets, and office services such as faxing, email and scanning.

“My clients rarely see me. In fact one works in Los Angeles,” said Lyn. “But with the technology available today including email, fax, instant messaging services and internet-based file sharing facilities, I’m as close to my clients as if I was in the next room.”

Lyn has also been asked to join the Review Board of VACertification.com, which comprises 10 members representing four countries: the UK, the USA, Canada and now Australia.

“This is also an Australian first and a great opportunity for Australian VAs”, said Lyn. “It will mean that the certification process will have regard for Australian standards and hopefully will also mean more Australian VAs will seek certification as a result.” Another two Australians are expected to join the Review Board in the not too distant future once their applications for certification have been assessed.

For more information on the accreditation process visit: www.VACertification.com.

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For more information on virtual assistance, contact Lyn Prowse-Bishop on 0417-648172, or visit: www.execstress.com.

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