



Christmas, holiday and new year greetings from the Career Industry Council of Australia. It's a time for fellowship, feasting, giving and receiving and a time of good cheer.



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In this edition – 2009 / 5th International Symposium / National careers helpline / DEEWR career development programs / Doing things the Google way / Applying the Google philosophy to career development

2009

The Career Industry Council of Australia would like to wish you all a merry Christmas and a safe and prosperous new year. We thank you for your contributions and support in 2009 and look forward to working with you in 2010 to achieve further improvements in the quality of career development services in Australia.

2009 has been a tough time for many Australian families. Australians worked 30 million hours less per month in October 2009 compared to October 2008 (ABS 6105.0 October 2009). It gets worse – for the Asia Pacific region the number of people unemployed could be as high as 112.2 million people (ILO May 2009).

Work is central to our lives, sense of purpose and our identity yet 15.7% of Australian children live in a household with no working parent. Ironically, employed Australians are working longer hours (44 hours per week) than any other developed country (see <https://www.tai.org.au/>). The additional hours worked is equivalent to more than 1 million new jobs and a \$72billion windfall for employers.

At CICA we have worked hard this year to promote the value of career development for individuals and for the country:

- through the CICA initiative, National Career Development Week (NCDW) – with over 750 events and 550,000 people participated
- improved quality by implementing standards for career development practitioners (over 4000)
- endorsed career development university courses
- contributed to the national discourse by making submissions to government including the establishment of a national careers helpline, the Henry the tax review, the parliamentary inquiry into combining school and work; and most recently to the workforce development inquiry
- to build the evidence base for practice and policy we have scoped out the development of a research institute for career development
- met with state and territory governments across Australia and key stakeholders.

How we develop career services over the next few years is critical to support all Australians to develop the skills to manage their career effectively and to meet the challenges of changing patterns of work. In 2010 CICA will continue to work toward improvement in quality and access to career services and we hope that you will join us in this task and be champions for improvements to career development services for all.

The 5th International Symposium on Career Development and Public Policy

CICA as part of the Australian Country team was delighted to attend the symposium hosted by New Zealand in November 2009. With delegates from 24 countries (including 14 Pacific representatives) the symposium explored social, economic and technological trends in the global labour market and how nations can cooperate to build better networks for improving career development opportunities for their citizens. One of the significant outcomes of the symposium was the establishment of a Pacific Careers Network.

Countries were encouraged to develop and share evidence and accountability frameworks. Accordingly, the international centre for career development and public policy has been requested to develop a common accountability framework for international sharing of practice and possibly international benchmarking.

The symposium affirmed that effective career development practice must be informed by different cultural contexts and that the cultural competencies need to be compulsory for career practitioners working with culturally diverse populations

The importance of technology to enhance but not replace human service delivery was highlighted and countries were encouraged to enhance the training of career practitioners in integrating technology into their practice.

The symposium recognised that the relationship between career development, citizenship and community development needs to be recognised more strongly in the design of career policies and programs.

There are some clear challenges for Australia arising out of this symposium. Firstly, that a strong national approach to career development is essential to achieving national policy goals and outcomes.

Key stakeholders such as industry (as the users) and organisations like CICA are essential to ensure ongoing quality improvements in service delivery. There are strong indications that the European Lifelong Guidance Policy Network in Europe is being recognised as having an important role to play in implementing a European wide approach to career development. In 2010, CICA will increase its involvement with states and territories to work toward the establishment of a similar body.

National careers helpline hard to find but up and running

Go into the DEEWR web site <http://www.deewr.gov.au/Pages/default.aspx>, click on Employment then click on programs then click on Keep Australia Working then Click on Keep Australia Working website and you are there and once you find it next time you will be able to go directly to <http://www.keeppaustraliaworking.gov.au/pages/Welcome.aspx>

Please use this resource and let your clients know that it is available. All of the careers advisers are qualified and meet CICA's professional standards.

DEEWR career development programs

Over the past few months DEEWR has indicated that sponsorship of career conferences will cease, lighthouse funding would end and that further development of Australian Career Development Studies would not be funded after December 31, 2009. It is unclear at this stage what other initiatives will be discontinued over the next year or so.

The level of funding available for national programs has been reduced and the career development section within DEEWR will be subsumed across a range of areas. CICA recognises that in a tight budgetary situation priorities come into play and nice to have but can't afford programs get questioned. However, there is a significant risk that the further professionalisation of career development in Australia will be impacted on by these and other changes.

Current progress in quality improvement across the sector has been outstanding and has been built on a mix of national funding and goodwill. Maximising policy outcomes will require a commitment to more systemic approaches involving CICA and other stakeholders.

As an interim measure CICA is looking at opportunities to ensure the ongoing development of Australian Career Development Studies. It is in discussion with a number of universities to establish a centre for career development. CICA is focusing on supporting governments to achieve strong outcomes under the national partnership on youth attainment and transition by working with government and strategic stakeholders

CICA also recognises that states and territories are doing some excellent work and supports the national partnership indicators including:

- offering universal high-quality individualised career development and pathways planning
- involving business and industry and parents/families in young people's career development
- improving the industry relevance of appropriately tailored careers advice
- increase in the provision of a variety of meaningful quality mentoring opportunities.

In a recent meeting with the Deputy Prime Minister, CICA proposed the establishment of a national careers task force; establishment of guidelines to support the national partnership agreement; that new arrangements use qualified practitioners; support for the establishment of a centre for career development and funding to support specific career services for indigenous career development. We have been referred Kate Ellis, Minister for Early Childhood Education, Child Care and Youth as Minister Ellis is responsible for this national partnership agreement. What we see as important is both a strong national focus and a strong state and territory focus on quality career development services.

Doing things the Google way

In October Karim Temsamani – General Manager of Google Australia/New Zealand spoke at a BHERT function on Google driving an innovative culture.

Interestingly, all staff at Google are allocated 20% of their time to focus on innovation and they launch around 30 new products a week. Dissent is encouraged. At Google failure is fine but fail quickly and then learn what to do to solve the problem.

The starting point is to focus on the big questions. For example, what if e-mail were invented today? How would it be different? The quest is to make the problem bigger and question assumptions. Lars and Jens Rasmussen, the original creators of Google Maps, took up this question and are working on their latest project, [Google Wave](#).

In answering the question, Jens, Lars, and the team re-imagined email and instant-messaging in a connected world, a world in which messages no longer need to be sent from one place to another, but could become a conversation in the clouds. Effectively, a message (a wave) is a shared communications space with elements drawn from email, instant messaging, social networking, and even wikis.

Applying the Google philosophy to career development

What if we career development practitioners were Google people. And we were asking the big question of how we might develop a career development system to meet today's needs for an effective career development system? Think about that for a minute - put your Google hat on.

What do you come up with? Services when and where people need it? Development of skills to make informed choices? High-quality real-time information? Access to opportunities and support during transition?

Perhaps over the break you might come up with other big questions to ponder.

A philosophy professor stood before his class and had some items in front of him. When class began, wordlessly he picked up a large empty jar and proceeded to fill it with rocks, rocks about 4 centimetres in diameter. He then asked the students if the jar was full. They agreed that it was. So the professor then picked up a box of small pebbles and poured them into the already "full" jar.

He shook the jar lightly. The pebbles, of course, rolled into the open areas between the rocks. The students laughed.

The professor next picked up a box of sand and poured it into the already twice-over "full" jar. Of course, the sand filled up the rest of the space.

"Now," said the professor, "I want you to recognize that this is your life. The rocks are the important things ---your education, your loves, your personal ideals and goals, your health, your family--anything that is so important to you that you would be nearly destroyed if it were lost. The pebbles are the other things that matter, like your job, your house, your possessions. Then, the sand is everything else...the small stuff and daily clutter of life."

"If you put the sand into the jar first, there is no room for the pebbles or the rocks. Likewise with the pebbles. The same goes for your life. If you spend all your time and energy on the small stuff, you will never have room for the things that are really important to you."

"Pay attention to the things that are critical to your happiness...Put your ideals in place and form a plan for achieving them. Play with your children. Take time to get medical checkups. Go out dancing. Make time to laugh, and love. Sit down often for long family meals. Enjoy the holidays. Try, always, to keep your life in focus. You will find that there still is time to go to work, wash the car, watch a show on television, pay the bills, or fix the air conditioner."

Take care of the rocks first...the things that really matter. Set your priorities. The rest is just sand"

Have a happy break

Best wishes from all of us at CICA ...

Mike Geeves - CAANSW (CICA President), Joanne Tyler - NAGCAS (CICA Vice President), Bernadette Gigliotti - CEAV (CICA Secretary), David Carney - CEAWA (CICA Treasurer), Deanne Reynolds – ACTCEA, Janice Lee – CEANT, Carole Brown – CDAA, Les Emery – CDAA, Alison Childs – NACE, Peter McIlveen – NAGCAS, Pat Smith – QASA, Mary McMahon – QGCA, Louise Bilato – RCAA, Peter Tatham – CICA Executive Director, Karen Penrose – CICA Communications & Projects Director