



Career Industry Council of Australia update Number 2 - March 2009

The Global Financial Crisis

In an ironic twist the intensity of the global financial crisis has the potential to significantly expand the work and client base of career practitioners across Australia. ANZ indicated recently that the number of jobs advertised was down to around 161,000 per week. Competition will become more intense as unemployment rises to around 7% (around 300,000) later this year.

Globalisation affects us all. The world has faced the biggest drop in global economic output ever. In the past two months US imports have been down 22%; and Japan's exports down 45%. And as a consequence of the meltdown of the banking sector Westpac is now the ninth largest bank in the world (the Stephen Bradbury effect). On a positive note it is likely that the Asian region will remain a global engine at a time when global employment has dropped by 50 million.

Access to effective and appropriate career development services is now critical and needs to be available to all age groups. Recently CICA president, Mike Geeves and Executive Director, Peter Tatham met with the Secretary of the Department of Education Employment and Workplace Relations, Lisa Paul to propose a broad-based trial of a national careers helpline available to all age groups with a particular focus on rural and remote communities. The proposal was well received and we await DEEWR's response.

Improving student retention

As part of CICA's ongoing commitment to the building Australia's human capital we have developed a proposal focused on using career development learning to strengthen student retention and attainment (see full report at *Research and Resources* at www.cica.org.au). CICA recommended:

- In partnership with State and Territory governments strengthen school accountability requirements for provision of high quality and accessible career services
- Strengthen programs that encourage parental engagement
- Improve teacher engagement activities
- Fully implement the Australian Blueprint for Career Development
- Undertake a review of the marketing strategies to increase awareness of its career programs amongst young Australians
- Enhance Career Information Centres and *myfuture* by piloting a national careers helpline targeting young Australians and parents
- Improve access to the evidence base and to examples of best practice by expanding research and establishing a clearing-house
- Investigate processes for improving national infrastructure and delivery to secondary school students via better cooperation between providers in the secondary and post-secondary sectors
- Establish a national careers taskforce with a specific focus on improving career interventions and outcomes for young people completing Year 12 or equivalent and responding to key issues rising out of COAG discussions.

Linking with stakeholders

Since the last update CICA is expanding contacts with key national organisations and government representatives. The overwhelming response is that there is a gap in career service delivery in Australia and it needs to be improved.

In line with this view, CICA is keen to make submissions to various government enquiries and most recently responded to the national inquiry into combining school and work: supporting successful youth transitions (our submission is available at *Research and Resources* at www.cica.org.au)

Supporting successful transitions is at the heart of the work of career practitioners. At the big skills conference I particularly liked Odile Quinton's (Director General Education and Culture EU) comment that **"the EU has made career guidance the centre point of "new skills for new jobs"**. This is a message CICA would like to see reflected in Australia.

Despite all the talk of doom and gloom the future remains open and how we prepare our citizens to take up these challenges is recognised as increasingly important by stakeholders. New jobs are being created even now and they require new skills. For example ACTU president Sharon Burrows suggested that between now and 2015 some 800000 green collar jobs will be created.

National Career Development Week

On Thursday 12 March CICA launched National Career Development Week (see www.ncdw.com.au). In 2009 the week of celebrations of all the registered careers activities held throughout the year, will be from 18 – 24 May. The launch coincided with Sydney Harbour week and was themed around maritime careers and involved NCDW ambassadors Anthony Field (Blue Wiggle) and Steve Liebmann together with partners including the NSW Police, Australian National Maritime Museum, Royal Australian Navy, NSW Maritime and NSW Department of Primary Industries - Fisheries.

In 2009 National Career Development Week will also aim to facilitate and encourage events to support Australians impacted by the global financial crisis. We look forward to your involvement.

For more information or to discuss, contact:

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