

## Career Industry Council of Australia Newsletter - update Number 3 – 17 June 2009

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### **The career landscape is changing dramatically**

Across Australia significant change in the delivery and funding of career services is underway. Career Advice Australia will end this year and funding will be redirected to initiatives that support the Council of Australian Governments (COAG) compact and national partnership agreements particularly in relation to:

“...a Compact with Young Australians to ensure that every young person is able to access an education or training place; a National Youth Participation Requirement to make participation in education, training or employment compulsory for all young people until they reach age 17; and, bringing forward COAG’s 90 per cent Year 12 or equivalent attainment rate target from 2020 to 2015.” (COAG Communiqué April 2009)

Under the National Partnership, Youth Career and Transition arrangements are being consolidated into four new streams to commence from 1 January 2010:

- **Quality on the Job Workplace Learning** will be delivered by the states and territories and funded through bilateral agreements
- A new **School Business Community Partnership Brokers program** (previously referred to as Community Education Engagement Partnerships) will improve community and business engagement with schools
- The new **Youth Connections Program** will provide an improved safety net for young people at risk
- **National Career Development** will include development of resources that it makes sense to undertake at a national level for the benefit of all jurisdictions.

Over \$600million in funding is involved in these initiatives over 5 years. The major portion of this funding will be devolved to the states. As a consequence the complexity of delivery of careers services will increase and the challenge for CICA and career practitioners will be to ensure that services provided are of a quality consistent with CICA frameworks (ie. practitioner’s involved meet professional standards and programs meet CICA guidelines for information and service delivery.

CICA is also keen to ensure that national partnership agreements with the states and territories result in an enhancement of access and quality of career services and not an opportunity lost.

We are not alone in this concern. Currently, CICA is in discussion with several organisations to host a roundtable to identify strategies to implement best practice career services to support students in a new demand driven environment of education and training. We anticipate conducting this event in late July or early August.

Also of concern to CICA is a shift in language to describe career services. In public forums DEEWR representatives talk about a broadening of career development without providing a clear definition. CICA has supported the international definition of career guidance as referring to:

*“...a continuous process that enables citizens at any age and at any point in their lives to identify their capacities, competences and interests, to make educational, training and occupational decisions and to manage their individual life paths in learning, work and other settings in which those capacities and competences are learned and/or used. Guidance covers a range of individual and collective activities relating to information-giving, counselling, competence assessment, support, and the teaching of decision-making and career management skills.” EU, 2008*

Broad enough would you say!

### **NCDW - a big success**

Congratulations to everyone involved in conducting more than 700 events for National Career Development Week 2009. While the week of celebrations was 18 – 24 May 2009, career events throughout the year have been registered on the website <http://www.ncdw.com.au> and received merchandise and event planning support.

The event registrations received by June 2009 indicated that 500,344 Australians were expected to attend NCDW09 registered events and event registrations are still being received for events scheduled for later in the

year. Radio, television and cinema Community Service Announcements spread the career development message further to the general public.

The campaign received 3832 mentions in media which included TV, radio, cinema, print and web (including YouTube but excluding the NCDW website). This was assisted by the use of three Celebrity Ambassadors, the blue Wiggle, Anthony Field; newsreader, Chris Bath and media host, Steve Liebmann.

The 2009 campaign has been very successful on all levels with increased awareness of the importance of career development and the NCDW campaign, increased interaction with the NCDW website from the primary and secondary audience groups, increased event registrations and a greater diversity of event audience groups.

Initial analysis of the research strategies initiated during NCDW 2009 has indicated that there is a huge need for public information programs about the benefits of career planning and development and how and where to access support and information.

CICA believes that NCDW is a valuable and unique initiative providing support to organisations of all types across the Australian education, training, public, private and corporate sectors. Planning your future is much too important to be restricted to just one week a year, which is why NCDW has activities and resources available all year via the website.

### **Strengthening relationships with key stakeholders**

In line with its strategic plan CICA is expanding its relationships with key stakeholders. CICA recognises that career development is a very broad agenda and in the currently climate stakeholders will need to work together. At present we are in the process of looking at potential synergies between CICA and NCVER. Of particular importance is the possibility of establishing a national clearing house with NCVER.

### **Applications for the DEEWR Scholarships for Career Advisers**

Applications for the 2010 round of DEEWR Scholarships for Career Advisers open 1 June and close 24 July 2009. The Industry Placement Scholarships provide \$10,000 to enable a short-term industry placement to further successful applicants' skills or knowledge of workplaces, industry sectors and/or occupations. The Study Scholarships provide \$5,000 for successful applicants to undertake post graduate study in the career education field in 2010.

Both types of scholarships are available to career advisers/practitioners at Australian schools, TAFEs and universities. For more information (including eligibility) visit <http://www.dest.gov.au/careerscholarships/> or email [careerscholarships@curriculum.edu.au](mailto:careerscholarships@curriculum.edu.au)

### **Career helpline to commence on July 31**

With great speed DEEWR is pressing ahead to get its new careers call centre up and running by July 31.

The Communications branch within DEEWR is responsible for this project. The proposed model will have its own website with links to existing websites such as *myfuture* and "going to uni". The funding of this project is initially for one year. The software being introduced will be voice recognition. Call centre staff will refer clients to a career practitioner where necessary.

It is expected that career practitioners will be sourced from CICA Association members who are qualified to undertake career counselling. Around 20 to 30 staff will be required to this work. These consultants will operate from their home or office and hours will be flexible

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Career Development Centre, Mt Gambier celebrates National Career Development Week



Peter Tatham on air on ABC Radio, Hobart talking career development