

Career Industry Council of Australia

Annual Report 2008 - 2009

one voice - many echoes

1 June 2009



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President's report

This President's report represents an overview and introduction to the fuller details of the Final Report of the Career Industry Council of Australia (CICA) Inc required as part of its funding contract obligations with the Australian Government, Department of Education, Employment and Workplace Relations.

As the national peak body for the Career Industry in Australia, the Career Industry Council of Australia (CICA) represents the interests of its members and stakeholders, in particular all major career practitioner associations, at the national level.

In November 2008, the CICA strategic planning process resulted in the adoption of a new vision which was developed to reflect CICA's commitment to supporting all Australians to make effective learning and work decisions through the provision of comprehensive career development services. This vision is - to enhance participation and productivity by advocating the individual, social and economic benefits of quality career development for all Australians. During 2008 - 2009, CICA has achieved a great deal. It has pursued its aims to promote access to services; contribute to the further development of research and evidence base; develop strategic relationships with stakeholders and policy makers; and influence government, industry and community to embed career development in workforce development; and to influence all education sectors to embed career development in curricula.

The 2008 – 2009 year has been a challenging economic year for many Australians with job security uncertainty and other economic challenges created by the global financial crisis. These challenges have clearly demonstrated the importance of having effective career services in place to support all Australians. That is why CICA successfully advocated for the introduction of the national careers helpline. It is why CICA is supporting this government's compact with young Australians, communities and those made redundant as a result of the global financial crisis.

CICA is also concerned that young people in particular are supported at this time with training and employment services that are underpinned with effective career development programs. Accordingly, CICA is strengthening its relationship with key stakeholders including education.au, NCVER, TAFE Directors Australia and Skills Australia.

Over the period under review CICA has continued to promote the implementation of professional standards for career development practitioners. It has established an endorsement committee and will shortly finalise the endorsement of courses at a number of universities. Member associations are making good progress in establishing specific continuing professional development processes and activities.

More broadly, through National Career Development Week, CICA has strengthened awareness of career development in Australia.

Of particular importance to CICA during this period has been the establishment of a secretariat to build its relationships with a broader range of stakeholders. These have included education associations, industry groups, community organisations, and the Commonwealth State and Territory governments. CICA is establishing strong partnerships with particular organisations including TAFE Directors Australia, NCVER, and education.au, Principals Australia, Skills Australia and AI Group.

Over the period under review, CICA has engaged widely with groups and organisations and media to enhance understanding of the benefits of career development. CICA has responded to a range of enquiries and consultations across the country. It has introduced regular update newsletters and improved information on its website

CICA has established a research working party to develop a comprehensive research agenda. In addition it is currently working through a partnership agreement with NCVER to scope out a research agenda. CICA has called for nominations for research internships and has co-opted a senior academic to produce occasional papers. In addition, CICA has undertaken its own research in relation to student retention and attainment.

CICA continues to promote its frameworks including professional standards for practitioners and guidelines for services and information. In addition CICA has included in its promotion of quality career development frameworks the Australian Blueprint for Career Development. It is currently investigating ways of enhancing and designing services that target Australia's compact with young Australians. CICA has also consulted with state and territory governments to identify key areas for improvement in the delivery of career services and is following up in a number of areas.

CICA has also maintained its focus on building relationships with the international career development community.

Overall, I am very pleased with the contribution of all CICA members and the Secretariat (Peter Tatham, Executive Director and Karen Penrose, Communications and Project Director) in the achievement of some very substantial progress. I am also particularly keen to finalise some significant issues of governance and have established a working party, developed discussion papers and we are presently finalising a position on an appropriately enhanced governance structure that builds on the existing working structure.

Finally, I would like to thank all past members of the CICA committee, notably Peter Carey, Marijke Wright and John Waser for their extensive contribution and welcome all members of the new CICA committee following their election at our AGM on May 4, 2009. We look forward to contributing to strengthening of career services for all Australians over the next 12 months.



Mike Geeves
President



About CICA

The Career Industry Council of Australia (CICA) represents the interests of all major career associations and their members at the national level. CICA is a unique collaboration of non-profit career practitioner associations and a world first in the career industry. It is a focal point for government and other organisations concerned for and interested in promoting quality career development services in Australia.

CICA Member organisations:

Australian Capital Territory Career Education Association Inc (ACTCEA) *

Careers Advisers Association of New South Wales (CAANSW) Inc *

Career Education Association of Victoria Inc (CEAV) *

Career Education Association of Western Australia Inc (CEAWA) *

Career Educators Association of Northern Territory Inc (CEANT) *

Career Development Association of Australia Inc (CDAA) – *represents private practitioners and a range of other members, many of whom hold primary membership in other CICA Member Associations*

Graduate Careers Australia Ltd (GCA) – *provides career information services to university career services*

Queensland Association of Student Advisers Inc (QASA) *

Queensland Guidance and Counselling Association Inc (QGCA) *

National Association of Graduate Career Advisory Services (Aust) Inc (NAGCAS) – *represents career practitioners in university career advisory services*

National Coach & Athlete Career and Education Program (NCACE) – *represents career practitioners working with elite athletes and their coaches*

Rehabilitation Counselling Association of Australasia Inc (RCAA) – *represents career practitioners specialising in rehabilitation counselling*

** representing school careers advisors in Government and Non-Government schools and, in some cases, other career practitioners or guidance officers working in related or other fields.*

CICA's council is comprised of the presidents of its member organisations or their nominees, all of whom are volunteers.

CICA Associations representatives

ACTCEA - Deanne Reynolds

CAANSW – Mike Geeves (President)

CEAV – Bernadette Gigliotti (Secretary)

CEAWA – David Carney (Treasurer)

CEANT – Janice Lee

CDAA - Carole Brown and Les Emery

GCA – Cindy Tilbrook

QASA – Pat Smith

QGCA – Mary MacMahon

NAGCAS – Joanne Tyler (Vice President) and Dr Peter McIlveen

NCACE – Kim Cardile (standing in for John Waser while on leave)

RCAA – Louise Bilato.



Vision

CICA's vision is to enhance participation and productivity by advocating the individual, social and economic benefits of quality career development for all Australians.

CICA aims to promote access to services; contribute to the further development of research and evidence base; develop strategic relationships with stakeholders and policy makers; and influence government, industry and community to embed career development in workforce development; and to influence all education sectors to embed career development in curricula.

CICA will continue to promote the implementation of professional standards for career development practitioners. It will maintain its focus on building relationships with the international career development community. And through National Career Development Week, CICA aims to strengthen awareness of career development in Australia.

During 2009, CICA has strengthened its position of leadership in advocating the benefits of career development for all Australians as identified at the strategic planning meeting in November 2008. CICA activities during 2009 have aligned with the aspiration to achieve the vision and key business priorities as identified in the 2008 Strategic Plan.

Annual General Meeting

The 2009 Annual General Meeting was held on 4 May 2009. The following members were elected as Office Bearers:

- President – Mike Geeves
- Vice President – Joanne Tyler
- Treasurer – David Carney
- Secretary – Bernadette Gigliotti.



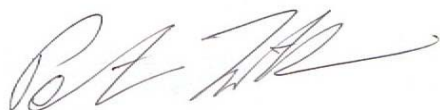
Executive Director's Report

In the period, together with my colleague Karen Penrose, I have been able to assist the Council to develop and make substantial progress in implementing its strategic plan. A significant number of relationships have been forged and CICA has demonstrated a capacity to advocate for improvements in the quality of career services in Australia. Since the formation of a secretariat in November 2008 I have spent 29 days travelling across Australia meeting with key stakeholders.

These have included, DEEWR, National Council for Vocational and Educational Research, TAFE Directors Australia, Tasmanian and the Northern Territory Education departments, Principals Australia, Skills Australia, AI group, representatives from the Deputy Prime Minister's office, Department of Defence, NESAs, Australia 21, AFC, Curriculum Corporation, education.au, Australian Cricket Association, Hockey Australia, Universities Australia, Association of Career Professionals International, ACCI, Adult Learning Australia, Warwick Institute of Employment Research, International Centre for Career Development and Public Policy, Australian Public Service Commission, The Centre for Adult Education -Victoria, ACPET, Group Training Association of Victoria, Industry Skills Council for Transport and Logistics, National Disability Coordination Program, Finding Futures, CareerOne, FoodBank, Tasmanian Institute of Sport, Tasmanian Polytechnic, Limestone Coast Regional Development Board, ASIC, Association of Career and Technical Education (USA), Centre for Education in Vocational Learning, Australian Technical Colleges, Northern Territory Industry Training Bureau, Australian Education International, Tool, and the Australian Innovation Research Centre.

As part of my role, I have introduced a regular update which has been distributed to career practitioners, course providers and career industry stakeholders throughout Australia. In addition, I prepared on behalf of CICA a regular column for the Australian Journal of Career Development. I have written and submitted articles for newspapers and magazines and given interviews to the ABC in Tasmania and Western Australia. In each case, a key aim has been to promote career development frameworks and lifespan approach to career development learning. CICA has also written to Premiers and Ministers for Education in every state and territory. Under the guidance of CICA, we have also made submissions to relevant government enquiries.

Finally, I would like to thank CICA for its support and trust which has enabled me to contribute to advancing its strategic direction.



Peter Tatham
Executive Director

Progress against Key Business Priorities

Progress made across each of the eight strategic CICA priorities.

1. Develop strategic relationships with stakeholders and policy makers

As a consequence of the global financial crisis CICA has sought to strengthen its relationship with key stakeholders particularly in the vocational education sector. CICA has sought support from Skills Australia to support the introduction of a national career helpline. In addition, the Executive Director has met with Tom Karmel and others from NCVET to develop a partnership that would enable the establishment of a national clearinghouse for career development. CICA has also been working with TAFE Directors Australia to identify strategies to implement best practice career services to support students in a new demand driven environment of education and training.

CICA has initiated a monthly Newsletter providing an update on CICA activities to stakeholders.

Activities during this period have included:

- Consultation with critical friends to develop strategic direction for CICA – stakeholder representatives were invited to participate in and contribute to the strategic planning process and Forum
- Teleconferences DEEWR (Helen McLaren and Charles Rankin)
- Lobbying to Kate Ellis (Minister for Youth) on budget initiatives
- Lobbying Julia Gillard's office regarding budget and International student roundtable
- Meeting with the Secretary of the Department of Education Employment and Workplace Relations, Lisa Paul - proposed a broad-based trial of a national careers helpline available to all age groups with a particular focus on rural and remote communities
- Meeting with John Spierings (Julia Gillard's Office)
- Meeting with Northern Territory government re career services for indigenous youth
- Meeting with Tasmanian government in relation to career services for the Polytechnic (Polytechnic key staff, Sue Napier (Opposition Education spokesperson Tasmania) Nick Mckim – Leader of the Greens Tasmania re improving career services in the new Polytechnic, Belinda McLennan CEO Tasmanian Polytechnic, Jules Carol, Polytechnic Operations Manager and Ron Nash Polytechnic)
- Working with Ron Mazzarchi NCVET re scoping paper for CICA relationship with NCVET
- Development of paper with TAFE Directors Australia (TDA) and submitted to DEEWR for funding of a roundtable
- Meeting with Australian Industry Group (AIG) and Career Development Association of Australia (CDAA) re relationship with CICA
- Meetings with and updated Helpline business plan sent to Philip Bullock and Sue Beitz, Skills Australia - re all ages career services and a national careers helpline
- Working with Ron Mazzarchi NCVET re scoping paper for CICA relationship with NCVET
- Meeting with Pam Caven and Martin Riordan (TDA) to discuss joint hosting of a forum in Melbourne on the Youth Compact
- Meeting with Kate Castine, Principals Australia
- Meeting with Rose TEGG, Training Opportunities and Options for Learning, Tasmania (TOOL)
- Meeting with Natalie Jackson (Demographer UTAS)
- Meeting with Christine Haines, Miles Morgan
- Meeting with Ric Charlesworth (Olympic hockey coach)
- Meeting with Robyn Wall, Department of Defence
- Meeting with Terry O'Hanlon Rose, Australian Technical Colleges
- Meeting with Natasha Keoller, National Employment Services Association (NESA)
- Presented on Skills shortages on ABC Tasmania
- Presented on Skills shortages at CEAV PD
- Presented at the Big Skills conference.

Specific achievements - Partnerships in place or underway with Skills Australia, TAFE Directors Australia and NCVET. Strong relationships developed with key state and territory departments; Australia 21, Australian Industry Group and DEEWR.

2. Implementation of professional standards and accreditation

Over the period under review, the Executive Director has worked with the endorsement committee to achieve CICA endorsement of tertiary courses in career development. It is expected that the first courses will be endorsed by June 2009.

Knowledge, understanding and implementation of the Professional Standards by all CICA Association members has been promoted at various Association meetings. Adoption and use of the Continuing Professional Development templates on the Active8 Evolve system is being actively encouraged.

A key focus during this period has been the establishment of a Qualifications Endorsement Committee (QEC) to progress the assessment of applications from higher education and other providers for CICA endorsement of their career development specific qualifications. The assessment of the first round of applications is due to conclude at the end of June 2009.

Specific achievements - Endorsement of courses underway including consultations with course providers and employers. Mary McMahon will prepare a paper to address some confusion regarding the Certificate IV and Graduate Certificate. Paper due August 2009.

3. Promote access and advocate the benefits of career development

Significant effort has been made in advocating the benefit of career development in various forums, conferences and workshops across Australia. The Executive Director presented at the Skills Australia "Big Skills" conference, CDAA conference and at the most recent CEAV Professional Development Day. He will also be presenting at the International Association for Education and Vocational Guidance Conference (IAEVG) in New Zealand in November 2009. A Knowledge and Awareness Survey of all CICA member associations is scheduled for June/July 2009.

Specific achievements –

- Representations have been made to government officials and Commonwealth, State and Territory governments
- Papers have been prepared for DEEWR and other stakeholders on retention and the establishment of a national careers helpline
- National Career Development Week (NCDW) is the primary project to promote access and advocate the benefits of career development. Increased emphasis in 2009 on the alignment of key CICA strategies to improve awareness across the 660+ NCDW events (see NCDW Highlights)
- The showing of the Wiggles NCDW community service announcement advertisement in two Cinema complexes provided an opportunity to carry out an Exit Poll on community awareness of career development. Poll Results will be available late June 2009
- CICA information booth at National Careers and Employment Expo (Brisbane and Sydney) – the CICA information booth provided career development resources and information to thousands of visitors of all ages and career stages
- Interview with Kate Southam, CareerOne
- Interview with SMH and the Melbourne Age
- Meeting with Sue Napier (Opposition education spokesperson Tasmania) Nick McKim – leader of the Greens Tasmania re improving career services in the new Polytechnic
- Updated Helpline Business plan sent to DEEWR and Skills Australia
- Interview on ABC radio in Tasmania
- Letter published in the Australian 6 April
- Interview on ABC radio, Western Australia
- Article published in Corporate wellbeing
- Attended opening of NCDW and interview with SkillsOne.

4. Promote quality frameworks

CICA has promoted the value of the Australian Blueprint for Career Development (ABCD) in a range of forums and in the media. We are also looking at how we might review the guidelines for career information and career services.

Specific achievements – ABCD promoted by CICA at Big Skills Conference, in NCDW webseminar "Introduction to ABCD" in ABC Interview and in discussion with Commonwealth, NT and Tasmanian government.



5. Continuous improvement of quality frameworks

Over the past six months we have highlighted the inadequacy of career services and in particular the level of duplication between State and Territory and Commonwealth initiatives.

A large number of programs do not have evidence base underpinning them. CICA has indicated an ongoing need for research to develop more effective frameworks and resources to meet current needs.

6. International alliances

The Executive Director has maintained and developed international contacts with New Zealand, Canada, USA, India, UK and in particular Scotland. Further work needs to be undertaken to facilitate better connections between CICA and South Pacific countries. CICA expects to develop relationships with key South Pacific partners at the next international symposium in Wellington later this year.

Specific achievements –

- The Executive Director is presenting at the IAEVG conference in Wellington, NZ in November 2009. ED also invited to participate in a panel discussion at the conference New Zealand. This conference will also be attended by the CICA President
- CICA have held several discussions with New Zealand contacts
- CICA has written to DEEWR seeking a seat at the next International symposium focused on Pacific related issues
- New Zealand careers advisors have participated in NCDW webseminars
- Discussion with Kelly Raj – Australian Education International Counsellor for India.

7. Coordinate, develop and disseminate evidence-based research

A range of topics have been put forward to develop a research agenda. In the current climate priority is being given to the following theme areas and topics:

- student retention and attainment issues
- the role of career development in achieving Australia's compact with Australian youth
- avoiding skills shortages in the post global financial crisis through effective career strategies
- mapping career theory to current government initiatives
- entrepreneurship and career development skills
- developing benchmarks for best practice evaluation
- strategies for encouraging graduates into career development work
- improving the quality of resources for practitioners through expanding the evidence base.

Specific achievements – Papers on retention, COAG, Budget and the helpline have been prepared and distributed. Development of research agenda and clearing house in conjunction with NCVET is underway.

8. Corporate governance and organisational sustainability

Over the period under review the Secretariat has liaised with member associations and affiliates informing them of CICA progress and emerging issues. In late May CICA embarked on reviewing its governance strategies with a view to enhancing them in order to take into account the higher profile being given to CICA by its stakeholders over the past year.

Specific achievements - Evidence of quality improvement in place. CICA Executive to review and action some elements of Governance working party by at Executive meeting on 29 May 2009. Review of working parties underway. Documents developed during 08-09 include:

- CICA 3 Year Strategic Plan
- CICA Communications Plan
- CICA Secretariat Plan
- CICA Monitoring and Evaluation Plan
- CICA Business Plan January – June 2009
- CICA Policy and Procedures Manual.



Highlights

Improving student retention

CICA prepared a report (see full report at www.cica.org.au) on the role of career development in improving retention and attainment. The following key recommendations were put forward.

- 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.

Inquiry into combining school and work: supporting successful youth transitions

Based on various discussions with contacts within key national organisations and government representative groups and the overwhelming view that there is a gap in career service delivery in Australia that needs to be improved, CICA is determined to make submissions to various government enquiries and has recently responded to the national inquiry into combining school and work: supporting successful youth transitions.

Helpline Business Plan

Over the past 6 years the Career Industry Council has advocated the implementation of a national careers helpline. In 2009, CICA met with Lisa Paul (Secretary, DEEWR) and Skills Australia Chairman Philip Bullock. In addition, CICA also liaised with international experts and educationau to further develop its proposal for a national careers helpline. Following the budget in May, CICA has liaised with the Communications Branch of DEEWR to support the implementation of a modified version of CICA's original proposal.

Scoping Paper – CICA & NCVET

The Career Industry Council is cooperating with NCVET to develop a scoping paper outlining key areas of cooperation between CICA and NCVET. The discussions focus on six key areas. These include establishment of a national clearing house and research data base; development of a research strategy; managing and disseminating key research; development of student outcome resources for career advisers; building research capacity; an improving quality frameworks and developing performance indicators.

CICA Media Coverage

Print Media - articles, media releases and comment were submitted to various print media organisations resulting in articles being published in the Australian Financial Review, The Australian, CareerOne in various News Ltd papers, The Age, The Sydney Morning Herald and Corporate Well Being magazine.

Radio interviews were aired on ABC Western Australia and ABC, Tasmania (topic - Skills shortages)

CICA articles - articles contributed by CICA have appeared in the following publications - Australian Journal of Career Development, Australian Career Practitioner (CDAA).

NCDW Highlights

- **688 events** are currently registered on the website with 231 of these events being held during the week. Please note that at least 40% of these single registrations are for a program of 5 separate events. 248 of the events registered on the website are still to be held during the rest of 2009
- **TV coverage** – an interview about NCDW (with NCDW Ambassador Anthony Field and Karen Penrose) was shown on Channel 10 evening news on Wednesday 20 May 2009
- **Print** - 63 newspaper articles across Australia reported on NCDW events taking place during celebration week
- **TV** - The National Career Development Week / Wiggles Community Service Announcement (CSA) TV advertisement was shown on all TV networks (regional and metro) and Fox during the week 18 – 24 May 2009
- **Radio** - Three different radio CSA's (Steve Liebmann, Blue Wiggle and a mixed age voices one) were aired across all radio networks (regional and some metro)
- **Cinema** - The National Career Development Week / Wiggles advertisement aired in two major cinema locations (Brisbane & Sydney) during the week (for the purpose of career development research)
- 27 events were selected as **Lead Events** to receive additional resources, media and case study profiles to profile the diversity of events across the country. Two of these events were filmed by NCDW.

