

cica

career industry council of australia



Career Industry Council of Australia

Annual Report 2009 - 2010

one voice - many echoes

9 June 2010

www.cica.org.au

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(Illustrative selection of key contacts during the period under review)



President's report

This President's report is an introduction to the Annual Report of the Career Industry Council of Australia (CICA) Inc for the period July 2009 to June 2010.

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.

CICA has had considerable success in raising the profile and quality of career development in Australia. It is improving the quality of career development through the implementation of professional standards and other frameworks and endorsing courses that meet the standards. It has been successful in increasing awareness of career development. In 2010 over 2 million Australians attended National Career Development Week activities which is a CICA initiative.

As the only industry body concerned with transitions, CICA is expanding its connections across sectors and a very broad range of stakeholders and agendas to fulfil its vision to enhance participation and productivity by advocating the individual, social and economic benefits of quality career development for all Australians.

It is essential to ensure that effective career development systems are in place as this government implements its agenda for youth attainment and retention, higher education participation by SES target groups, national curriculum and other human capital development activities.

To quote outgoing President Mike Geeves "CICA has developed into a mature organisation recognised within the Profession and without by the many stakeholders as the national peak body for the Career Profession or Industry in Australia".

In large measure CICA has achieved this status and recognition through its efforts to circumscribe the professionalism of our Industry through its strategic and key role as the 'gatekeeper' of quality in regard to practitioners, services and information.

With this strategic focus, CICA as the national peak body has continued its role of representing the Profession to government and the many other stakeholders at the national level and in influencing public policy. The establishment of the national helpline using professional career practitioners, resulted from CICA's lobbying the Deputy Prime Minister and the Secretary of DEEWR and is a leading example of CICA's influencing public policy development.

CICA has developed processes to endorse vocational graduate certificates and post-graduate career related courses that meet the standards for career development practitioners across Australia.

In delivering on its commitment to improving quality, CICA is reviewing guidelines and benchmarks to support schools, TAFES, Colleges, Universities and industry to assess the quality of their service provision.

During the past year CICA has established Career Development Research Australia (CDRA), a centre for career development research, to ensure that career practitioners have access to a stronger best practice evidence base.

I wish to thank and acknowledge the work of Peter Tatham as Executive Director of CICA and Karen Penrose CICA Communications Director and Project Director for NCDW as an outstanding secretariat. CICA is fortunate to be managed by a team of experts that have consistently demonstrated their capacity to interpret and translate the needs of CICA members and sound policy directions from CICA for governments at the federal level and more recently at the state level to ensure that quality career development services are available widely across all levels of the



Australian community. Both the Council and the individual associations of CICA have benefited enormously from their expertise, and their capacity to lead the organisation at critical decision making times has ensured that the voice of CICA has been at the right table before career development policy decisions are completely enacted.

Secondly, I wish to acknowledge and thank the individual associations of CICA who have supported the outgoing Executive Committee and its critical work in reviewing the governance structure of CICA after a significant period of management under the old constitution. The new governance structure will allow for more targeted project development, more interactions with government policy and implementation plans for career services and is more reflective of the association's members by continuing to provide strong leadership and drive in public policy matters. Whilst change management can be difficult in any organisation, we should acknowledge that there has been a smooth transition to the new structure which is reflective of the high professional standards and collegial capacity that this organisation has enjoyed from its inception, largely because of the original founding members' desire and goodwill to establish a nationwide peak body that reflected the needs and interests of all career development practitioners across the country.

I would especially like to recognise and thank Mike Geeves (former President) of CICA who as a founding member of CICA has ensured its capacity to go from strength to strength and has allowed all CICA members to grow and develop first under his guidance as Secretary of CICA for six years and more recently as President. We must acknowledge his skill in developing the best minutes, agendas and schedules that have kept CICA on track and organised with the capacity to respond quickly to all issues related to project management, development of the standards and the establishment of a Secretariat. The combination of army precision training, nine years as President of CAANSW, working in the school sector and dealing with enormous cohorts of secondary students as an outstanding career practitioner has ensured that CICA has benefited tremendously from his management style and leadership. Mike is a career practitioner of extraordinary potential and capacity who has volunteered his time and energy to the betterment of all CICA members and to the wider career community.

Mike's capacity to not only read constitutional law but understand it to ensure that the new and improved CICA constitution reflects the current capacity of the organisation to further develop and lead the career development landscape in this country must be acknowledged and congratulated. Mike has always approached matters of constitutional review with vigour and enthusiasm enabling CICA members to feel confident that their presence and participation in CICA governance issues have been valued and paramount in the many review processes. Mike you have been a strength and mentor for many of the school based practitioners and your understanding and dogged determination has set a higher standard for all school based career practitioners to aspire to. A strength of character, true understanding of mateship and a fantastic television and video personality has been acknowledged by all your career colleagues around the nation and in New Zealand. Thank you for three formative and fantastic years as our President.

I'd like also to acknowledge Carole Brown and Les Emery for their contribution to CICA and welcome all members of the new CICA Executive committee following their election at the AGM on April 30, 2010.

We look forward to contributing to the strengthening of career services for all Australians over the next 12 months. These are exciting and progressive times for CICA – career development is being translated at the state level through federal KPI's as a catalyst to improve the delivery of careers services across the country. CICA needs to ensure that quality career development services and products are not lost in translation - we have a critical voice to ensure that career development of all Australians is core business across the country, the career landscape is growing and we will drive it. There is much new work to do!

CICA is very grateful for the support received from the Australian Government and we hope that we can continue to contribute to the building of Australia's human capital.



Bernadette Gigliotti
President (since 30 April 2010)

Some content of this President's Report was provided by Mike Geeves (President to 30 April 2010)



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

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 Athlete Career and Education Program (NACE) – represents career practitioners working with elite athletes

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 is comprised of the Presidents of its member organisations or a representative, all of whom are volunteers.

CICA Association representatives

ACTCEA - Deanne Reynolds

CAANSW – Mike Geeves

CEAV – Bernadette Gigliotti (President)

CEAWA – David Carney (Treasurer)

CEANT – Janice Lee

CDAA - Dr Peter McIlveen (Vice President)

GCA – Bruce Guthrie

QASA – Pat Smith

QGCA – Dr Mary MacMahon (Quality & Standards Portfolio Officer)

NAGCAS – Joanne Tyler (Research Portfolio Officer)

NACE – Alison Childs (Secretary)

RCAA – Louise Bilato (Business Development Portfolio Officer)

CICA Secretariat

Executive Director – Peter Tatham

Communications & Project Director – Karen Penrose



CICA's 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. Through National Career Development Week, CICA aims to strengthen public awareness of career development, and supports access to career education for all Australians.

During 2010, CICA has strengthened its position of leadership in advocating the benefits of career development for all Australians. CICA activities during 2010 have aligned with the aspiration to achieve the vision and key business priorities as identified in the 2008 – 2011 Strategic Plan.

CICA Mission

- Advocate the benefit and value of career development for all Australians
- Promote access to career development learning and skill development for all Australians across the life-span
- Develop research and evidence base to inform policy and best practice
- Develop strategic relationships with stakeholders and policy makers
- Promote quality frameworks to all stakeholders
- Influencing government, industry and community sectors to embed Career Development in workforce development
- Influence all education sectors to embed Career Development in curricula
- Enhance collegiality within the career industry to achieve agreed goals
- Promote, implement and maintain professional standards for Career Development practitioners
- Enhance relationships with the international Career Development community.

CICA strategies

- Develop strategic relationships with stakeholders and policy makers.
- Implementation of professional standards and accreditation.
- Promote access and advocate the benefits of career development.
- Promote quality frameworks.
- Continuous improvement of quality frameworks.
- International alliances.
- Coordinate, develop and disseminate evidence-based research.
- Corporate governance and organisational sustainability.

Annual General Meeting

The 2010 Annual General Meeting was held on 30 April 2010. The following members were elected to the Executive:

- President – Bernadette Gigliotti (CEAV member)
- Vice President – Dr Peter McIlveen (CDAA member)
- Treasurer – David Carney (CEAV member)
- Secretary – Alison Childs (NACE member)
- Business Development Portfolio Officer – Louise Bilato (RCAA member)
- Quality & Standards Portfolio Officer – Dr Mary McMahon (QGCA member)
- Research Portfolio Officer – Joanne Tyler (NAGCAS member).



Executive Director's Report

Background

CICA's vision is to enhance participation and productivity by advocating the individual, social and economic benefits of quality career development for all Australians. In essence CICA is a key catalyst to quality improvement in career services and access in Australia. To this end, CICA is focused on National, State and Territory responses to career development needs and works cooperatively with key stakeholders to achieve systemic quality improvements in the national career development system.

Key outcomes

CICA is clearly making strong progress in relation to its contribution to the quality improvement of career services in Australia. The following are a selection of CICA's significant outcomes during the 09/10 year:

- Enhanced processes for compliance of career practitioners to meet professional standards
- Consulted with the Australian government and every state and territory in relation to improving career development service delivery to meet COAG transition and retention priorities
- Consulted with all University providers of career development qualifications in relation to course endorsement
- Established Career Development Research Australia (CDRA) to provide a stronger evidence base for career development services in Australia
- Partnered with DEEWR to ensure that all staff contracted for the Department's *Keep Australia Working* Careers Advice Telephone Helpline meet the qualification requirements of the Professional Standards for Career Development Practitioners
- Consulted with ACARA on national curriculum issues pertaining to career development learning
- Contributed to national inquiries on workforce development, student part time work, taxation, and the *Taskforce for Strengthening Government Service Delivery*
- Presented and participated at conferences and key stakeholder forums including NCVET, BHERT, CEAWA, Northern Territory government, CEAWA, CEAV, CDAA, TDA, ALA, etc
- Participated as a member of the Australian Country team at the 5th International Symposium and represented this team at the formation of the Pacific Careers Network. CICA has an ongoing role in this network and is developing links in the Asian region to establish an Asia Career Development Network
- Conducted a Roundtable aimed at improving awareness of career development in vocational education and TAFE providers
- Met with national stakeholders (including, Defence and Minerals Council) to develop opportunities for career development services to facilitate employment outcomes
- Worked with NCVET to develop options for collaboration over the next three years
- Partnered with *myfuture* to influence quality improvements in career information in line with CICA's Career Information framework. CICA has been invited by the CEO to provide ongoing input to the newly formed Education Services Australia
- CICA has connected with international career development experts in the UK, Canada, USA, Finland, Austria, India, Denmark and Norway amongst others and with the International Centre for Career Development and Public Policy
- Careers organisations in the UK, Canada and NZ have also contacted CICA for consultation and advice.



The evidence is clear that career development services:

- are an effective economic and social policy tool
- will strengthen strategies to build Australia's human capital
- will assist in meeting emerging challenges related to improving productivity and workforce participation, overcoming skills shortages and a range of issues linked to community development and social inclusion.

CICA is increasing the level of understanding nationally, across the sector and with policymakers by improving online and other publications and through National Career Development Week. The latter initiative reached more than 2 million Australians through 849 events during the period 1 July 2009 – 30 June 2010.

In addition, CICA contributes regular updates, articles, radio interviews and a column for the *Australian Journal of Career Development*. In 2011, CICA is likely to take over the operation of this Journal and expand its readership through a range of new initiatives. The Journal has an international reputation and is the only career related evidence based journal in Australia.

Over the next three years CICA has determined that it will:

- Undertake a point in time review in 2010/11 and update the Professional Standards for Career Development Practitioners (due 2013)
- Review and operationalise guidelines for career service delivery and information frameworks
- Further strengthen its contribution to achievement of outcomes under relevant national partnership agreements
- Contribute to ACARA national curriculum development by focusing on opportunities for career development learning within the curriculum
- Develop partnerships with key stakeholders to support improvements in career development learning and practice across the education and employment sectors
- Further strengthen linkages to state and territory departments responsible for career service provision and broaden involvement with Australian government departments whose priorities will be effectively served by improved career development strategies
- Increase its focus on social inclusion and career development
- Increase its focus on auditing and evaluation of good practice in delivery of career develop services
- Increase linkages to international career development research centres to improve service delivery in Australia
- Develop a framework for establishing an Asia career development network
- Pilot web2/3 initiatives and develop frameworks for stakeholders
- Consolidate, share and distribute evidence-based research
- Provide further enhancements that protect the public interest in relation to access to quality career development services provided by qualified career development practitioners
- Explore opportunities for the long term sustainability of CICA
- Undertake research that contributes to the development of metrics to support policy makers to measure outcomes
- Continue to support a demand driven education system.



Peter Tatham
Executive Director



Progress against Key Business Priorities

Progress made across each of the eight strategic CICA priorities.

1. Developing strategic relationships with stakeholders and policy makers

Strategic relationships are underway with many organisations including TAFE Directors Australia (TDA), Education Service Australia (formerly Educationau and Curriculum Corporation), NCVET and Adult Learning Australia. Broad ranging discussions have been conducted with dozens of other organisations, business, education providers and community groups (see Appendix A - Selection of key contacts). Other CICA activities include a regular newsletter and the redevelopment of the CICA website (to be launched July 2010).

Outcomes:

- Relationships with key stakeholders are more clearly defined and progressing
- CICA is being invited to a range of events and consultation processes, eg. invited to participate in the NCVET Roundtable in the Senate, and present at BHERT Roundtable,
- Roundtable - *Improving the Career Literacy of Young People* – was hosted by CICA and TDA. Participants included, NCVET, BHERT, AI Group, VETnetwork, NSW DET, DEEWR, Principals Australia, Skills Australia, Educationau and representatives from specific TAFE and tertiary educational institutions. Results have included - developing strategies for career literacy in this sector; increased awareness and closer relationship with the VET sector; building stronger partnerships with all participating organisations which have resulted in invitations to provide consultations and presentations, and encouragement from participants to host follow-up forums
- Meetings with the Deputy Prime Minister and advisers
- Meetings with all State and Territory government representatives
- Contributed to the Australian Country Paper for the 5th International Symposium on Career Development and Public Policy in Wellington New Zealand.
- Member of the Australian Team attending the 5th International Symposium on Career Development and Public Policy in Wellington New Zealand.
- Presentation and Meeting with *Taskforce for Strengthening Government Service Delivery*
- Careers organisations in the UK, Canada and NZ have consulted CICA for advice regarding CICA initiatives, including National Career Development Week.



2. Implementation of professional standards and accreditation

Over the period under review, the Executive Director has worked with the Qualifications Endorsement Committee (QEC) to achieve CICA endorsement of courses in career development.

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 has been actively encouraged and is being progressively adopted by members.

Outcomes:

- Endorsement of Courses (Graduate Certificate in Career Development, Graduate Diploma in Career Development and Masters) at Queensland University of Technology, University of Southern Queensland, Edith Cowan University and Auckland University of Technology (NZ)
- CICA has undertaken considerable work to develop processes to endorse vocational graduate certificates. Applications received to date have not met the requirements for endorsement
- The endorsement process is underway for James Cook University and Australian Catholic University courses
- Professional standards are being taken very seriously by practitioners, CICA Association members and providers. For example - Selection Criteria for positions with a careers function in Australian Universities are now advertised as needing to be able to meet the CICA Professional Qualification Standards
- Increased number of enquiries from Practitioners regarding endorsed courses
- CICA standards qualifications are required for all *Keep Australia Working* helpline staff
- Providers of all Australian postgraduate courses have advised their intention to lodge an application for endorsement of their courses.

3. Promote access and advocate the benefits of career development

Regular updates are distributed to a growing number of stakeholders. Articles have been published in various media and radio interviews have been broadcast in Victoria, WA and Tasmania. All Premiers and Minister's for Education have been contacted. Presentations have been given in a range of environments. Submissions have been made to several government enquiries including the Henry Taxation Review. Selection to attend key discussion groups is increasing (eg. NCVER and BHERT).

Outcomes:

- Completion of the CICA brochure *Why Career Development Matters*
- CICA Executive Director has a regular column in the *Australian Journal for Career Development*
- ACER invitation to CICA to discuss the possibility of CICA managing the *Australian Journal for Career Development*
- Increasing awareness of career development and of CICA
- Recognition of the need for transition support
- Representations have been made to government departmental staff and Australian Government, State and Territory governments
- National Career Development Week (NCDW) is the primary project to promote access and advocate the benefits of career development. Increased emphasis in 2010 on the alignment of key CICA strategies to improve awareness across the 849+ NCDW events (see NCDW Highlights)
- The showing of two community service announcements on National TV – Wiggles CSA shown on MCN Network including Foxtel and Austar; and Angela Bishop CSA shown on Network 10
- CICA/ NCDW information booth at National Careers and Employment Expo (Melbourne, Sydney, Brisbane and Canberra) – this information booth provided career development resources and information to thousands of visitors of all ages and career stages
- Interview with journalists from various print media organisations including, SMH and the Courier Mail
- Invitation to participate in *myfuture* Asia Skills Reference Group.



4. Promote quality frameworks

Various activities of CICA promote the value of four important frameworks that together ensure that career development practitioners, and organisations who develop or fund career development services and information products, work within national quality frameworks. Promotion by CICA and NCDW of these quality frameworks have been an integral part of all discussions and communications with stakeholders.

These frameworks are:

1. The Australian Blueprint for Career Development (ABCD)
2. CICA Professional Standards for Australian Career Development Practitioners. Included in the Professional Standards is a Code of Ethics and minimum qualification standards for Practitioners
3. CICA Guiding Principles for Career Services and Career Information Products.
4. Australian Career Development Studies package.

Outcomes:

- CICA has positioned itself to have a strong influence on the national quality agenda
- ABCD promoted by CICA/NCDW at National Careers and Employment Expos, in NCDW workshops at conferences and on NCDW Event Registration information
- Consultation with Mission Australia regarding Professional Standards
- ABCD has been promoted in discussion with Australian, State and Territory governments
- ABCD has been promoted in discussions with ACARA
- Increased adoption and use of the Continuing Professional Development templates on the Active8 Evolve system.

5. Continuous improvement of quality frameworks

During the period under review CICA has reviewed how we might improve the current frameworks. The Professional Standards have been updated to reflect the review regarding the Certificate IV in Career Development courses and the endorsement process.

Outcomes:

- CICA is positioned as a significant player in the national quality agenda
- Review commenced of the CICA Professional Standards for Australian Career Development Practitioners
- Review commenced of the CICA Guiding Principles for Career Services and Career Information Products.

6. International alliances

CICA has connected with international career development experts in the UK, Canada, USA, Finland, Austria, India, Denmark and Norway amongst others and with the International Centre for Career Development and Public Policy. (see Appendix A - Selection of key contacts – International)

Outcomes:

- Regular contact with international colleagues
- Contributed to the Australian Country Paper for the 5th International Symposium on Career Development and Public Policy in Wellington New Zealand.
- Member of the Australian Team attending the 5th International Symposium on Career Development and Public Policy in Wellington New Zealand.
- Represented the Australian Team at the formation of the Pacific Careers Network. CICA has an ongoing role in this network
- Developing links in the Asian region to establish an Asia Career Development Network
- CICA's President has been invited to present to policy, career and schools delegates in Brunei as part of an Australian High Commission delegation
- CICA has been invited to participate in a Study Tour to Korea as a guest of the Asia Business Foundation
- Careers organisations in the UK, Canada and NZ have consulted CICA for advice regarding CICA initiatives, including National Career Development Week.



7. Coordinate, develop and disseminate evidence based research

In February 2010 CICA established Career Development Research Australia (CDRA) as a centre to collate and develop evidenced based research for career development services in Australia.

Outcomes:

- Environment Scan was completed to assist CICA in scoping the feasibility of a centre for career development and contacting relevant stakeholders
- The nine leading Australian researchers and published authors in career development have accepted CICA's invitation to be founding members of CDRA. These researchers include: Dr Peter McIlveen (USQ), Dr Mary McMahon (UQ), Dr Jim Bright (ACU), Dr Robert Pryor (ACU), Dr Ros Cameron (SCU), Dr Joanne Earl (UNSW), Dr Peter Creed (Griffith), Col McCowan, Dr Wendy Patton (QUT).
- CICA is currently seeking the services of a Research Assistant to support CDRA
- CDRA website is currently under construction
- Consultation with international research centres in UK, Europe and Canada
- Partnered with NCVET for cross collaboration opportunities
- CICA and ACER currently discussing the CICA management of the *Australian Journal for Career Development*.

Brief outline of CDRA:

In the absence of an institute or other body in Australia to take on this role, CICA has allocated funds to establish (as part of Strategy 7) a national research strategy, via a staged process. It is anticipated that some research may be supported through external and independent funding/grants.

The CDRA is a virtual/website research centre established by CICA after consultation with Australia's leading career development researchers and published authors. In the past, CICA has commissioned research which has facilitated progress and improvement in the national career development agenda. However, this new centre will facilitate a number of streams of research, including independent research (that presents the University of origin as the formal affiliate of research papers), personal research agendas and CICA commissioned and branded research.

The centre is being developed with a staged approach and CICA will retain direct involvement, ownership, operation and management of Career Development Research Australia.

A Research Assistant is currently being sought to commence the first phase of this project, comprising benchmarking the existing research effort and annotating and collating all existing research to be referenced within the CDRA website (currently under construction) and to enable the identification of new research topics/themes. The CDRA website will be linked to the CICA website and will be promoted by CICA, its members and the CICA website.

The role of the founding members of CDRA will include: consultation, tender pool for research projects and provide broad based advice to further develop CDRA.

8. Corporate governance and organisational sustainability

During this period 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. This review resulted in a revised Constitution with the purpose of broadening its membership, increasing the number of members on the Executive; strengthening its role as an Industry Body and expanding potential stakeholder relationships.

Outcomes:

- New Constitution was ratified by all Council members on 30 April 2010
- After an interview process new two year contracts were offered to Peter Tatham (Executive Director) and Karen Penrose (Communications & Project Director)
- New Business Development Portfolio Officer positions have been created on the Executive to advance the development of organisational sustainability.



NCDW Highlights

- **849 events** are currently registered on the website for the year 1 July to 30 June 2010 with 254 of these events being held during the Celebration week (17 – 23 May 2010). 70 events have been registered for the period starting 1 July 2010 (NCDW 2011)
- Over **2,000,000** Australians participated in NCDW registered events
- **TV coverage** - three specific NCDW stories & more than 765 TV CSAs in 2010 (many of these during prime-time) from 24 April to 26 May (with CSA campaign still ongoing until 30 June)
- **Radio** - 39 specific NCDW stories and a minimum of 3176 CSA spots
- **Print** – 211 specific NCDW stories (many of these were also available online)
- **Web** – NCDW specific story on *Home & Away* website (257,006 unique users in April 2010) & 15,000 mentions/features/links to NCDW resources on internet URLs (excluding NCDW URL)
- **YouTube** – 19,206 times NCDW videos viewed.



Business Plan Tasks and Progress

Strategy 1: *Develop strategic relationships with stakeholders and policy makers* - progress against Tasks is noted below. See page 10 for detailed outcomes.

TASKS	PROGRESS
Develop criteria for stakeholder alliances	Criteria developed
Conduct an environmental scan of current and future strategic relationships to advance mission statement	Completed
Review policy documents to see where links are	Review of current policy documents completed, new policy documents are reviewed as they arise
Identify, categorize and prioritise a list of stakeholders	Initial list has been identified, categorized and prioritised based on CICA priorities and the priorities of individual stakeholder organisations. This is an ongoing task as new stakeholders are identified.
Create a small flexible database recording stakeholder details and categories	Database created and updated as required
Prepare a script for developing links for a strategic relationship	Script developed and adapted as required
Discuss and agree framework for relationship with each additional stakeholder	Meetings and discussions have been held and progressed dependent on stakeholder timeframes
Implement arrangements for on going dialogue with stakeholders and policy makers (including the development of position papers)	Arrangements are made as required and as opportunities arise. Position papers are developed at every opportunity
Facilitate relationship development utilizing National Career Development Week (NCDW)	Through NCDW, relationships have been developed with many private and public sector organisations. Eg: Defence Force Recruiting, Network 10, National Careers & Employment Expo and local, state and territory government departments.
Monitor and report on stakeholder relationships annually	Secretariat report monthly to CICA

Strategy 2: *Implementation of professional standards and accreditation* - progress against Tasks is noted below. See page 11 for detailed outcomes.

TASKS	PROGRESS
Continued promotion of standards and assistance to organisations seeking accreditation	See full list (page 11). All tertiary course providers are aware of the endorsement process and courses are considered for endorsement when received. Process ongoing
Continuing Professional Development database and policy	The standardized database and policy has been developed and all member organisations have either adopted the system or are currently evaluating implementation.
Develop reporting framework from associations regarding compliance with standards	Reporting framework has been developed.
Plan and schedule an ongoing process of review of the standards and compliance	Progress is reviewed twice yearly
Review accreditation/endorsement process for course providers	Process is continually reviewed by Course Endorsement Committee (CEQ) to ensure quality standards. CEQ meet as required on receipt on applications.



Strategy 3: *Promote access and advocate the benefits of career development* - progress against Tasks is noted below. See page 11 for detailed outcomes.

TASKS	PROGRESS
Undertake further research to determine key benefits of career development (individual, social and economic benefits and impact on participation, productivity)	Constantly ongoing and disseminated to stakeholders through newsletters. New brochure “Why career development matters” has been published by CICA.
Engage member associations	Strategy has been developed
Contribute to the development of a nationally consistent language for career development	Constantly ongoing and disseminated to stakeholders through newsletters. New brochure “Why career development matters” has been published by CICA.
Develop a data base of major career programs across Australia	Compiled and updated by Executive Director
Identify gaps in career services in Australia and propose solutions to stakeholders	Ongoing as identified
Develop appropriate communication tools and resources across a range of mediums	The National Career Development Week resources promote the benefits of career development through the website, print media, NCDW merchandise messages, downloadable resources, Expos, TV, YouTube, radio, etc
Develop evaluation (measurement) tools and KPIs	Under development
Compile a list of key government and industry contacts and schedule meetings – establish database and provide regular briefings	Database created and updated as required
Monitor government activity and enquiries to determine areas where CICA input is appropriate	CICA is regularly invited to provide comment as a direct result of CICA’s monitoring activities for opportunities for comment/input. Monitoring for opportunities is ongoing
Identify opportunities for stakeholders to cooperate in improving cost effectiveness of service delivery through reduction in duplication and improvement in access to career services (including use of technology)	Opportunities constantly being investigated by Executive Director
Promote National Career Development Week to promote awareness of career development	Ongoing and part of NCDW Communication Strategy. CICA promotion of NCDW activities and website links
Undertake a regular series of visits to key identified people	Executive Director maintains regular phone and email communication and visits (as appropriate) with key contacts.



Strategy 4: Promote quality frameworks - progress against Tasks is noted below. See page 12 for detailed outcomes.

TASKS	PROGRESS
Develop further documentation to facilitate implementation of professional standards (including a scoping document for the future quality framework)	Currently under review
Prepare and distribute position papers promoting the implementation of career development (and specifically the ABCD) into the curricula	See page 12 for full details. Ongoing as opportunities are identified
Lobby the Minister of each State with information on quality framework and relevant career development issues before key decisions/meetings are made on career matters (MCEETYA)	Correspondence has been forwarded to all appropriate Ministers numerous times throughout the year. Database has been established and is maintained
Write articles for media publications and industry journals to promote quality frameworks	As opportunities arise
Develop evaluation (measurement) tools and KPIs	All Member Associations are required to provide a report at next full Council meeting in October 2010

Strategy 5: Continuous improvement of quality frameworks and other tools to enhance the quality of Australia's national career development system - progress against Tasks is noted below. See page 12 for detailed outcomes.

TASKS	PROGRESS
Establish a Quality Assurance Working Party within CICA	Established – Mary McMahon elected Portfolio Officer
Develop examples and case studies of applications	Ongoing
Develop a checklist or matrix of compliance issues	Under development
Undertake regular international comparison of best practice (international symposia)	Regular communication between CICA Executive Director and international equivalents (See list page 22)
Develop evaluation (measurement) tools and KPIs	Ongoing and tools still under development
Investigate the feasibility of a quality assurance mechanism for career products and services	Being developed from Guiding Principles
Further develop the Guiding Principles for Career Development Services and Information Products and review annually	Review scheduled



Strategy 6: International alliances - progress against Tasks is noted below. See page 12 for detailed outcomes.

TASKS	PROGRESS
Develop a position paper on Asia/Pacific careers issues	Ongoing
Establish a data base of career contacts across the region to share knowledge and practice	Database created and updated as required
Research international opportunities (open dialog)	Regular communication between CICA Executive Director and international equivalents (See list page 22)
Contribute to country paper for International Symposium	Completed
Send delegates to IAEVG (consultants with CDANZ and CATE)	Completed
Partner with countries in the region to develop careers network in Asia/Pacific region (develop framework paper for a regional forum)	Attended inaugural meeting of Pacific Network and member of working party
Develop communication tools and improve CICA website for information exchange within international network	New website currently under construction. Scheduled to go live July 2010

Strategy 7: Coordinate, develop and disseminate evidence-based research - progress against Tasks is noted below. See page 13 for detailed outcomes.

TASKS	PROGRESS
Conduct a scan to identify key research documents – nationally/internationally	Completed
Determine how will it be catalogued and stored and where located	Under development. To be housed on Career Development Research Australia (CDRA) website, managed through CICA website. Catalogue categories to be development with assistance of Research Officer currently being sourced
Determine what is missing and consider strategies to cover	Ongoing
Determine how availability of the resources will be promoted to relevant people	Communication Strategy will be developed once permissions obtained
Develop and implement a maintenance regime to keep the repository current	To be developed in consultation with consultation with researchers and Research Assistant
Investigate closer cooperation between CICA and the Australian Journal of Career Development including scoping out the possibility of the AJCD being the national journal of all member associations	Discussions are currently underway with ACER for CICA to take over the management and ownership of the journal
Establish an annual research agenda and facilitate new research that supports an improvement in quality and identifies gaps in service delivery	Part of next stage of consultation CDRA researchers
Develop partnerships to identify opportunities for using technology to improve career service delivery	Opportunities being actively sourced



Strategy 8: Corporate governance and organisational sustainability - progress against Tasks is noted below. See page 13 for detailed outcomes.

TASKS	PROGRESS
Establish and maintain a secretariat to support the President and resource operations (including representation, enquiries and correspondence, knowledge and records management)	Secretariat has been created and manages all day-to-day aspects of CICA
Assess all available government funding sources and other potential funding sources	Ongoing
Develop Funding Plan	Business development Portfolio Officer has been elected as part of Constitution review to develop a Strategic Funding Plan
Review constitution and structure - high level options	Completed – new Constitution was adopted as from 2010 AGM (30 April 2010)
Investigate member capitation fees and subsequent de-capitation	Under review
Investigate expanded relationship categories and potential fee income	Under review
Prepare human resource plan	Completed as part of Procedures and policy Manual
IT and website maintenance and development	Ongoing
Prepare policy and procedure handbook including corporate governance	Completed and updated as required



Addendum A - Illustrative selection of key contacts during the period under review

National

Asia Literacy Foundation
 ACARA - Robert Randall
 ACE National Network Inc (ACE) peak body for Australia's Disability Employment Services
 Adult Learning Australia - Ron Anderson
 Asia Literacy Business Ambassadors Roundtable – Mike Rowland
 Australian Cricket Association - Ben Smith
 Australian Players Association
 Australian Industry Group - Megan Lily
 Australian Institute of Teaching and School Leadership
 Australian Minerals Council
 Australian Network on Disability
 Australian Sports Commission – Emery Holnik
 Business Higher Education Round Table – Dr Sharon Winocur & various
 Career Education Association of the Northern Territory
 Chamber of Minerals and Energy WA – Ray Rose
 Career Development Research Australia– University researchers from ACU, Griffith, SCU, UNSW, QUT, UQ & USQ
 DEEWR
 Department of Defence - Air Commodore Henrik Ehlers
 Department of Education - NSW, SA, WA, QLD, TAS, VIC, NT & ACT
 Department of Employment, Education and Training (NT) - Judith Kirschner
 Deputy Prime Minister - The Hon Julia Gillard MP
 Education Services Australia - Susan Mann
 Fair Work Australia
 Food Bank of Western Australia
 Google – General Manager Karim Temsamani
 Hume Global Learning Centre (Vic) - Various
 Industry Skills Council for Transport and Logistics - Louise Bilato
 International Education Association of Australia - Helen Cook
 Joint Policy Unit on Youth Transitions (Vic) - Various
 Kormilda College
 Limestone Coasts Regional Development Board - Helen Strickland
 Mission Australia - Toby Hall
 Mordialloc College (Vic) - Emma Mestitz
 National Council for Vocational and Educational Research - Tom Karmel
 National Disability Coordination Program - Various
 National Employment Services Association (NESA)
 Network 10
 News Ltd - various
 Northern Territory Indigenous Education Council - various
 Principals Australia – Kate Castine
 Senator Arbib's office – Phil O'Donahue
 Skills Australia - Philip Bullock
 SkillsOne – Brian Wexham
 Sweet Group – Richard Sweet
 TAFE Directors Australia – Martin Riordan, Pam Caven
 Tasmanian Polytechnic - various
 Tasmanian Principals Association - Robert Banfield
 VETnetwork - various



International

Alberta (Can) Workforce Supports - Linda Willis
Association for Career and Technical Education (USA) - Janet Bray
Canadian Career Development Foundation - Lynne Bezanson
Careers New Zealand – Lester Oakes
Department of Employment and Learning (Northern Ireland) - Judith Shaw
Education and Training Foundation (EU) – Helmut Zelloth
Ergon Communications- Gray Poehnell
Finish Institute for Educational Research – Raimo Vuorinen
International Centre for Career Development and Public Policy - John McCarthy
Ministry of Education (France) – Francoise Divisia
Ministry of Training, Employment, Youth and Sports – Minister Tu’ivakano
National Career Development Association (USA)
New Zealand Council for Educational Research- Lorraine Rollands
The Promise Foundation – Dr Gideon Arulmani
Qatar Foundation – Abdulla Mohammed Al Binalli
South Africa Qualifications Authority – Samuel Isaacs
South Pacific Board for Educational Assessments - Lemalu Lafi Sanerevi
Styrian Association (Austria) Dr Peter Hartel
University of British Columbia - Norm Amundson
Warwick Institute for Employment Research - Dr. Jenny Bimrose

