

cica

career industry council of australia



Career Industry Council of Australia

Annual Report 2010 - 2011

www.cica.org.au

one voice - many echoes

1 June 2011

(Revised 21 June 2011)

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An updated vision statement and key business priorities

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

This Vision was adopted in November 2008. As a result of the CICA strategic planning process, in consultation with Stakeholders, CICA developed this new vision to reflect CICA's commitment to supporting all Australians to make effective learning and work decisions through the provision of comprehensive career development services.

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's mission is to work to:

- 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 a research and evidence base to inform policy and best practice
- develop a strategic relationship with stakeholders and policy makers
- promote quality frameworks to all stakeholders
- influence 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.

At the CICA Council Meeting on 8 April 2011, the Council reaffirmed the Vision and Mission and determined that they will be reviewed as part of the next Strategic Review in late 2011.

The Business Plan 2010 – 2011 identified the key strategic areas as:

1. Develop strategic relationships with Australian government, state and territory stakeholders
2. Strategic value adding relationships with key stakeholders private sector, industry and non-government stakeholders
3. Implementation of professional standards and accreditation
4. Promote access and advocate the benefits of career development
5. Continuous improvement of quality frameworks and promotion
6. Coordinate, develop and disseminate evidence-based research
7. International alliances
8. Corporate governance and organisational sustainability.

At the CICA Council Meeting on 8 April 2011, the Council reaffirmed that the strategic direction of CICA will:

- Focus on the next phase of the *Professional Standards for Australian Career Development Practitioners*
- Focus on quality improvement in Australian government, state and territory career development priorities and programs
- Concentrate on identifying income generating projects that contribute to self-sustainability and identifying gaps in service delivery
- Investigate the expansion of the membership of CICA
- Improvement of career services for VET providers.

President's Report 2010-2011

During this contract period from June 2010 to June 2011, the members of the Career Industry Council of Australia (CICA) established the first year of the new governance structure for the Council. This allowed for a more streamlined approach to CICA business delivery. It also brought with it a number of key challenges, namely the increased workload for the Secretariat to meet more frequently to action CICA contract delivery as a result of key staffing changes to the Department of Education, Employment and Workplace Relations (DEEWR) Career and Transition Branch. As with all career development journeys, change is a constant element in our lives and CICA has worked to build new relationships with Australian Government CICA contract managers in order to ensure our contract obligations over the 2010 and 2011 period were well interpreted and applied. This included scheduling additional meetings and teleconferences across the twelve month period with all key CICA and DEEWR personnel.

Over the past year, the Council has restructured to nominate an Executive Committee of seven members to formulate and drive the work of its well developed Business Plan for 2010 - 2011. This approach has been very successful with the Executive Council holding four key meetings in Melbourne over the 2010 and 2011 contract period and two full Council meetings also in Melbourne during this time. In addition to these meetings, CICA has held meetings in Melbourne and Canberra with DEEWR personnel. These meetings were productive and allowed the Council to follow through with its eight key strategic directions.

With full Council endorsement the 2010 – 2011 CICA Executive Committee comprises of:

President:	Bernadette Gigliotti (Career Education Association of Victoria Inc)
Vice President:	Dr. Peter McIlveen (Career Development Association of Australia) until 8 April 2011 Marijke Wright (Career Development Association of Victoria) after April 8 2011
Secretary:	Alison Childs (National Athlete Career and Education program) until 8 April 2011 Lainie Houston National Athlete Career and Education program after April 8 2011
Treasurer:	David Carney (Career Education Association of Western Australia)

Portfolio Chairs

Quality and Standards Chair:	Dr Mary McMahon (Queensland Guidance and Counselling Association Inc)
Research Chair:	Joanne Tyler (National Association of Graduate Career Advisory Services Australia) until 8 April 2011 The functions of this portfolio are now being undertaken by the Executive and the responsibility of this portfolio for 11/12 will be determined by the Executive after the next Strategic Review
Business Development Chair:	Louise Bilato (Rehabilitation Counselling Association of Australasia Inc)

Secretariat

Executive Director:	Mr. Peter Tatham
Communications and Project Director:	Mrs. Karen Penrose

As President, I wish to acknowledge the tremendous work of the CICA Executive Committee in further advancing the Council's vision to *enhance participation and productivity by advocating the individual, social and economic benefits of quality career development for all Australians*. The ongoing development of the CICA Secretariat has been possible through the outstanding contribution made by our Executive Director Mr. Peter Tatham and our Communications and Project Director Mrs. Karen Penrose both of whom have the total commitment and support of the Council.

The 2010 and 2011 contract period has been a year of growth but also a year of challenge as the Council has worked tirelessly to support the implementation of the National Partnerships on Youth Attainment and Transitions at the local level while at the same time participating in the Australian Government's national review to develop a national strategy for career development. Our reports throughout the year have aimed to address our work against CICA's strategic directions, but also reflect on these directions in light of the Australian Government's new initiatives that were developed after the commencement of the current contract period.



As CICA progressed through its 2010 - 2011 funding period it has:

- developed strong links with all state governments at all levels and with national stakeholders in regards to Implementation Plans for the National Partnerships on Youth Attainment and Transition
- provided expert advice on career development strategies to government and other stakeholders, particularly during the national review period
- identified areas for growth and future sustainability in regards to partnerships such as collaboration with the Asia Education Foundation and Aboriginal Employment Strategy to explore potential projects in career development within the Asian region and with Indigenous communities.
- progressed the professionalism of career development practice in Australia, by:
 - advancing the development and implementation of professional standards for career development practitioners via its member associations. The *Professional Standards for Australian Career Development Practitioners* have strategic value in advancing the Australian Government's quality agenda, and gives users of career services confidence in the services they receive. Over the current contract period, CICA has reaffirmed commitment from its twelve member career associations and over 4000 career practitioners to adhere to an ethical code of practice, to undertake continuing professional development and to agree to a minimum qualification standard. All career practitioners have been encouraged to meet these standards by 1 January 2012; and
 - CICA has endorsed a number of career development courses at higher education institutions against standards. While liaison is ongoing with endorsed courses at University of Southern Queensland (USQ), Queensland University of Technology (QUT), Edith Cowan University (ECU) and Auckland University of Technology (AUT), courses at James Cook University (JCU) and Australian Catholic University (ACU) and the University of Queensland have been endorsed and have committed to work with CICA to improve career development standards across the profession. The period of endorsement is for five years. In the case of James Cook University, there is a second review in two years.

Further details regarding the extensive body of work carried out by CICA over the year 2010-2011 are explored in the pages of this Annual Report. Moreover, it identifies for the Department of Education, Employment and Workplace Relations (DEEWR), the eight key strategic directions of the Council as outlined in The Business Plan for this period and how we have responded to priority areas that have been developed over this year. CICA has worked towards building a strong Career Development Research Australia (CDRA) as we recognise the need for evidence based learning to drive both policy and strategies in this field. We also acknowledge that CDRA is still in the very early stage of development and CICA has successfully coordinated some agreements and procedures between career development researchers to further enhance the capacity of its research arm. We will continue to enhance the CDRA model for future research work.

CICA has during this contract period, represented the career development industry at numerous enquiries, working parties, focus groups, international conferences and business round tables. The work of the Council continues and as we now enter the second phase of our growth following the full implementation of the Professional Standards for Australian Career Development Practitioners on 1 January 2012, CICA will continue to work towards a cohesive national body that builds on its past achievements, consolidates its efforts towards bringing in a quality assurance model of service delivery for all Australians.

On behalf of CICA, I thank the Australian Government for their continued support in funding the work of the council to date.



Bernadette Gigliotti
President



Executive Director's Report

Summary

Over the past year CICA has continued to deliver agreed outcomes in accordance with its Strategic Plan whilst developing options to support its sustainability.

A key focus in 2010-11 has been to ensure the continued advancement towards the implementation of the *Professional Standards for Australian Career Development Practitioners* by the Member Associations and their members, and strong progress has been made.

CICA continues to work cooperatively with all member associations and a range of stakeholders to identify gaps in service delivery. In the period under review, CICA has also focused on increasing stakeholder relationships nationally through discussions with indigenous organisations, VET related organisations and with state and territory representatives.

During the period, CICA has given significant attention to its future direction under changing funding arrangements. CICA recognises that no funding will be available after June 2012 under its current funding arrangements with DEEWR.

To that end CICA has commenced exploring opportunities to support its sustainability. CICA has commenced a process to review its structure, size of secretariat and future work. A review of models to support sustainability that do not impact on the sustainability of member associations has commenced. However CICA has not yet reached a final position on the best way forward. This matter will be finalised at the next full CICA meeting in October 2011.

In the period under review CICA has increased its involvement in activities that support improved participation in the labour market. There is potential to develop partnerships aimed at strengthening the role in participation. To this end, it is also encouraging to note that in the Australian Government May 2011 Budget that announcements under the "Building Australia's Future Workforce" package have a strong career development focus. Corresponded between CICA and Senator Evans's Office has identified that CICA association members may be involved in delivering services under the Australian Apprenticeships Mentoring initiative. CICA will further explore other opportunities to contribute to this new initiative.

Overall, CICA continues to make good progress toward achieving minimum levels of qualification for career development practitioners delivering career development services. For example, a recent snapshot report of jurisdictions indicates that there are positive impacts resulting from the introduction of the Professional Standards for Australian Career Development Practitioners where adopted. These impacts include recent confirmation from the Office of the Minister for Tertiary Education, Skills, Jobs and Workplace Relations that a number of Career Information Centre staff meet the required qualifications to meet the Professional Standards for Australian Career Development Practitioners and the increased industry and non-industry enquiries to CICA regarding the standards. Further encouragement is required for those jurisdictions who do not yet meet the minimum standards for people working in the sector. All twelve member associations have confirmed that they are on track to be compliant by January 2012.

In addition, CICA is pleased with the level of commitment Universities have shown to having their courses endorsed. Progress is being made in relation to endorsement of vocational graduate certificates. It is expected that by 1 January 2012 all Australian Higher Education career development courses will have applied for endorsement and been assessed.

Finally, it must be acknowledged that CICA member associations have demonstrated great commitment to improving the minimum qualifications of career development practitioners in Australia and that excellent progress has been made in relatively short time frames largely because of CICA partnership with the Australian government.

The Executive Director's Report continues on pages 8 to 14 with a Report on Progress against the Key Business Priorities as identified in the 2010-2011 Business Plan in table format as requested by DEEWR in March 2011.



Executive Director's Report - Progress for the Year against Key Business Priorities

PRIORITY - CICA SECRETARIAT

Strategic response	Outputs	Outcomes
Coordinate views from member associations in key stakeholders and provide advice and facilitate the implementation of CICA priorities.	<p>Conduct regular meetings in person and by teleconference and online</p> <p>Reports developed and presented on progress against standards, course endorsement , Australian government budget snapshot</p>	Views of CICA members and stakeholders collected and priorities established, reports developed and responses made. CICA members contacted weekly on average.
Update members	Regular communication and updates to all associations on national and international developments through newsletters, presentations, website, webseminars and through the AJCD	<p>Level of input from member association and their members is increasing</p> <p>Increased CICA participation in member association conferences and professional development</p>
Represent CICA at various forums, symposia, government and non government meetings and summits	Represent CICA policy positions & the role of career development in relation to forum or summit priorities	<p>Representation of the role and importance of career development programs and activities CIAC input requested on a weekly basis</p> <p>Regular feedback from associations and their members on issues raised Presentations eg Career Development Association of Australia (CDAA), TAFE Director's Australia (TDA), Education Services Australia (ESA), Asia Education Foundation (AEF), Career Associations, Korean Research Institute for Vocational and Education Training (KRIVET), Colony 47, CDAA research forum etc</p>
Contribute to national enquiries on relevant issues	Submissions prepared and submitted (eg Productivity Commission –VET workforce, National VET Equity Advisory Council (NVEAC) Equity Blueprint, National Resource Sector Taskforce, Skills Australia etc)	<p>CICA member association viewpoints represented</p> <p>Feedback and follow up discussions with inquiry representatives.</p>



PRIORITY –**STRATEGY 1. DEVELOP STRATEGIC RELATIONSHIPS WITH AUSTRALIAN GOVERNMENT, STATE AND TERRITORY STAKEHOLDERS**

Strategic response	Outputs	Outcomes
Maintain DEEWR partnership	<p>Significant regular contact across the Department</p> <p>Very regular discussions regarding the contract and future sustainability with DEEWR</p> <p>Exploration of potential project funding to contribute to CICA sustainability (investigation of opportunities of "Building Australia's Workforce" funding outlined in the Australian Government May 2011 budget)</p>	<p>Met with DEEWR representatives in August 2010, September and April 2011. Regular telephone discussions with various DEEWR branches</p> <p>Awareness that DEEWR operational funding of CICA will end in June 2012</p> <p>Recognition that sustainability options for CICA and its future structure is a critical priority for the CICA Executive</p>
Correspondence to all NPA contacts and face-to-face or telephone discussions with contacts in every State & Territory.	Discussions with all jurisdictions and CICA contacts within jurisdictions	<p>Identification of areas of good practice and follow up snapshot; encourage governments to employ qualified career practitioners</p> <p>Updated member association on NPA Collaborate with the Commonwealth government</p>
Contribute to the review of the National Career Development Strategy	Face to face and teleconference meetings with consultants. Continuing to provide input into this process.	Interviews with three of the four consultants. Discussions have taken place at least monthly and often several times. It is not yet clear how CICA views have been heard or accepted
Support CEAV partnership with Victorian government	Input (November 2010) in to the development of careers curricula for all Victorian schools, ACE and TAFE 15 to 19 year olds	<p>Curricula implemented</p> <p>Recognition of the value of the CEAV model for CICA</p>
Undertake State and Territory snapshot	<p>Report produced and distributed (April 2011)</p> <p>Follow up discussions with Vic, SA and Tas. Govt. to undertake reviews</p>	<p>Identification of qualification gaps in jurisdictions</p> <p>CICA to put a formal proposal to jurisdictions in late 2011 re encouragement of jurisdictions to work toward minimum qualifications</p>
Seek opportunities for collaboration and involvement in quality assurance with jurisdictions	Regular meetings, distribution of reports teleconferences; links and meetings with Commonwealth departments and bodies such as Skills Australia etc	<p>Greater awareness of opportunities for consultation and to highlight the need for inclusion quality career development services in relevant government initiatives.</p> <p>Encouraged governments to adopt professional standards</p>



PRIORITY –**STRATEGY 2. STRATEGIC VALUE ADDING RELATIONSHIPS WITH KEY STAKEHOLDERS PRIVATE SECTOR, INDUSTRY AND NON-GOVERNMENT STAKEHOLDERS**

Strategic response	Outputs	Outcomes
VET Sector (various contacts) to identify cost effective solutions to inadequate levels of career service provision	<p>Collaborative Forum with key players in the VET sector to explore improving career services.</p> <p>Paper developed and proposal submitted to ESA and myfuture - focused on technological solutions</p> <p>NCVER commissioned to prepare a policy paper in conjunction with CICA</p>	<p>Raised awareness of the inadequate level of career services available in the sector</p> <p>Potential for further collaboration to develop project and submit for funding</p> <p>Agreement reached with NCVER to provide a research paper by August 2011</p>
Collaborate with Asia Education Foundation (AEF)	Visit to Korea; presentation at the AEF Summit	Improved understanding of Asian languages and culture as a career literacy; coordination of discussions to form an Asia Pacific Career Development Network (APCDN)
Collaborate with Education Services Australia (ESA)	Contribution to improvements in myfuture; proposal to strengthen in VET related information	Meetings held but no formal agreement reached to work with CICA to undertake necessary actions to achieve a stronger focus on VET career development services through <i>myfuture</i>
Promote career development to key politicians	<p>Contacted all Australian Parliamentary members and State and Territory Premiers and Ministers for Education</p> <p>Contact with key ministers including Ministers Garrett, Arbib and Macklin; Opposition, Greens and independent members</p>	Responses indicate cross party support for career development issues
Support School Business partnerships	Contribute to the Advisory Group supporting Colony 47 who are contracted to provide School Business partnerships in South and South East Tasmania	Improved understanding of the School Business partnership program
Indigenous career development	Researched the number of indigenous careers advisers (less than 5); discussion with WA government and NT government – identification of an opportunity to train indigenous careers advisers as part of a partnership with Australian Employment Strategy (AES)	<p>Submission for funding to train indigenous careers advisers under Indigenous Enterprise Partnerships (IEP)</p> <p>Proposal developed in conjunction with AES</p> <p>Support for initiative from Senator Arbib's office</p>
Mature age career development	Regular liaison with Employment plus program	Recognition that CICA has potential to enhance its sustainability through a greater focus on services that support improvements in employment participation



PRIORITY – STRATEGY 3. IMPLEMENTATION OF PROFESSIONAL STANDARDS AND ACCREDITATION

Strategic response	Outputs	Outcomes
Endorsement of HE courses	Assessed applications from ACU, SCU, JCU, UQ, and RTO's Additional members appointed to Committee with Australian Qualifications Framework (AQF) expertise	Courses endorsed from ACU, JCU, and UQ – applications received from RMIT All endorsed course providers have agreed to contribute to the further improvement in practitioner training Improved capacity to assess Vocational Graduate Certificates (VGC)
Assist associations to comply with standards	Compliance Checklist developed	Compliance requirements within timeframe agreed
Support Professional Standards for Australian Career Development Practitioners Committee to ensure compliance	Briefing papers developed; Timeline established for further developments; Quality assurance measures in place and new initiatives being developed	Standards information up to date Enhanced tools for service evaluation and benchmarking and processes drafted
Propose a cost effective “group” approach to recording CPD by associations at a reduced cost	Proposal developed for a “group” (ie member associations agree to a standard CPD compliance framework approach and teleconferences conducted	A significant number of CICA member associations have agreed to use the online CPD tracker system to record member continuing improvement.
Review CICA membership	Investigate potential to broaden membership base	In progress



PRIORITY – STRATEGY 4. PROMOTE ACCESS AND ADVOCATE THE BENEFITS OF CAREER DEVELOPMENT

Strategic response	Outputs	Outcomes
Undertake media interviews	Produced and distributed press releases across Australia (as issues arise); completed interviews on radio stations in NSW, WA, Tasmania and Queensland	Increased awareness of career development as a critical part of education services for all Australians; follow-up discussions. Positive feedback from listeners. Increased use of Mature Age Help Line directly resulted from a WA radio interview
Contribute to NCDW	Various contributions by CICA Secretariat, Executive and Council members and CICA Member Associations throughout the year	NCDW 2011 Evaluation Report not yet completed however early indications are of a significant increase in event registrations and engagement with the NCDW campaign (and resources) by the CICA member associations and from various non-school sectors
Regular updates to CICA members and stakeholders work being undertaken by relevant bodies including ACARA, AITSL ,Skills Australia etc	Updates distributed to member Association members	Contribute to member Association understanding of key policy initiatives being undertaken by governments in relevant areas to career development
Contributed to national inquiries on workforce development, VET workforce, NVEAC Blueprint and mature age employment and Skills shortage review	Submissions developed	Increased level of discussions with Association members over issues raised in relation to the engagement of the VET sector in career development
Contact with Fair Work Australia to strengthen access to work experience in workplace learning activities	Relevant ministers contacted and Fair Work Australia to propose adjustments to the Act that enhance options to undertake works experience by students in areas outside of their course of study	Submission noted including further consultation (4 contacts made over the past 6 months) Fair Work Australia provided an updated position on work experience under the Act

PRIORITY – STRATEGY 5. CONTINUOUS IMPROVEMENT OF FRAMEWORKS AND PROMOTION

Strategic response	Outputs	Outcomes
Development and trial of audit/benchmarking processes	Finalising tools and agreements with resource providers Meetings with Matrix (UK Audit Tool) (January 2011, and by teleconference in March 2011) Review of other tools and resources Process for assessor training and endorsement of products and services under development. The CICA	CICA Standards Committee has recognised that a range of benchmarking and quality assurance mechanisms are available in Australia. It has therefore resolved to develop processes for endorsement similar to course endorsement processes. CICA will aim to make available a menu of tools to service providers who want to benchmark their services. Significant contribution to quality

¹ Assessor training will include an overview of the consultation process (stages, pre-process benchmarking and post benchmarking), data gathering, review of CICA endorsed assessment tools, other resources , methodology and CICA process for sign off of endorsement.



	<p>standards committee has resolved that CICA has to own the intellectual property of the endorsement process and that CICA should control endorsement process and identify and train assessors in its processes¹. In essence organisations/clients come to CICA and assessors operate as agents on behalf of CICA determining the compliance of the requesting organisations with quality standards. The overall endorsement process is also important as a contribution to CICA future financial sustainability.</p>	<p>improvement in service delivery through CICA endorsement of Quality Career Development Benchmarking tools</p> <p>Partnerships with higher education, TAFE and schools sector to develop and pilot trials of CICA audit tools to improve career development services and products</p> <p>Agreement reached with CEAV that its "Career Development Quality Benchmarks for Good Practice" tool be available as a CICA endorsed tool</p>
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PRIORITY – STRATEGY 6. COORDINATE, DEVELOP AND DISSEMINATE EVIDENCE-BASED RESEARCH

Strategic response	Outputs	Outcomes
Improve performance of CDRA	<p>Coordinated access of research by CDRA researchers</p> <p>Completed and submitted funding proposals and tenders using CDRA members including Dr Mary McMahon, Dr Peter McIlveen, Ms Joanne Tyler and Dr Jim Bright together with the CICA Executive Director. To date two of four potential funding opportunities have been submitted. Each proposal has had a short turn around and individual input to complete the proposals has been less than one day.</p>	<p>The aim of these proposals is to contribute to CICA income and also add to the evidence base. By submitting these funding proposals CICA recognises that it needs to broaden the range of researchers available to undertake CICA projects.</p> <p>Recognition that CICA needs to broaden its research base by accessing up and coming researchers from a range of complimentary fields including labour market analysts, economists as well as career development specialists</p>
Collaboration with the international researchers	<p>Meetings held to discuss research centre models. Teleconferences held with Dr Deidre Hughes (Institute for Career Guidance, Meeting in Melbourne with Dr Jenny Bimrose (University of Warwick, Institute for Employment Research), Paul Chubb (Careers England) and Dr Tony Watts (National Institute for Career Education and Counselling) and with NCVET.</p>	<p>Better understanding of financial structures, funding options and operation of career development research centres in the UK.</p>
Review research agenda	To finalise agenda for 2011/12	Research agenda implemented eg disability position paper
Proposed taking over the Australian Journal for Career Development	CICA has reviewed various models agreed to develop a model and test viability of a virtual journal	Negotiations are underway between CICA and ACER to work in partnership to promote the journal and to transition to an online newsletter



PRIORITY – STRATEGY 7. INTERNATIONAL ALLIANCES

Strategic response	Outputs	Outcomes
Represented CICA at the Korea Oceania Educators workshop	Implemented a career development program within the scheduled program and met with key Korean career development researchers and practitioners (July 2010) MOU in development	Promotion of the concept of an Asia/Pacific Career development Network Collaboration resulting in an inaugural meeting to establish an APCDN 3 year collaborative project between KRIVET and CICA. However, CICA has determined that it would like a third party involvement to progress this agenda -
International Centre for Career Development and Public Policy (ICCDPP) working party on the theme "Proving it Works"	Various international teleconferences (two monthly) and attendance at the first Indian International Association for Educational and Vocational Guidance (IAEVG) Conference in early 2011 to develop a common set of principles to underpin accountability frameworks and to act as an international reference group on the theme	Limited outcomes to date other than sharing of research and support for the International Centre for Career Development and Public Policy to continue to give consideration to the development of global benchmarks for policy makers

PRIORITY – STRATEGY 8. CORPORATE GOVERNANCE AND ORGANISATIONAL SUSTAINABILITY

Strategic response	Outputs	Outcomes
Develop sustainability proposals	Sustainability plan developed in October 2011 and sustainability Business Case developed in January 2011	Recognition that the draft Business Case initial assumptions were not reflective of the changing DEEWR arrangements
Develop Project Proposals for funding that support CICA's quality and access an agenda	Completed funding proposals	Recognition of the need to strengthen CICA's access to expertise that have the capacity for reasonable availability
Organise consultants to undertake business plan and sustainability plan development	Business and sustainability plan developed	The Business Plan did not sufficiently address the issue of sustainability with limited or no government funding



Business Plan Tasks and Progress (A description and evaluation of all activities and events undertaken during this year, including all activities outlined in the Business Plan)

This section reports on the progress made against the Action Plans for Strategic Implementation and Specific Tasks as identified in the 2010-2011 Business Plan (pages 19 – 24)

Strategy 1: Develop strategic relationships with key Commonwealth, State and Territory Policy makers; AND

Strategy 2: Strategic value adding relationships with key stakeholder's private sector, industry and non-government stakeholders

	TASKS	PROGRESS
1	Conduct annual environmental scan of current and future strategic relationships	Completed in 2011 and scheduled for review in 2012
2	CICA to identify opportunities to expand relationships	This is an ongoing activity by the CICA Secretariat and all Council members, for example in 2011 – Experience+ Program, SkillsOne, Beacon Foundation and Australian Institute for Teaching and School Leadership (AITSL), Mission Australia, Sporting bodies (eg ACA, AFL), News Ltd CareerOne, etc
3	Maintain, update and identify new contacts and prioritise stakeholder list	Database created in 2010, updated as required
4	Maintain CICA stakeholder database	Updated quarterly
5	Review and agree criteria and framework for each stakeholder relationship	Developed individually for each relationship
6	Maintain arrangements for ongoing dialogue with stakeholders and policy makers (including the development of position papers)	Relationships reviewed by CICA Council April 2011
7	Facilitate relationship development utilising National Career Development Week (NCDW)	NCDW relationships have led to opportunities for CICA, for example - a request for tender from a Victorian Government Department
8	Attend conferences and meetings as appropriate	CICA President and Executive Director have represented CICA at a number of conferences, for example – Ministerial meetings, meetings with Members of Parliament, Education Services Australia, Asia Education Foundation Summit (AEF), CDAA, Skills Australia Forum, etc
9	Monitor and report on stakeholder relationships annually to CICA Exec	Process developed and Report provided to CICA Executive on 27 May 2011



Strategy 3: Implementation of professional standards and accreditation

	TASKS	PROGRESS
1	Continued promotion of standards and assistance to organisations seeking accreditation	Checklist developed and circulated for Associations to report on the progress of the implementation of the Standards
2	Continuing Professional Development (CPD) database and policy	Active8 CPD database process and cost structure was reviewed to meet Association needs
3	Monitor member associations compliance with standards	Processes developed to enable compliance monitoring prior to 1 January 2012
4	Twice yearly review of the standards and compliance	Process developed and distributed to all member associations – meetings are being held more frequently in 2011
5	Review accreditation/endorsement process for course providers	Review completed. New processes developed and assessors appointed for Vocational Graduate Certificate in Career Development Practice



Strategy 4: Promote access and advocate the benefits of career development

	TASKS	PROGRESS
1	Undertake research to determine key benefits of career development (individual, social and economic benefits and impact on participation, productivity)	Meetings and teleconferences held with CDRA, ICCDPP, together with international researchers from UK, Canada, USA and Ireland. CICA is a member of the ICCDPP working party that has been established to review this
2	Promote CICA in the lead role in the development and promotion of a nationally consistent language for career development	CICA has taken every opportunity to promote its role as the peak industry body and continued ongoing discussions with all member associations and various stakeholders in the ongoing promotion of a nationally consistent language for career development. This includes a review of the Professional Standards Glossary in May 2011.
3	Attend conferences and meetings as appropriate (CDAA, VETnetwork, TDA, etc)	Attendance by CICA Secretariat, President and other Council members at conferences (including, but not limited to, CDAA, VETnetwork, TDA, CAANSW Conference, TAFE Counsellors and Career Development Conferences (NSW & VIC), IAEVG Conference India, VIC Education Show, The Age Careers Expo, National Careers & Employment Expo in Melbourne, Sydney, Brisbane and Adelaide)
4	Maintain a database of major career programs across Australia	Database being maintained
5	Continually identify gaps in career services in Australia and propose solutions to stakeholders	This is an ongoing priority for CICA
6	Create new appropriate communication tools and resources across a range of mediums	The CICA website was completely rebuilt and launched during this reporting period. As appropriate these resources are developed as part of National Career Development Week
7	Develop evaluation (measurement) tools and KPIs	CICA is working with the ICCDPP working group on the theme "Prove it Works" CICA has developed processes and procedures to assist service providers to evaluate their programs and services
8	Compile a list of key government and industry contacts and schedule meetings – establish database and provide regular briefings	Database being maintained. Contact has been maintained with appropriate government and industry contacts and briefings provided
9	Monitor government activity and enquiries to determine areas where CICA input is appropriate	This is an ongoing priority for CICA
10	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)	This is an ongoing priority for CICA
11	Promote National Career Development Week to promote awareness of career development	This is an ongoing priority for CICA. CICA has regularly promoted NCDW through newsletters, Journal articles and correspondence, radio and other media
12	Undertake a regular series of visits to key identified people	Ongoing



Strategy 5: Continuous improvement of quality frameworks and promotion

	TASKS	PROGRESS
1	Review all documentation to facilitate implementation of professional standards (including a scoping document for the future quality framework)	Completed to assist member associations in the development of their processes to facilitate the implementation of the Standards
2	Prepare and distribute position papers promoting the implementation of career development (and specifically the ABCD) into the curricula	CICA developed a quality assurance model covering off on each of its frameworks and which has been agreed to by CICA. The Standards Committee reiterated (May 2011) the importance of the ABCD and in the next phase of professional standards development – programs and services will need to demonstrate how they are mapped to the ABCD
3	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 (MCEECDYA* & MCTEE*)	Contact has been made during the period with all state & territory departments and Ministers
4	Write articles for media publications and industry journals to promote quality frameworks	As well as existing opportunities in the Australian Journal of Career Development and various career development practitioner association publications, a number of new opportunities were identified, including radio media articles and radio interviews
5	Extend evaluation (measurement) tools and KPIs	The Standards Committee have reviewed a number of existing tools (Australian and UK) and identified a schools model and tertiary model. Trials are being organised to commence late 2011
6	Operationalise the new Quality - Portfolio Working Group within CICA	This Portfolio has provided significant advice and support during the period
7	Collect examples and case studies of applications and best practice examples	Case studies and examples of best practice are gathered as identified (see examples used in the December 2010 Progress Report)
8	Collect a database of tools and resources supported by CICA	Underway as part of CICA sustainability strategy
9	Undertake regular international comparison of best practice (international symposia)	Agreement was reached by the attendees at the inaugural meeting of the Asia Pacific Career Development Network in April 2011, co-chaired by CICA, to create a Template for the purpose of an Asia Pacific (practice and language) review. CICA in regular dialogue with ICCDPP, European Lifelong Guidance Policy Network (ELGPN), IAEVG and UK and other European and North American Careers Associations and government agencies.
10	Investigate the feasibility of a quality assurance mechanism for career products and services	The Standards Committee have reviewed a number of existing tools (Australian and UK) and identified a schools model and tertiary model. Trials are being organised to commence late 2011
11	Further develop the Guiding Principles for Career Development Services and Information Products and review annually	While the frameworks are valued (where used), they are not being widely used as Schools prefer customised checklists focusing on career service operational plan deliverables A range of additional quality assurance tools are required to support improvement in service delivery and progress is being made.



Strategy 6: Coordinate, develop and disseminate evidence-based research

	TASKS	PROGRESS
1	Coordinate the establishment of Career Development Research Australia (CDRA) (virtual research centre)	A lack of availability of researchers to undertake a functional involvement in tender proposals has led to a review of availability of research capacity of the Founding Members and to explore options to build additional capacity
2	Develop an annual research agenda and facilitate new research that supports an improvement in quality and identifies gaps in service delivery	Research agenda has been developed and requests for papers on VET in career development, disability services and career development support. CICA has also commissioned two other papers from the University of Southern Queensland which are not yet completed
3	Identify all Australian career development research for CDRA website	Commenced
4	Create, monitor and maintain CDRA website	Minimum development
5	Develop and implement a maintenance regime to keep the clearing house current	Clearing house deferred
6	Scope and action CICA control of Australian Journal of Career Development including the possibility of the AJCD being the national journal of all member associations	Timing of the handover being agreed by CICA and ACER
7	Ongoing development of partnerships to identify opportunities for using technology to improve career service delivery	CICA has met with Education Services Australia on three occasions and prepared a proposal to improve utilisation of technologies

Strategy 7: International alliances

	TASKS	PROGRESS
1	Develop 2010/2011 position paper on Asia/Pacific careers issues	Several papers were developed and distributed during the period
2	Maintain database of career contacts across the region to share knowledge and practice	Initial task completed and ongoing
3	Research international opportunities (open dialog)	Developing an Asia Pacific Career Development Network (APCDN)
4	Delegates to attend IAEVG India	CICA President attended
5	Maintain dialogue with countries in the region to develop careers network in Asia/Pacific region (progress framework paper for a regional forum)	Dialogue commenced and expanded during this period resulting in the establishment of the Asia Pacific Career Development Network.
6	Develop communication tools and improve CICA website for information exchange within international network	CICA website which was rebuilt and launched during this period was designed to include an "International Resources" section



Strategy 8: Corporate governance and organisational sustainability

	TASKS	PROGRESS
1	Maintain a secretariat to support the President and resource operations (including representation, enquiries and correspondence, knowledge and records management)	Ongoing commitment to a Professional Secretariat
2	Assess all available government funding sources and other potential funding sources	Funding Proposals have been developed during this period for a number of federal and state government departments
3	Develop Business Development options	In progress
4	Investigate member capitation fees and subsequent de-capitation	Options have been investigated. Consultation with member associations has indicated their concerns that at this time any additional fee for CICA membership imposed on their members will impact on the sustainability of their own memberships.
5	Investigate expanded membership categories and potential fee income	Options have been investigated and CICA has agreed to expand membership and to introduce a number of stakeholder forums in late 2011
6	Prepare human resource support services plan	Completed.
7	IT and website maintenance and development	Service provided as required
8	Implement Annual Workplan for CICA and review practices and procedures	Completed and provided to Council
9	Maintain and update policy and procedure handbook including corporate governance	Completed as required

