

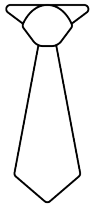
# Future of the career development industry



McCrindle partnered with the Career Industry Council of Australia (CICA) to better understand those working in the career development industry, and to explore the future of the industry. There is an increasing need to focus on this industry with jobs and careers becoming a greater priority as a result of the impacts of COVID-19.

## **Who are those working in the career development industry?**

Of those working in the career development industry, 85% work as career development practitioners, while 15% deliver elements of career development in their role. Two in three (67%) hold a relevant post-graduate qualification. Not only are those working in the industry highly qualified, but they also bring a vast array of experience to their roles as four in five (81%) have transitioned into career development from a different industry or role.



The top strength of those working in the career development industry is their commitment to professionalism.

## **Those working in the career development industry demonstrate professionalism**

We asked those working in the career development industry what their top strengths are and their ability to demonstrate a commitment to professionalism comes in on top. This is followed by the necessary skill to use effective verbal and written communication. Establishing and maintaining rapport with clients is also not only vital in their role, but also among their top strengths.

## **High engagement and satisfaction**

We used the Net Engagement Score (NES) to gauge the engagement levels of those working in the career development industry. This is calculated in the same way as the NPS. The NES came in at 49 and shows an impressively high level of engagement in their current roles.



Those working in the career development industry are highly engaged in their role with a Net Engagement Score of 49.

The high engagement levels of those working in the industry is further demonstrated through their expectations of job tenure. Two in three of those working in the career

development industry (64%) see themselves continuing to work in the industry in five years' time. This is impressive given the average job tenure in Australia is 2.9 years.



Nine in ten (93%) believe the career development industry will be better or about the same in five years' time.

## The future of the career development industry

There is optimism for the future of the career development industry. Nine in ten of those working in the industry (93%) believe it will be better or about the same in five years' time. There is, however, a need to invest in the future and develop the supply of new people to work in the industry as one in five (19%) currently in the industry expect to retire in the coming five years.

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