

Shining a light on the positive impacts of the career development industry



A school leaver today is predicted to have 18 jobs across 6 careers in their lifetime. With the majority of those working in the career development industry working in schools, they play a key role in helping and guiding the next generation.

Understanding those working in the career development industry and their impact is valuable given the ever-changing career paths set out before us, and especially in navigating a COVID-19 world. To explore this, we have partnered with the [Career Industry Council of Australia \(CICA\)](#) to research those working in the career development industry.

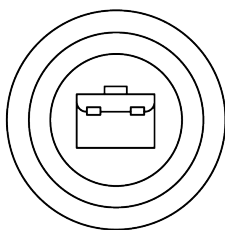
94%

of those working in the career development industry believe the unbiased information they provide sets them apart from informal career advice.

The career development industry plays an important role

Those working in the career development industry are providing a valuable service to help students and people seeking career direction (91%), looking for information about education opportunities (84%) and wanting to understand more about what jobs they might be suited to (72%).

The support of those working in the career development industry distinguishes them from informal direction received from family or friends, because they offer unbiased career information (94%). It is further distinguished by the knowledge they bring to the table. From an understanding of the qualifications needed for different careers paths (89%), to their knowledge across a number of different industries (85%).



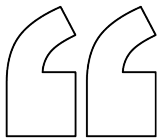
The impact of those working in the career development industry extends beyond the time they interact with clients (97% strongly/somewhat agree)

The career development industry adds value

Those working in the career development industry invest in developing their own resources that will be most helpful for their clients. Bespoke support is provided by eight in ten

individuals working in the industry (80%) who prepare career education materials. Additionally, seven in ten (70%) work to simplify labour market information to make it relevant to their clients.

The career industry further adds value as those working in it believe the support they provide extends beyond just the time they are interacting with their clients (97% strongly/somewhat agree).



The next generation of students are predicted to have 18 jobs across 6 careers

Those working in the career development industry are most likely to strongly/somewhat agree they add value by educating clients/students about their options (98%), building their client's confidence (97%) and helping to map out their careers (92%). The support offered to map out careers is invaluable in an ever-changing world of work.

David Carney, the executive director of CICA said, "the career development industry is well equipped in this time of unprecedented transition with vigorous theories and models, evidence-based strategies, tools and a strong desire to help individuals successfully navigate the difficult and complex transitions they find themselves in through no fault of their own".

Improving the impact of the career development industry

Those working in the career development industry could have an even larger impact if given the structure to scale. They believe the quality of their work would increase if the clients coming to them were more informed about career development (61%). Those working in career development also have a desire for more training and development and believe this would increase their ability to deliver quality work (55%).

View the positive impacts of the career development industry infographic [here](#).

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