

Parents Need Current Career Information to Support Their Kids

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Parents mean well with their work-related advice but may unknowingly steer kids along unhelpful career paths.

By relying on their own experience and knowledge, they can limit and misdirect their children's career and study options, resulting in unhappy choices.

In our new report [Navigating Life's Career Transitions: Essential Support and Services](#), CDAA alerts parents and carers to critical details about children's career experiences and aspirations.

"Children face several transition points across their education, each involving choices and decisions," CDAA National President Linda Jeffrey said.

"Career aspirations are formed early, by age 7, and are strongly influenced by family and friends whose beliefs and knowledge about employment, education and skills may be inaccurate or out-of-date."

Young people's career aspirations also tend to follow gender stereotypes, potentially limiting choices, and they can be influenced by the media who may misrepresent the value and content of various jobs.

Ms Jeffrey says It's important for parents and carers to know what career services are available for their children, and how to judge their quality.

They can support their children's study, training, and career choices by:

- Asking schools and colleges, including early education and primary schools, what career support and services are provided and confirming they are delivered by qualified, career development professionals.
- Attending career-related events to learn more about what the future holds for jobs, career pathways, and skill requirements.
- Seeking local community organisations that provide career support for people facing barriers due to life and diversity circumstances.

"Young people need to hear that it's ok not to go to university, that there are many paths to a satisfying career, and there are many well-paying jobs that don't need a university degree," Ms Jeffrey said.

"This is why governments need to increase awareness of career support and services and ensure that all children have the opportunity to establish a sound, long-lasting foundation in career management skills."

Supporting the report is a summary briefing paper for [Parents and Carers](#) to help demonstrate why the report's content is useful to them.

The Career Development Association Australia (CDAA) is Australia's national, multi-sectoral professional association, with more than 1300 members across Australia working in all sectors of the profession. This broad membership means CDAA grasps the interconnections within Australia's careers ecosystem, speaks for career related issues that impact Australians across their lifespan, and explains the connections between multiple policies and diverse programs.

Georgia Kelly-Bakker, Communication & Events CDAA

Mobile: 0415 117 938

Email: communications@cdaa.org.au