



CDA Division Awards for Excellence in Practice 2020

Excellence is a continuous journey, with the aim to always finding better ways to meet the needs of clients. In spite of 2020 being one of the most difficult years in recent history, there are examples in every CDA Division of excellence, as practitioners do things differently to adapt and achieve. The aim of the CDA Division Awards for Excellence in Practice 2020 is to recognise excellence in the design and or delivery of career development programs or services by a practitioner in that Division during the past 12 months. Let's celebrate these achievements!

ACT

Awarded to Susanne Jones - Individual

Susanne is a careers consultant at the Australian National University, proactive in developing a Career Literacy Framework to discuss career education in a logical and structured way. She has taken a collaborative approach to partner with different stakeholders and has communicated effectively to present a compelling case for the use of the framework with professional staff. The framework enables career education to be embedded in courses and to articulate to students, academics and professional staff the core capabilities needed to manage their careers and employability.

Judges' Comments

- Susanne has shown innovation and drive to improve career development processes and resources, extending reach and student outcomes.
- She has developed common language to get buy in from faculty, opening doors for the careers team to collaborate.
- Her evidence-based framework has really brought the world of career development into new areas. Excellent work that was central to a successful innovative approach by the careers team

ACT

Awarded to the Australian National University – Organisation

ANU Careers is an opt-in careers service at Australia's leading research university. The central careers team services over 25,000 domestic and international students in undergraduate and postgraduate degrees across seven different colleges (i.e. faculties). The team has three fulltime careers consultants and three additional staff who are responsible for industry connections and special projects. To further improve students' employability, ANU Careers sought to increase student reach and to support academic colleges in delivering targeted and relevant career education through a partnership model of embedded teaching.

Judges' Comments

- ANU Careers has shown a relational approach to achieving cultural change, supported with a systemic framework focused on embedded career development theory and practice.
- They identified a clear challenge. A solution was developed, using evidence-based actions to provide clear benefits for students.
- They have increased demands for valued career services, and contextualised careers education.

NSW

Awarded to Jane Jackson - Individual

Jane is a career coach at Jane Jackson Careers, with a mission to make careers guidance accessible and affordable to all who need it globally. In addition to providing one-on-one coaching, she delivers group coaching and workshops and has developed The Careers Academy, a membership website supporting a global audience. She educates and supports listeners through her three podcasts - *YOUR CAREER*, *How to Get a Job*, and *LinkedIn to Jack and Jill* and is the author of the book *Navigating Career Crossroads*. She regularly shares content through LinkedIn and YouTube and supports professionals through her Facebook group and free masterclasses and webinars.

Judges' Comments

- Jane offers a wide range of activities that are making career development and guidance accessible for people through free services and resources, which is very important for the unemployed who may not be able to afford fee for service career development. Her highly recommended book is in its second edition.
- She has developed extensive reach to ensure career coaching is available to all.

QLD

Awarded to Gillian Kelly – Individual

Gillian is the director at Outplacement Australia, exemplifying professionalism, up-to-date knowledge, generosity, and commitment to sharing her knowledge with colleagues and clients. She believes 2020 wasn't about standing out from the crowd but about coming together. With COVID having had profound impacts on employment and the career sector, she started sharing videos and posts on social media to connect clients and the community with resources/webinars, tools, government information and job opportunities. Amongst other activities, she also initiated a zoom call with other interested career practitioners.

Judges' Comments

- Gillian has demonstrated a commitment to paid clients and the broader community in a crisis. She has thought carefully and intentionally about what people need and delivered accordingly, reaching an incredible number of people on different platforms.
- She has shown a commitment to her own lifelong learning, and shared her knowledge with other career professionals, clients, and the Australian community.
- She has made generous contributions to CDAA, career professionals and the public by providing quality, current and hopeful careers information and services during the pandemic freely.

SA

Awarded to HR Development at Work - Organisation

HR Development at Work is a career development consultancy, assisting job seekers through the Next Steps Programs. They received a Federal government grant in 2019 to help 350 local job seekers aged 50+ to find work they want. This program targets job seekers who are at risk of being on benefits long-term, many are referred by a Disability Employment Service Provider for help. In 2020, they successfully applied for an extension to Next Steps and their new target is to help 540 mature job seekers by March 2021.

Judges' Comments

- They are empowering clients with a disability and mature job seekers through developing confidence, optimism and employability skills through positive psychology and digital literacy to enter the labour market.
- They are offering a highly needed and well-designed program. Their collaborative efforts have been to the benefit of the participants, clearly demonstrating positive impact.

TAS

Awarded to Rupert French – Individual

Rupert is the principal consultant at The Job Winners, with more than 20 years of experience in career development. He is currently writing his fourth book on effective job search strategy, scheduled to be released mid next year. He aims to provide down-to-earth, workable strategies for managing psychological stresses of job search and maintaining essential confidence and positive self-image. He has continued to be active with the CDAA Tasmanian Division, attending committee meetings and presenting two online professional development events this year.

Judges' Comments

- Rupert's efforts to make career information accessible and to reach a wide cohort of disadvantaged job seekers via writing, publishing and embracing online technology is commendable.
- He has made generous and continuous contributions to CDAA, whilst also researching and writing a career development book.

VIC

Awarded to Career Money Life – Organisation

Career Money Life is an innovative career development and transition platform and marketplace, offering employees and those leading their organisations advice, support, choice of services and providers and access to new career opportunities, all in one digital space. They partner with clients and service providers who truly want to enrich the careers and lives of the employees they work with. They manage the career transition process for Virgin Australia's employees, working with them on an 800-person program before Covid hit. Before they knew it, Virgin was filing for bankruptcy and standing down over 8000 people.

Judges' Comments

- They have demonstrated an impressive focus on innovation and responsiveness to client needs during Covid.
- They maintained support for a dramatically increased number of participants in the face of reduced resourcing from their client.
- Initiatives were developed to meet participants needs which has meant positive outcomes have been achieved in extremely challenging circumstances.

WA

Strategic Career Management Pty Ltd – Organisation

Strategic Career Management Pty Ltd offer individual and group career development training. Prior to Covid-19, they delivered in person training and workshops to state government clients to help their staff navigate organisational change from a career perspective. Following State Government restrictions, they designed, obtained approval for and delivered a highly interactive and engaging online workshop series within four weeks. As a consequence of their swift action, they were able to continue to meet the client's needs and support their staff to meet personal career management deadlines.

Judges' Comments

- They proactively transitioned services to online delivery, which also meant services became more accessible for others located regionally. The impact and excellence are clearly demonstrated.
- They have demonstrated agility in changing a careers service during the pandemic resulting in improved regional engagement.

