

Submission from:

Career Development Association Australia
PO Box 378 Brighton
SA 5048 Australia
[CDAA website](#)



About CDAA

The Career Development Association Australia (CDAA) welcomes the Jobs and Skills Summit and provides the following brief input for consideration.

The CDAA is Australia's national, multi-sectoral professional association for career development practitioners, with more than 1300 members working across Australia in all sectors of the profession. This broad membership servicing Australians at all career stages means CDAA grasps the interconnections within the careers ecosystem, speaks for career-related issues that impact Australians across their lifespan, and explains the connections between multiple policies and diverse programs. Please refer to the [CDAA website](#) for further information.

Career Development is a specific discipline underpinned by accredited qualifications, proven theory, and recognised practice. CDAA members are recognised Career Development Practitioners who conform to a Professional Standards Framework and a Code of Practice. Members are governed by ethical standards, require substantiated, industry-related qualifications, and are obliged to complete a minimum number of professional development hours every year.

Read our latest report [Navigating Life's Career Transitions](#)

Input to Jobs and Skills Summit

1. Summit skills talks must include career support

There is little point in getting Australia's skills mix right if workers don't know what skills employers want, can't explain what skills they have, and lack access to training. Effectively addressing skills shortages and maximising job opportunities must include access to quality career services.

If Australians are to realistically tap future job opportunities, government policy makers across jurisdictions need a stronger focus on quality career information and support. Responding to skills and job changes requires more than checking lists of 'hot jobs' or 'most in-demand skills'.

In our new 2022 report *Navigating Life's Career Transitions: Essential Support and Services*, the Career Development Association Australia (CDAA) explains how Australians will face multiple career changes and transitions across their lifespan, including upskilling, reskilling, industry restructures, and organisational changes and closures resulting in redundancy, relocation, retrenchment or retirement.

Australians are unrealistically expected to manage their own career and learning. But research shows that many people either don't know how to manage their career or feel they don't need to. They don't know where to find useful information about jobs and skills, they struggle to identify their skills and how they relate to another job, and may lack access to upskilling opportunities.

Managing job changes and transition processes takes skill, knowledge and understanding. Without professional help to explain, guide and encourage, workers may miss out on opportunities.

The CDAA wants every person, no matter what their background is and no matter where they live, to be able to build and maintain a rewarding career.

A 'one-size-fits-all' approach to career support won't work. Without including quality career support, summit discussions may prove fruitless and policies ineffective.

Career guidance work is not a 'soft' option. Nor are mastering career management competencies a once-only, childhood exercise. Making an informed career-related decision relies on having current, relevant information, and skills that evolve to meet the shifting demands of technology and employers.

Understanding and navigating an unpredictable, changing labour market requires relevant and expert career guidance. While it is easier and cheaper to offer standardised services, such programs will fall short in building a better future if they are not flexible and tailored to people's specific needs.

This is why we recommend that governments build greater awareness of available career information and services, and ensure that regions and communities facing major transitions due to business and industry closures and structural adjustments, are supported with quality, long-term, transition processes that include career support.

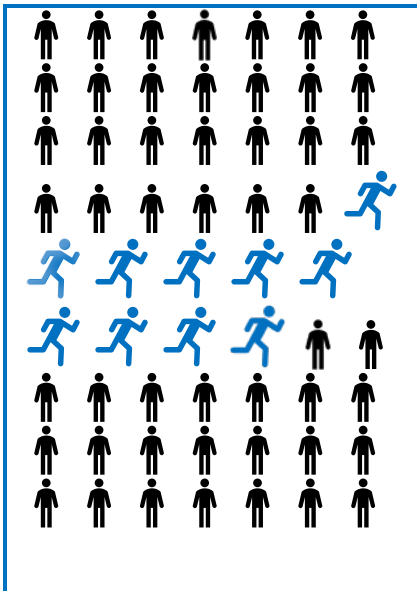
2. Critical Activity – provision of quality careers advice

Job seekers participating in qualified career development interventions are 2.67 times more likely to obtain employment.

Whiston, S. C., Li, Y., Goodrich Mitts, N., & Wright, L. (2017). Effectiveness of career choice interventions: A meta-analytic replication and extension. Journal of Vocational Behaviour, 100, 175–184.

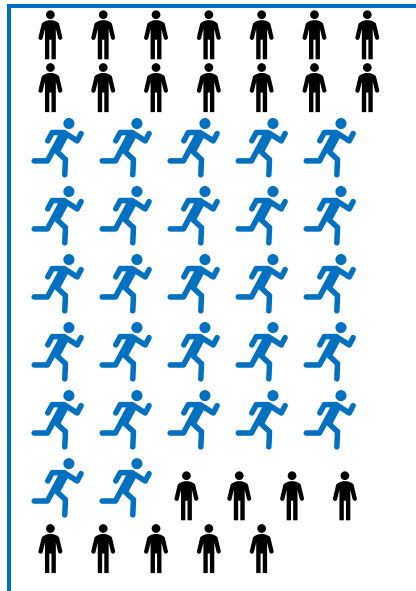
Meta-analysis of the effectiveness of career development interventions demonstrates that:

- The odds of obtaining employment are 2.67 times higher for job seekers participating in qualified career development interventions compared to jobseekers in a control group
- The most valuable ingredient is one on one counsellor support
- The least valuable ingredient (on its own) is computer guided or passive online support
- These outcomes only occurred when motivation enhancement and skills development were both included
- The outcomes are consistent for:
 - Young jobseekers
 - Older jobseekers
 - Jobseekers with special needs and conditions, and
 - Jobseekers unemployed for less than six months.



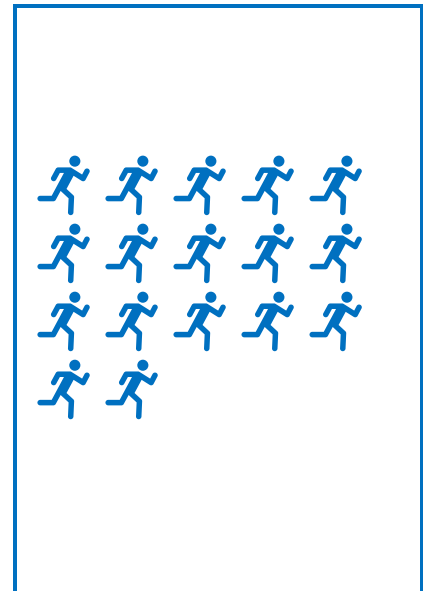
If as an example:

With no intervention, **10 of 50** jobseekers find work....



Based on the research:

Then with support from qualified career practitioners, **27 of 50** will find work.



That's great news for 17 in 50 people, their families, the community, and the economy!

Everyone deserves to find fulfilling, satisfying work. Having a sound understanding of the local and wider employment markets, regularly thinking about skills and achievements, and being prepared for the right opportunity when it arises are all vital aspects of sound career management; but the sheer volume of available information is daunting. Deciding what information is relevant, accurate and credible in regard to training, qualification and upskilling options, takes insight and discernment; career development practitioners support individuals to make productive career decisions based upon reliable and evidence-backed data.

Much is said about 'future-proofing' careers, making school-leavers and graduates 'job-ready', and ensuring workers have employability skills. While no one can literally protect their lives from any future disruption, what people can do is take steps to manage any changes so they will continue to be successful through maintaining a valued skill set. This may mean taking concrete steps to research, prepare, enhance knowledge of employment trends, strengthen skills and networks, and embrace lifelong learning. People may have misconceptions about occupations, hold inaccurate beliefs about employment details, be reluctant to make a decision today for fear it won't match tomorrow's employment reality, and remain uncertain about how to tackle career transitions. It can be tempting to simply focus on lists of 'hot jobs' or most 'in-demand' skills. Some may explore the mountain of career information and advice online, but much of it is generic, and some of it is inaccurate, out-of-date, and unsuited to people's circumstances. Gaining career management skills is a long-lasting investment and a valuable asset when confronting employment transitions.

The careers ecosystem – the collective, interdependent components (individuals and organisations at the local, national, and global levels) that contribute to and influence people's careers – is complex, multi-layered, and impacts Australians' social, mental, and economic wellbeing. The work of Career Development Practitioners is far more complex than people imagine. These professionals know how the careers ecosystem works, where to find credible information, and most importantly, have the specialised skills to adapt information to a person's interests, skills, ambitions, age, and circumstances.

Contact details

For further information or clarification, please contact CDA National Manager Peter Mansfield, 0422 099 781 or peter.mansfield@cdaa.org.au