

## National Career Development Week 2009

Thousands of Australians of all ages and career stages took the first step towards better managing their job future during the 2009 National Career Development Week (NCDW) celebrations from 18 to 24 May. With over 700 events, and now in its third year, NCDW has become a vital link for all Australians making career decisions.

National Career Development Week (NCDW) aims to promote awareness of career development and encourages all Australians to develop the skills to manage their careers, learning, work and lives.

At a time when job stability may be uncertain for many, NCDW activities and the NCDW website provide details of careers events and helpful advice, inspiration and links to education, training and careers resources.

Getting the life you love takes career development – not just luck - it means actively managing your career and being ready for change. It recognizes that we all need well developed employability skills and the opportunity for ongoing learning and skill development in what has become a rapidly globalized, competitive, and casualised labour market.

Says Career Industry Council of Australia President Mike Geeves, "Whether you're looking for more job security, embarking on a new career, or just starting out and looking for ideas, National Career Development Week can help. We all have unique experiences and skills to offer and even in a tough job climate, there are things you can do."

Underpinning the campaign is the premise that everyone needs to be able to:

- self evaluate
- search for options and opportunities
- pursue learning
- value experience
- make informed decisions
- manage change
- be adaptable and resilient.

The well-known Australian entertainment phenomenon, *The Wiggles*, support the NCDW campaign and during this year's celebration week shared with the nation how they're encouraging all Australians to be proactive about careers. Despite nearly two decades in the business, the group continue to engage in lifelong learning themselves and are inspiring a new generation of musicians and performers wanting to join *The Wiggles*. Their story demonstrates the relevance of ongoing career development whatever your age. NCDW Ambassador, blue Wiggle Anthony Field, clearly has a great career and is living proof that learning new skills is the key to getting a career you love.

NCDW is an initiative of the Career Industry Council of Australia, which is the national peak body for the career industry in Australia, and funded by the Department of Education, Employment and Workplace Relations (DEEWR). CICA believes that NCDW is a valuable and unique initiative providing support to organisations of all types across the Australian education, training, public, private and corporate sectors. Planning your future is much too important to be restricted to just one week a year, which is why NCDW has activities and resources available all year via the website.

CICA's vision is to enhance participation and productivity by advocating the individual, social and economic benefits of quality career development for all Australians. The achievement of the NCDW goals promotes the CICA vision and specifically supports one of its Key Business Priorities – *to promote access and advocate the benefits of career development*.

National Career Development Week has again exceeded CICA's expectations with over 700 registered events, many being for a whole week of different activities. Event registrations are still being received for dates during 2009.

Large sections of the community were exposed to the messages of career development through attending NCDW events and radio, television and cinema Community Service Announcements spread the career development message further to the general public.

The 2009 campaign has been very successful on all levels with increased awareness of the importance of career development and the NCDW campaign, increased interaction with the NCDW website by the education and business sectors and the general public, increased event registrations and a greater diversity of event audience groups. NCDW 2009 was supported by three Celebrity Ambassadors, the blue Wiggle, Anthony Field; newsreader, Chris Bath and media host, Steve Liebmann.

## Events

Events were registered by experienced careers event organisers (for example school or university career practitioners) as well as first time event organisers (for example correctional institutions pre-release programs, corporate organisations and new careers practitioners). Feedback has indicated that many of these events resulted from the support and encouragement provided by NCDW.

## NCDW statistics

2007	2008	2009
300 individual events	569 event registrations	750+ event registrations (2012 individual events)

## Events

Events were held in all states  
43% in non-metropolitan areas  
53% of events for non-educational institution audience groups  
over 500,344 Australians (one in 42 Australians) attended NCDW events

The types of events registered include: careers expos, radio programs, film and video screenings, open days, resume checks, career treasure hunts, competitions, quizzes, online activities, blogs, library displays, seminars, parents programs, staff development programs, prisoner pre-release career development programs and opportunities to try-a-trade – something for everyone needing career development information.

## Survey results - need for public information programs

Initial analysis of the research strategies initiated during NCDW 2009 has indicated that there is an enormous need for public information programs about *what is career development and career planning, what are the benefits and how and where to access support and information.*

An exit poll survey conducted at cinemas screening the NCDW *Wiggles* Community Service Announcement revealed:

- While 51% of the poll sample – thought of a “career” as being a “life plan including work and leisure”, 49% thought it was “a job”
- When asked what “career planning they had done?” – the concept wasn’t well understood. 34% of the poll sample answered “sort of”, 30% hadn’t done any and 13% thought “doing study” was equivalent to “career planning”.

### Survey Summary –

Interestingly the answers to - "what is a career?" seemed to be directly related to whether they had done some career planning - for example, those who answered "life plan, etc" seemed to have done some career planning and those who answered "job or professional job" hadn't done any planning.

Observations at National Career and Employment Expo – Information Booth. Comments and questions received indicated:

- A large number of Australians who feel that their job security is under threat do not know how to improve their career prospects

- Many Australians don't know where to access career development information and support appropriate for their age group and circumstances – adults don't want to use "student targeted" resources
- Many Australians who have experienced job loss, do not know how and where to obtain support and information about retraining or what course to do
- To make the appropriate decision about up-skilling and retraining requires an understanding by the individual of their current skills.

### **NCDW 2010**

Although there are still many months left in 2009, planning is already underway for 2010. The week of celebrations for 2010 is 17 – 23 May 2010 but National Career Development Week events can be held at any time of the year. To be involved in this national campaign and to receive free merchandise and event planning support all you have to do is register your events on the NCDW website [www.ncdw.com.au](http://www.ncdw.com.au).

### **Feedback**

The NCDW team are always very keen to receive feedback and ideas. If you have any questions about how NCDW can benefit your organisation or how you can get involved, contact CICA Project Director Karen Penrose on (07) 5530 8990 or [karen.penrose@cica.org.au](mailto:karen.penrose@cica.org.au)