

We heard you!

The Career Industry Council of Australia (CICA) was commissioned to undertake research, analysis and stakeholder consultation to determine the current usage and effectiveness of the Australian Blueprint for Career Development (the Blueprint), particularly in the context of increasing digital delivery of career guidance in Australia.



Career practitioners have expertise drawn from their experience in a wide range of industries.

90%
of career practitioners bring expertise from other industries

9% Since beginning my professional career, I have always worked in career development

81% I transitioned into career development after working in a different industry/role

10% Throughout my professional career, I have worked in career development intermittently

Career practitioners have used the Blueprint

Yes **34%**

18% No but I am aware of it

Yes but not recently **43%**

4% No never heard of it



3/4

of career practitioners have used the Blueprint

Two thirds of career practitioners say the Blueprint resonate with current practice



2/3

60% of respondents felt that the Blueprint resonates with current practice.

More than half think the Blueprint meets the needs of your current delivery



56% of respondents think that the Blueprint meets their current delivery needs.

Just over a third think the Blueprint branding is easily recognizable



36% of respondents felt that the Blueprint branding was easily recognizable.

Career practitioners strongly support the Blueprint

The responses overwhelmingly suggested that, despite its age, the Blueprint continues to be viewed as a useful resource for career practitioners that offers them a theoretical and practical framework that can underpin their work with clients of all ages.

*"a valuable piece of work that should be the standard",
"fundamentally a good solid document",
"high quality",
"a 'go to' document providing an excellent framework" and
"the foundational document of career education".*



Respondents favor refinement and simplification over massive change

Refinement rather than massive change of the Blueprint was widely supported with many respondents suggesting that it be simplified.

*"more user friendly",
"simpler format",
"simplifying the layers",
"Clear, concise information readily available in paper or digital"*

Strategies to ensure effective use of the Blueprint

Respondents suggested greater support in unpacking and understanding the Blueprint through a mix of online and in person professional learning workshops and regular updates.

*"workshops for school career practitioners to map the Blueprint for their school",
"greater awareness of the Blueprint and how we can incorporate it in practice",
"sessions on exploring the framework and use case examples, case studies", and
"better training (especially for new practitioners) of how to use the Blueprint".*



Methodology

National online survey. In field 16 June – 29 June 2021 (n=386). A series of online focus group sessions (n=251)

This research is commissioned by the National Careers Institute (the Institute) and conducted by the Career Industry Council of Australia.

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