

Investing in the future of the career development industry



There is optimism for the future of the industry



Nine in ten of those in the career development industry (93%) believe the industry will be better or about the same in five years' time.

A snapshot of the career development industry

85% work as career development practitioners



15%

while 15% deliver elements of career development in their role



67% hold a relevant post-graduate qualification being a Graduate (Certificate in Career Development or higher)



14% holding a Certificate IV in Career Development

Those working in the career development industry often transition into career development after working in a different industry.

81%

81% have experience beyond their field, having transitioned from a different industry or role into career development.

Top three strengths of those working in the career development industry



1. Demonstrating commitment to professionalism



2. Using effective verbal and written communication skills



3. Establishing and maintaining rapport

Performance is frequently measured informally

Informal feedback from clients/students/parents

76%

Self assessment

68%

Informal feedback from line manager

55%

Performance reviews

52%

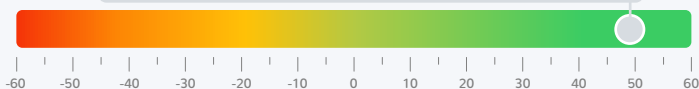
Peer assessment

23%

Those working in the career development industry are highly engaged with their work

Thinking about how engaged you are in your current workplace and role, on a scale of 0-10 please rate your current engagement with your job.

The Net Engagement Score for those working in the career development industry is 49



Score: 0 1 2 3 4 5 6 7 8 9 10 NPS = (10+9) - (0+1+2+3+4+5+6)

More than half of those working in the career development industry spend more than one day a month on professional development

Time spent on professional development in a month:



More than one day



Half a day or less



Professional development is not offered

Yearly professional development budget:



Less than \$ 1,000



More than \$ 1,000



Unsure of budget

More than half of those working in the career development industry (55%) believe their quality of work would increase if they had access to more training and development.



Those working in the career development industry have high job satisfaction



Two in three people working in the career development industry (64%) see themselves working in the industry in five years' time.



One in three (34%) see themselves continuing to work in their current role in the next five years. Currently the average job tenure in Australia is 2 years 9 months!



One in five (19%) expect to retire in the coming five years, highlighting the need to develop the supply of new people working in the career development industry

Methodology

Survey of those working in the career development industry. In field 10 March – 6 April 2020 (n=746). This research is commissioned by the Career Industry Council of Australia (CICA) in cooperation with the National Careers Institute (the Institute).

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