

Positive impacts of the career development industry



Those working in the career development industry play an important role in society

Clients/students come to those working in the career development industry because they are:



Seeking career direction (**91%**)



Looking for information about education opportunities (**84%**)



Wanting to understand more about what jobs they are suited to (**72%**)



Eight in ten (80%) prepare career education materials



Seven in ten (70%) simplify labour market information, making it relevant to clients/students



Those working in the career development industry believe the impact of their work extends beyond the time clients/students interact with them (97% strongly/somewhat agree).



Those working in the career development industry regional and remote areas are more likely than those working in capital and major cities to believe that procuring work experience for their clients/students allows them to have a large impact in their role (46% cf. 36% capital and major cities).

Support offered by those working in the career development industry is unbiased and knowledge-based

What distinguishes the advice provided by those working in the career development industry compared to informal advice from family and friends:



Unbiased career information



Understanding of qualifications needed for different career paths



Knowledge across a number of different industries

Those working in the career development industry add value by:

Strongly/somewhat agree



Educating clients/students about their options

98%



Building client/student confidence

97%



Helping clients/students map out their careers

92%



Helping clients/students find jobs suited to their skills

88%



Supporting people to develop their career management capacities

87%

Those working in the career development industry are motivated to help people fulfil their potential

Top 5 motivations for working in career development:

Helping students/clients fulfil their potential

96%

Using skills and knowledge to help others

94%

Improving student/client wellbeing

86%

Ensuring students/clients can engage well in society

76%

Supporting equal opportunities for career outcomes

56%

Those working in the career development industry could have an even larger impact if given the structure to scale

The quality of work by those working in the career development industry would increase if:



Clients/students were more informed about career development (61%)



There was more training and development (55%)



There were more opportunities to be innovative (51%)



There were better quality resources (43%)



There was greater flexibility (42%)

5 biggest challenges for those working in the career development industry in their role:



Feeling overworked and stressed



Limited opportunities for career progression



Lack of quality leadership from managers



Misaligned client/student expectations



Regulation and compliance restraints

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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