

# Professional Standards for Australian Career Development Practitioners

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## Professional Standards for Australian Career Development Practitioners

Career Development Practitioners provide a wide variety of career development services to diverse client groups. Career Development Practitioners may deliver services in settings such as, but not limited to, schools, higher education (e.g., TAFE and Universities), business organisations, government agencies and private practice in a range of formats including one-to-one, small groups, via the web, large classes and self-help materials. Such services may include career counselling, career education, job placement, employment services, recruitment, career coaching, training, mentoring and coordinating work experience or internships programs. Career Development Practitioners may work at either a Professional or Associate level.

The Career Industry Council of Australia (CICA) is the peak body for the Australian Career industry. CICA's members are Australian Career Development Associations.

The inaugural Professional Standards for Australian Career Development Practitioners were launched in 2006 and fully implemented in conjunction with CICA's Member Associations by 1 January 2012 and outlined the minimum requirements needed by Australian Career Development Practitioners.

In late 2017, it was agreed by all CICA Council Member Associations to review the Professional Standards for Australian Career Development Practitioners. In particular, the Core Competencies and Specialised Competencies of the Professional Standards were reviewed to ensure those entering the profession are provided with skills and knowledge appropriate for contemporary career development practice.

### CICA's Responsibility to Member Associations

CICA ensures that the membership requirements for Career Development Practitioners who belong to its Member Associations accord with the Professional Standards for Australian Career Development Practitioners. In conjunction with its Member Associations, CICA monitors the industry and when necessary revises the Professional Standards to ensure that they remain current, relevant and reflect international best practice.

### Member Associations' Responsibility to CICA

CICA Member Associations apply and monitor the Professional Standards for Australian Career Development Practitioners through their membership requirements. The Professional Standards for Australian Career Development Practitioners may be supplemented by the CICA Member Associations to more accurately reflect their particular constituencies, but not be reduced. In addition, Member Associations ensure that any changes to their career development practitioner membership requirements accord with the Professional Standards and inform CICA of such changes.

## What are Professional Standards?

A profession is a group of people who possess specialised skills and knowledge that are founded in research and developed through high level education and training. The work of a profession is guided by professional standards.

The Professional Standards for Australian Career Development Practitioners are the systems and procedures that define the career industry, its membership and services. By recognising the skills and knowledge required of Career Development Practitioners, the Professional Standards guide entry into the field by providing a foundation for training and qualifications.

## Elements of Professional Standards for Australian Career Development Practitioners

The key elements of the Professional Standards for Australian Career Development Practitioners are:

- Terminology
- Membership of the Profession
- Code of Ethics
- Entry-Level Qualifications
- Continuing Professional Development (CPD)
- Competency Framework that informs the development of entry-level qualifications.

## Terminology

“Career development” was adopted in 2006 as the overarching term in the Australian career industry. Internationally, the terms “career development” and “career guidance” have been used synonymously.

## Membership of the Profession

The Professional Standards for Australian Career Development Practitioners apply to any person who provides career development services and/or programs and who belongs to a CICA Member Association. Such practitioners meet the minimum standards defined by the Professional Standards for Australian Career Development Practitioners, and the Specialised Competencies relevant to their role.

## Code of Ethics

The Code of Ethics guides the professional behaviour and practice of Australian Career Development Practitioners and informs the public about the ethical standards to which the Australian Career Development Practitioners adhere.

<p>Ethical principles for professional competency and conduct</p>	<p>Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Obtain qualifications necessary to provide career development services, including, where appropriate, those qualifications required to undertake specialised tasks or roles and/or work with specialised populations</li> <li>• Conduct career development services in accordance with the code of ethics contained in the professional standards for Australian career development practitioners which is applied through the code of ethics of the CICA member association to which they belong</li> <li>• Represent their professional competencies, training and experience accurately</li> <li>• Function within the boundaries of their training and experience.</li> <li>• Refrain from consciously dictating to, judging or coercing client choices, values, lifestyles, plans or beliefs</li> <li>• Explain the content, purposes, potential benefits and results of tests and interventions in language that is easily understood by the person or persons for whom it is intended</li> <li>• Monitor, maintain and enhance professional competencies</li> <li>• Seek and participate in continuing professional development (CPD) in order to remain current with innovations and trends in the contexts, processes and content of career development</li> <li>• Ensure that material contained in web-based programs, resource materials and career development programs is current and accurate</li> <li>• Conduct research and report findings using procedures that are consistent with the accepted ethical and scientific standards of educational, psychological and social research practices</li> </ul>
<p>Ethical principles for career development Practitioner-Client Relationships</p>	<p><b>Equity and diversity</b></p> <p>Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Respect the dignity of each person for whom career development services are rendered</li> </ul>

- Respect client's feelings and cultural customs
- Inform clients, orally or in writing, of the purposes, goals, techniques, policies and ethical standards as appropriate to the service being provided
- Accept the rights of the client to make independent choices and to take responsibility for those choices and their consequences
- Deal with each person fairly, equitably and without prejudice, respecting their values, beliefs and life experiences and those of their families and communities to which they belong
- Avoid all forms of discrimination
- Ensure that the services provided are culturally appropriate and relevant to the clients' needs, and valid and reliable concerning the information they provide
- Take into consideration the career development stage that their clients are at, and their career/life experiences
- Use non-discriminatory, current and accurate information within whatever medium is used
- Apply, and inform clients about, ethical issues (such as privacy, identify, information-sharing practices) associated with media technologies, including social networking

### **Confidentiality, disclosure and informed consent**

Career Development Practitioners:

- Maintain a current understanding of laws, policies and professional ethics that pertain to client rights
- Inform clients of the limits of confidentiality
- Preserve confidentiality
- Preserve the client's right to privacy
- Seek clients' expressed consent before disclosure of client information
- Avoid or disclose conflicts of interest which compromise the best interests of their clients

### **Scope of practice**

Career Development Practitioners:

- Conduct career development services for which they are appropriately trained and currently qualified
- Make appropriate referral when their own competency does not meet the client's need or when their professional assistance cannot be provided or continued

	<ul style="list-style-type: none"> <li>Contextualise career development theory and practice according to work setting, clientele and societal context</li> </ul>
Ethical principles for professional relationships	<p><i>Career Development Practitioners:</i></p> <ul style="list-style-type: none"> <li>Avoid or disclose conflicts of interest</li> <li>Resolve conflict between professional ethical standards and directives or practices within the workplace through ethical decision-making and appropriate consultation</li> <li>Advocate for and assist in the development of career development services that are ethically rendered and relevant to client needs in cooperation with policy-makers, organisations, administrative personnel and community agencies</li> <li>Respect and acknowledge the contribution of other professionals</li> <li>Cooperate with other professionals and/or colleagues according to the ethical practices and procedures relevant to the situation</li> </ul>
Breaches of the Code of Ethics	Breaches of the Code of Ethics may be reported to the relevant CICA Member Association which will follow up appropriately (e.g., where appropriate through educative processes or cancellation of membership)

## Entry-level Qualifications

Entry-level qualifications ensure that those entering the career development profession have the appropriate career development-specific skills, knowledge and competencies to undertake work in the career development field. Such qualifications determine membership of the CICA Member Associations. The content of the entry-level qualifications is informed by the CICA Competency framework.

**Professional Career Development Practitioners** work in a range of settings, coordinate teams including Associate Career Development Practitioners, and in supervisory roles.

Entry level qualifications for **Professional** Career Development Practitioners are either

a) a CICA endorsed Graduate Certificate or higher

or

b) an alternative pathway to Professional status as may be approved on a case by case basis by the CICA Member Associations.



**Associate Career Development Practitioners** work in support roles.

Entry level qualifications for **Associate** Career Development Practitioners provide an introduction to career development and are either

a) a CICA endorsed Certificate IV in Career Development

or

b) an alternative pathway to Associate status as may be approved on a case by case basis by the CICA Member Associations.

## Continuing Professional Development

Continuing Professional Development (CPD) is the ongoing maintenance and growth of professional excellence through participation in learning activities based on self-assessment and implemented for the benefits of participants, clients and the community. The CICA minimum standard is 15 hours of CPD per annum.

CICA Member Associations	<ul style="list-style-type: none"> <li>• Incorporate into their own standards a model of continuing professional development (CPD) that accords with the CICA professional standards</li> <li>• Require professional and associate career development practitioners to confirm that they have complied with the CPD requirements of their association as part of the membership renewal process</li> <li>• Provide an appropriate program of CPD for their professional and associate career development practitioner members</li> <li>• Provide a mechanism to enable professional and associate career development practitioners to record and provide evidence of their CPD with their membership renewal</li> <li>• Provide relevant CPD that enables professional and associate career development practitioners to maintain the competencies as defined in these professional standards</li> <li>• Where possible, develop cooperative arrangements across associations for the delivery of CPD</li> <li>• Where appropriate, acknowledge that where professional and associate career development practitioners have complied with the CPD requirements of one CICA member association, this will be recognised for the membership renewal process of other CICA member associations</li> </ul>
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Professional and Associate Career Development Practitioners	<ul style="list-style-type: none"> <li>• Engage in CPD according to the standards of their CICA member association</li> <li>• Record, retain, and provide evidence of their CPD if required</li> <li>• Confirm that they have complied with the CPD requirements of their professional association as part of their membership renewal</li> </ul>
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## Competency Framework

The CICA Competency Framework contains Core Competencies and Specialised Competencies.

Core Competencies are the skills, knowledge and attitudes required by all Career Development Practitioners regardless of their work setting.

Specialised Competencies are the additional skills, knowledge and attitudes that may be required by some Career Development Practitioners to undertake specific career development roles or cater for the needs of specific client groups. Appropriate training must be undertaken to develop the Specialised Competencies.

The CICA Competency Framework informs the content of the CICA endorsed entry-level qualifications.

### The Core Competencies are:

- Career development theory
- Labour market information
- Communication and interpersonal skills
- Ethical practice
- Diversity and inclusion
- Technology, information and resources
- Professional practice application

### The Specialised Competencies are:

- Career assessment
- Career counselling
- Program delivery
- Working with diverse clients
- Project management
- Employer liaison
- Research skills

## Core Competencies

An overview of the Core Competencies is provided in the table below.

<b>Core Competency 1</b>	<b>Career development theory</b>
1a	Describe major career development theories, concepts, research, and associated models and frameworks
1b	Apply career development theories, concepts, research, and associated models and frameworks to practice
<b>Core Competency 2</b>	<b>Labour market information</b>
2a	Source, understand and apply credible, reliable labour market information that is free of bias
2b	Use labour market information to assist clients in job search strategies and career planning
<b>Core Competency 3</b>	<b>Communication and interpersonal skills</b>
3a	Establish and maintain rapport
3b	Use effective verbal and written communication skills
3c	Work effectively in a team environment
<b>Core Competency 4</b>	<b>Ethical practice</b>
4a	Apply the CICA Code of Ethics
4b	Demonstrate commitment to professionalism
4c	Demonstrate commitment to lifelong learning
<b>Core Competency 5</b>	<b>Diversity and inclusion</b>
5a	Recognise and respect diversity
5b	Conduct career development work in culturally sensitive ways
<b>Core Competency 6</b>	<b>Technology, information and resources</b>
6a	Collect, analyse and use information
6b	Keep up-to-date with emerging technologies and innovations
6c	Identify relevant support organisations, resources and services
<b>Core Competency 7</b>	<b>Professional practice application</b>
7a	Conduct needs assessment
7b	Follow case and/or project management procedures
7c	Use enterprise skills
7d	Evaluate the service provided to clients

Core Competencies are the skills, knowledge and attitudes required by all Career Development Practitioners regardless of their work setting.

A detailed description of the Core Competencies is provided in the table below.

<b>Professional Standards for Australian Career Development Practitioners Core Competencies</b>	
<b>1. Career Development Theory</b>	
These competencies address the theoretical base that informs the work of Career Development Practitioners.	
1a.  Describe major career development theories, concepts, research, and associated models and frameworks	To demonstrate this competency, Career Development Practitioners: <ul style="list-style-type: none"> <li>• Understand the constructs of major career development theories and their application</li> <li>• Keep up-to-date with the latest developments in theory, associated models, and research</li> <li>• Understand models of career decision-making and their application</li> </ul>
1b.  Apply career development theories, concepts, research, and associated models and frameworks to practice	To demonstrate this competency, Career Development Practitioners: <ul style="list-style-type: none"> <li>• Integrate career development theories, concepts, research, and associated models and frameworks into practice</li> <li>• Apply a theoretical framework developed from a range of career development theories, associated models, and research to provide a sound context for practice</li> <li>• Use a theoretical framework through which to understand client career development</li> <li>• Assist clients to understand the career development process</li> <li>• Assist clients to understand and balance their multiple life-roles</li> <li>• Apply models of career decision-making to practice</li> <li>• Use theory to inform program development</li> </ul>

	<ul style="list-style-type: none"> <li>• Incorporate into practice theory and research-informed strategies, resources and processes that reflect the needs of the setting and client group</li> </ul>
<p><b>2. Labour Market Information</b></p> <p>These competencies address the integral role of labour market information in career development practice.</p>	
<p>2a</p> <p>Source, understand and apply credible, reliable labour market information that is free of bias</p>	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Understand how to access local, regional, national and international labour market information</li> <li>• Keep current about labour market trends and information</li> <li>• Comprehend local, regional, national and international labour market information and their application to work search and career objectives</li> <li>• Critically evaluate and interpret labour market statistics and trends</li> <li>• Understand current workplaces, workers' rights, conditions, and employment and recruitment practices</li> <li>• Understand educational and training opportunities and resources and transition pathways as appropriate to work setting</li> </ul>
<p>2b</p> <p>Use labour market information to assist clients in job search strategies and career planning</p>	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Expose clients to various career search strategies</li> <li>• Assist clients to interpret labour market information in the context of their career decision-making and aspirations, skills, knowledge and needs</li> <li>• Apply accurate labour market information to assist clients in developing labour market informed career plans</li> <li>• Assist clients in self-management and self-promotion</li> <li>• Assist clients in creating their own opportunities, including entrepreneurial opportunities</li> </ul>

	<ul style="list-style-type: none"> <li>• Help clients expand their search for prospective jobs</li> <li>• Identify hidden job markets</li> <li>• Identify cultural differences in expectations of the job search process</li> <li>• Assist clients to use job search strategies such as self-marketing, using portfolios, personal presentations, job interviews, networking, letters of application, addressing selection criteria, assessment centre preparation, use of recruitment agencies, use of online resources, the role of professional associations, the preparation of application forms, online application preparation, online presence, resume and portfolio preparation</li> </ul>
<p><b>3. Communication and Interpersonal Skills</b></p> <p>These competencies address the high-level communication and interpersonal skills that are required in the work of Career Development Practitioners to interact effectively with clients.</p>	
<p>3a</p> <p>Establish and maintain rapport</p>	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Build rapport and relationships with clients</li> <li>• Create a climate of respect, confidence, openness, trust, confidentiality, positivity and comfort</li> <li>• Demonstrate empathy through genuine concern for clients' wellbeing, welfare and future</li> <li>• Ascertain, acknowledge, validate, and respect clients' beliefs, values, opinions, contexts, perceptions, and learning styles</li> <li>• Promote a cooperative and productive environment</li> <li>• Mutually determine and evaluate expectations, needs, and goals</li> <li>• Continuously demonstrate personal integrity, honesty, and sincerity</li> </ul>
<p>3b</p> <p>Use effective verbal and written communication skills</p>	<p>To demonstrate this competency, Career Development Practitioners:</p>

	<ul style="list-style-type: none"> <li>• Use verbal communication skills including reframing, questioning, reflection and active listening skills</li> <li>• Use communication skills to assess clients' needs</li> <li>• Allow for the transfer of required information</li> <li>• Use written and verbal language appropriate to the audience and context</li> <li>• Use digital communication ethically and effectively</li> <li>• Model, support and encourage effective communication</li> <li>• Write and maintain accurate client records</li> <li>• Produce effective resources</li> </ul>
<p>3c</p> <p>Work effectively in a team environment</p>	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Develop appropriate client, colleague, agency and community relationships</li> <li>• Work cooperatively and respectfully with team members to create a healthy and productive work environment where team members are kept informed</li> <li>• Work with the team in the client's best interests</li> <li>• Be aware of the boundaries of team roles and avoid conflicts of interest</li> <li>• Promote and market services to clients, employers and other agencies</li> <li>• Foster links with and gain cooperation of key stakeholders and external communities including employers, professional associations and peak organisations</li> </ul>
<p><b>4. Ethical Practice</b></p> <p>These competencies address the ethical standards that guide the work of Career Development Practitioners.</p>	
<p>4a.</p> <p>Apply the CICA Code of Ethics</p>	<p>To demonstrate this competency, Career Development Practitioners:</p>

	<ul style="list-style-type: none"> <li>• Understand, reflect on, and adhere to the Professional Standards for Australian Career Development Practitioners' Code of Ethics in their practice</li> <li>• Engage in ethical practice with other practitioners, clients, employers and the public</li> </ul>
4b Demonstrate commitment to professionalism	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Act as a role model for the profession</li> <li>• Show respect to others</li> <li>• Act responsibly and within professional scope of practice</li> <li>• Offer quality service to clients</li> <li>• Liaise with relevant bodies to identify best practice relationships and professional networks</li> <li>• Demonstrate reflective practice to identify areas for improvements that will enhance practice</li> <li>• Understand how public policy, legislation, and regulation relevant to career work impact on their role and practice</li> <li>• Obtain feedback on, and conduct evaluation of, services provided</li> </ul>
4c Demonstrate commitment to and evidence of lifelong learning	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Maintain currency through further education and continuing professional development</li> <li>• Plan, and retain a record of, own professional development</li> </ul>

### 5. Diversity and inclusion

These competencies address the need for Career Development Practitioners to demonstrate respect for the diversity of Australian people and conduct their work in culturally sensitive ways. Diversity includes, but is not limited to, age, gender, disability, sexual orientation, geographic location, sporting prowess, culture, religion, Aborigines and Torres Strait Islanders, refugee and migrant backgrounds, socio-economic status, mental health, and exceptional ability e.g., in sport, the arts or academic achievement.



<p>5a</p> <p>Recognise and respect diversity</p>	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Be knowledgeable about legislation related to discrimination</li> <li>• Accept and work respectfully, effectively, appropriately and ethically with diverse clients</li> <li>• Appreciate that clients may not share practitioner's personal or professional perspectives</li> <li>• Understand the influence and impact of the client's cultural, geographic, social and economic environment or context in career decision-making</li> <li>• Promote access to services for diverse clients</li> <li>• Demonstrate awareness of, reflect on, and self-critique cultural beliefs, values, and historical positioning, and how these impact on one's practice with clients from other cultural backgrounds</li> </ul>
<p>5b</p> <p>Conduct career development work in culturally sensitive ways</p>	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Address the needs of clients with unique needs</li> <li>• Ensure pre-judgment and biases are not affecting service delivery</li> <li>• Identify, and work with clients to overcome systemic biases that limit their career development</li> <li>• Provide an inclusive environment when working with clients</li> <li>• Determine whether clients' needs are within the scope of practice of the practitioner and, if not, determine an appropriate referral</li> </ul>

## 6. Technology, Information and Resources

These competencies address the integral role of current and emerging technologies, relevant and effective information and resources, and their management, to meet client needs.

<p>6a</p> <p>Collect, analyse and use information</p>	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Identify and critically evaluate the range, sources, and types of information available</li> <li>• Apply appropriate research strategies to retrieve information needed, including the appropriate use of information technology (e.g. Social media and on-line information sources)</li> <li>• Access and exchange information relevant to one's practice</li> <li>• Maintain, retrieve and interpret information effectively to assist clients</li> <li>• Develop and apply information management strategies</li> <li>• Manage and organise career development information in a way that is accessible for use by intended audiences</li> <li>• Help clients use relevant information technology resources and tools ethically and effectively</li> </ul> <p>Career Development Practitioners may also:</p> <ul style="list-style-type: none"> <li>• Produce career information and resources that support their work</li> </ul>
<p>6b</p> <p>Keep up-to-date with emerging technologies and innovations</p>	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Remain current and have a sound understanding of emerging technologies and their application to practice</li> <li>• Use appropriate forms of electronic communication and social media</li> <li>• Are aware of changing contexts, including the political, economic, technological, social, environmental, and organisational contexts</li> <li>• Are adaptable and flexible, using and applying technology in their own context</li> </ul>

	<ul style="list-style-type: none"> <li>Recognise the impact that digital technology and social media are having on the world of work and career development practice</li> </ul> <p>Career Development Practitioners may also:</p> <ul style="list-style-type: none"> <li>Create and deliver information and resources using technology (e.g. Presentations, videos, webinars, multimedia resources)</li> </ul>
6c  Identify relevant support organisations, resources and services	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>Identify and source relevant organisations, resources, and services that address the unique needs of clients</li> <li>Identify service gaps in the community</li> <li>Make appropriate referrals</li> </ul>
<p><b>7. Professional Practice Application</b></p> <p>These competencies address the practices required to maintain professional standards in career development work.</p>	
7a  Conduct needs assessment	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>Determine the career needs of clients</li> <li>Determine whether clients' needs are within the scope of expertise and practice and, if not, determine appropriate referral</li> <li>Negotiate and agree the services and support to be provided to achieve the outcomes for clients</li> <li>Understand and apply appropriate methods to conduct needs assessment e.g. Surveys, interviews</li> </ul>
7b  Follow case and/or project management procedures	<p>To demonstrate this competency, Career Development Practitioners:</p>

	<ul style="list-style-type: none"> <li>• Monitor client's situation and progress</li> <li>• Maintain client confidentiality</li> <li>• Work in the client/client group/class's best interests</li> <li>• Ensure accountability</li> <li>• Coordinate and cooperate at intra- and inter- agency levels</li> <li>• Fulfil responsibilities to clients, colleagues, employers and self</li> <li>• Store information that can be easily retrieved for decisions or future needs</li> <li>• Understand the implications of record-keeping, including legal implications</li> </ul>
<p>7c</p> <p>Use enterprise skills</p>	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Provide innovative responses to the changing political and organisational contexts and emerging career development needs of clients and the community</li> <li>• Be adaptable and flexible in a constantly changing world</li> <li>• Promote and market services to clients, employers and other organisations</li> <li>• Advocate on behalf of the career development profession</li> </ul> <p>Career Development Practitioners may also:</p> <ul style="list-style-type: none"> <li>• Apply sound business practices</li> </ul>
<p>7d</p> <p>Evaluate the service provided to clients</p>	<p>To demonstrate this competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Understand and apply a range of evaluation strategies</li> <li>• Evaluate cases and/or projects to ensure accountability</li> <li>• Measure and improve client satisfaction</li> <li>• Use evaluation to identify new client services</li> <li>• Provide evidence to assist in service promotion and enhancement</li> </ul>

## Specialised Competencies

Specialised Competencies are the additional skills, knowledge and attitudes that may be required by some Career Development Practitioners to undertake specific career development roles or cater for the needs of specific client groups. Appropriate training must be undertaken to develop the Specialised Competencies.

An overview of the Specialised Competencies is provided in the table below.

<b>Specialised Competency 1</b>	<b>Career assessment</b>
S1	Assess, develop and apply career assessment
<b>Specialised Competency 2</b>	<b>Career counselling</b>
S2	Apply career counselling skills
<b>Specialised Competency 3</b>	<b>Career development program delivery</b>
S3	Assess the need for, design, deliver and evaluate career development programs
<b>Specialised Competency 4</b>	<b>Diverse clients</b>
S4	Work with diverse people
<b>Specialised Competency 5</b>	<b>Project management</b>
S5	Design, develop, implement, and evaluate projects
<b>Specialised Competency 6</b>	<b>Industry liaison</b>
S6	Liaise with employers and other organisations
<b>Specialised Competency 7</b>	<b>Research skills</b>
S7	Conduct research

A detailed description of the Specialised Competencies is provided in the table below.

<b>Professional Standards for Australian Career Development Practitioners</b> <b>Specialised Competencies</b>	
<b>1. Career Assessment</b>	
<p>Many Career Development Practitioners include vocational/career assessment in their practice. In addition to the Core Competencies, a range of assessment tools and processes require appropriate training to deliver this service.</p>	
S1  Assess, develop and apply career assessment	<p>To demonstrate this Specialised Competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Describe the purpose of assessment in career development work</li> <li>• Identify standardised career assessment instruments and informal assessment methods appropriate for clients and for own knowledge and skill level</li> <li>• Review and evaluate assessment results with clients</li> <li>• Understand the validity, reliability and norm group issues relevant to the assessment tools being used</li> <li>• Use assessment processes ethically and apply them according to practitioner's own knowledge and skill level</li> <li>• Gain qualifications in assessment processes</li> </ul>
<b>2. Career Counselling</b>	
<p>Career counselling is fundamental to the work of many Career Development Practitioners. In addition to the Core Competencies, Career Development Practitioners identifying as career counsellors are expected to have the Specialised Competencies related to counselling for which appropriate training must be undertaken.</p>	
S2  Apply career counselling skills	<p>To demonstrate this Specialised Competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Explain major counselling theories and models</li> <li>• Apply counselling theory to career counselling</li> <li>• Demonstrate theoretically-driven career counselling</li> <li>• Engage in regular supervision appropriate to the role</li> </ul>

- Stay up-to-date with different modalities of counselling

### 3. Career Development Program Delivery

Career development program delivery is fundamental to the work of many Career Development Practitioners, especially those working in educational and organisational settings. Effective career development program delivery is predicated on effective use of the Core Competencies as well as skills and knowledge related to needs assessment and the development, delivery, and evaluation of programs.

S3

Assess the need for, design, deliver and evaluate career development programs

To demonstrate this Specialised Competency, Career Development Practitioners:

- Conduct needs assessment prior to the development of career development programs
- Understand and describe models of group facilitation
- Apply group facilitation skills to foster career development learning
- Contextualise career development programs according to work setting, clientele and societal context
- Develop and deliver theoretically-driven career development programs that cater for diversity and different learning styles
- Select tools, techniques, and technology to best facilitate the program
- Prepare and present program proposals that consider context, budget, objectives, and outcomes
- Monitor the progress of clients and of the group
- Review, evaluate, and revise career development programs
- Understand the importance of technology for scalability in the delivery of career development programs

Career Development Practitioners may also:

- Create resources, career information, and tools to best facilitate programs and market programs.

#### 4. Diverse Clients

Career Development Practitioners may work in specialist areas with diverse people including, but not limited to, people who have disabilities, including mental health issues and mental illness; have refugee, migrant or veteran backgrounds; who are Aborigines or Torres Strait Islanders; have exceptional ability e.g., in sport, the arts or academic achievement; or identify as LGBTQI people. To support this work, practitioners need, in addition to the Core Competencies, in particular, the Diversity and Inclusion competency, specific training.

S4

Working with diverse people

To demonstrate this Specialised Competency, Career Development Practitioners:

- Understand theory, models, and practices and their application to diverse people
- Conduct specialised vocational counselling
- Use culturally appropriate practices
- Reflect on, and understand, personal culture and its potential impact on career development work
- Apply career development theories to people with functional limitations
- Conduct specialised vocational counselling for people with disabilities
- Provide career guidance, job seeking skills training, and job placement for people with disabilities
- Understand applied counselling approaches and their application to people with disabilities
- Understand psychosocial issues related to the experience of disability
- Facilitate accommodations needed for job placement

Some Career Development Practitioners may also:

- Understand rehabilitation theory, models, processes and practices
- Apply a working knowledge of vocational and occupational rehabilitation systems
- Facilitate rehabilitation case management
- Conduct specialised vocational evaluation and assessment
- Understand functional implications of injury and disability for career and work



<p><b>5. Project Management</b></p> <p>Project management is fundamental to the professional practice of some Career Development Practitioners who may design, develop, implement and evaluate system-wide projects in their own or other organisations. To support this work, practitioners need, in addition to the Core Competencies, specific training.</p>	
<p>S5</p> <p>Design, develop, implement, and evaluate projects</p>	<p>To demonstrate this Specialised Competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Understand and apply the processes of, and tools for, preparing project plans, managing projects, including effective budgeting, implementation, monitoring and evaluation</li> <li>• Establish and maintain strong communication with both client and management, through consistent and timely project reporting and project review meetings and presentations</li> <li>• Manage third-party relationships involved in the overall implementation of the project</li> <li>• Ensure that quality deliverables are produced to customers' expectations</li> </ul>
<p><b>6. Industry Liaison</b></p> <p>Employer liaison relates to the work of some career practitioners whose roles involve liaising with employers and other organisations to provide information about work, training, and career opportunities and /or work-based learning experiences for students and other clients. To support this work, practitioners need, in addition to the Core Competencies, specific training.</p>	
<p>S6</p> <p>Liaise with employers and other organisations</p>	<p>To demonstrate this Specialised Competency, Career Development Practitioners:</p> <ul style="list-style-type: none"> <li>• Demonstrate a high level of client focus</li> <li>• Apply effective networking, presentation, negotiation, and influencing skills</li> <li>• Collaborate with diverse internal and external stakeholders, including recruitment agencies, employers, peak industry groups to maximise benefits for clients</li> <li>• Manage data</li> </ul>

## 7. Research Skills

Research skills relate to the work of some career practitioners whose work involves career development research that informs theory, practice and policy development. To support this work, practitioners need, in addition to the Core Competencies, specific training.

S7

Conduct research

To demonstrate this Specialised Competency, Career Development Practitioners:

- Understand a range of research methods and apply appropriate methods to gather information
- Take into account ethical requirements and regulatory obligations related to the conduct of research
- Conduct research that is respectful of participants' cultures
- Prepare and present research proposals, funding grants, or contract tenders
- Plan, design, manage, and report on research projects
- Critically analyse and interpret data
- Prepare, present, and disseminate results in appropriate ways

## Glossary of Terms

### Associate Career Development Practitioners

Work in support roles.

### Benchmarking

The process of measuring the performance of products, services, or processes against those considered to be industry best practice. Benchmarking identifies strengths and opportunities for improvement.

### Career

A lifestyle concept that involves work, learning and leisure activities across the lifespan. Careers are dynamic, unique to each person, and involve balancing paid and unpaid work and personal life roles.

### Career Adviser

Career Advisers hold Professional Qualifications in Career Development and provide a service that facilitates career decision making. They provide timely and authoritative advice and information to students, parents and colleagues in educational settings.

### Career Assessment

A process that gives meaning to quantitative test results and informal qualitative career assessment instruments.

### Career Counselling

A process that assists people by emphasising self-awareness and understanding in order to develop a satisfying and meaningful career direction that guides learning, work and transition decisions and manage changing work and learning environments over the lifespan. Career counselling may be conducted individually or in small groups. Career Counsellors hold Professional Qualifications in Career Development as well as Specialised Qualifications in career counselling.

### Career Development

The process of managing life, learning, work, leisure, and transitions across the lifespan in order to move towards a personally determined future.

## Career Development Practitioner

Career Development Practitioners provide a wide variety of services to diverse client groups in order to foster their career development. Career Development Practitioners may deliver services in settings such as, but not limited to, schools, higher education (e.g., TAFE and universities), business organisations, government agencies and private practice in a range of formats including one-to-one, small groups, via the web, large classes and self-help materials. Such services may include, but are not limited to, career counselling, career advice, career education, job placement, employment services, recruitment, career coaching, training, mentoring and coordinating work experience or internships programs. Career Development Practitioners may work at either a Professional or Associate level.

## Career Development Services

A wide range of programs and services provided in many different jurisdictions and delivery settings to stimulate career development learning in order that clients gain the knowledge, skills, attitudes and behaviours to manage their life, learning and work in self-directed ways.

## Career Education

The development of knowledge, skills and attitudes through a planned program of learning experiences in education and training settings to assist students make informed decisions about their life, learning and work options and enable their effective participation in working life.

## Career Guidance

An umbrella term for the services provided by Professional Career Development Practitioners, intended to assist individuals, of any age and at any point throughout their lives, to make educational, training and occupational choices and to manage their careers.

## Career Information

Occupational and industry information, education and training information and social information related to the world of work sourced from resources such as computer-based career information delivery systems, the Internet, print and media materials, informational interviews, and workplace speakers.

## Career Management Skills

The knowledge, skills and behaviours required by all citizens to manage and develop their learning and employment across their working lives. These skills include gathering, analysing, synthesising and organising self, educational and occupational information as well as the skills for making and implementing career decisions and transitions.

## Code of Ethics

Guide the professional behaviour and practice of Australian Career Development Practitioners and inform the public about the ethical standards to which Australian Career Development Practitioners adhere.

## Continuing Professional Development (CPD)

The ongoing maintenance and growth of professional excellence through participation in learning activities based on self-assessment and implemented for the benefits of participants, clients and the community.

## Competency

The ability to perform tasks and duties to the standard expected in employment.

## Core Competency

The skills, knowledge and attitudes required by all Career Development Practitioners regardless of their work setting as set out in the Professional Standards for Australian Career Development Practitioners.

## Employability Skills

Generic skills and attributes that are required to gain employment and may be transferred from one situation to another.

## Entry-level Training

Training undertaken to enter the workforce or further learning.

## Evaluation

The process or results of an assessment or appraisal in relation to stated objectives, standards, or criteria.

## Job

A job is the work a person does to earn money.

## Labour Market

The market in which employers look and compete for workers and in which workers look and compete for employment.

## Labour Market Information

Labour market information includes all quantitative or qualitative data and analysis related to employment and the workforce.

## Learning

Learning is a holistic process involving thinking, feeling, perceiving and behaving as individuals relate with experience and interaction with the world throughout their lives. Learning may be formal, informal, non-formal, intentional or unintentional.

## Lifelong learning

Purposeful learning activity undertaken on an ongoing basis to improve knowledge, skills and competence through education, training, work and general life experience.

## Occupation

A set of jobs that require the performance of similar or identical sets of tasks.

## Profession

A disciplined group of individuals who adhere to, and uphold, ethical standards and are accepted by the public as possessing special knowledge and skills learned from research, education and training at a high level, and who exercise this knowledge and skills in the interest of others.

## Professional Career Development Practitioners

Work in a range of settings, coordinate teams including Associate Career Development Practitioners, and in supervisory roles.

## Professional Standards

The systems and procedures in the career industry that: define the career industry, its membership and its services; recognise the diverse skills and knowledge of career practitioners; guide practitioner entry into the industry; provide a foundation for designing career practitioner training; provide quality

assurance to the public and other stakeholders in the industry; and create an agreed terminology for the industry.

### Qualification

Certification awarded to a person on successful completion of a course in recognition of having achieved particular knowledge, skills or competencies.

### Recognition of prior learning (RPL)

Assessment of a person's relevant skills and knowledge gained from training, work or life experience (including formal, informal and non-formal learning) to grant status or credit in a subject or module.

### Self-assessment

A process of assessing performance against particular standards, criteria, or competency standards to identify strengths and opportunities for improvement.

### Skill

An ability to perform a particular mental or physical activity which may be developed by training or practice.

### Specialised Competencies

Skills, knowledge and attitudes, in addition to the Core Competencies, that may be required by some Career Development Practitioners to undertake specific career development roles or cater for the needs of specific client groups. Appropriate training must be undertaken to develop the Specialised Competencies.

### Work

A set of activities such as paid employment, parenting, care work, or volunteering from which it is hoped a person will derive personal satisfaction



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