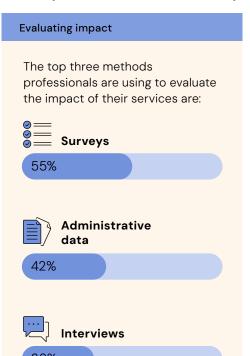


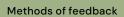
# Where are we going?

## Challenges and opportunities



#### A snapshot of how career development performance is measured





The profession relies heavily on informal feedback:

Feedback from line manager

Feedback from clients, students or parents

Only 35% of respondents said they received feedback through more formal Performance Reviews.



Performance

#### Professional standards in evaluation

97% are aware of Professional Standards for Australian Career Development Practitioners; but 50% report that they are either never used or are 'unknown' in performance evaluation.





This speaks to the need for more structured and measurable frameworks to guide professional development and build professional standards.

## **Engaged & optimistic workforce**

53% believe the industry will improve in 5 years.



The industry has high job engagement (average 8.1/10)



## **Professional Development in our industry**

53% spend one day or more on professional development per month.



was strongly preferred: 50% of respondents nominated In-person Workshop/seminars and In-person conferences.

In-person Professional Development

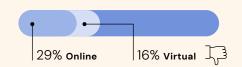
development budget; 21% don't know.



25% do not have a Professional

In contrast, only 29% nominated 'Online Workshop/seminar' and 16% for 'Virtual Conference'.





This suggests that career development professionals are seeking peer support and opportunities to connect with others in the profession.

### How is Al being used across the industry?

Many participants lack confidence with Al.



prepared







or **Not at all** prepared

In many industries, Al is being applied to routine tasks such as administrative work and client support. Yet in our profession, 36% and 53% of respondents reported never using AI for these tasks.

36%

Never use Al for admin

53%

Never use Al for client support

This indicates a large opportunity to upskill in this area - to build confidence in our future workforce and enhance productivity. 70% of respondents nominated 'Training for Al tools in career counseling' as being the most necessary for career development professionals.



Available from www.cica.org.au



## **Competency Self-Assessment**

When asked to assess themselves against the core competencies of the Professional Standards for Australian Career Development Practitioners, respondents demonstrated confidence in their 'social' skills but a lack of confidence in more 'technical' aspects of the role.

## Highest self-rated areas









Recognise and respect diversity





Demonstrate commitment to lifelong learning





Use effective verbal and written communication skills





Establish and maintain rapport

## Lowest self-rated areas





Conduct needs assessment





Use enterprise skills





Evaluate the service provided to clients





Apply career development frameworks to practice





Describe major career theories and frameworks