

# Where are we now?

# Understanding our profession today



#### A snapshot of career development in Australia

The majority of career practitioners are female (84%).



Male representation is declining, down from 20% in 2015 to 16% in 2024.

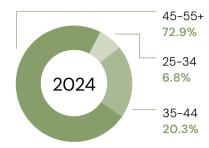








Although 72% of our workforce is aged 45+,



this is younger than we were in 2015 when 78% were 45+.





There has been a shift toward full-time work (62%), with part-time roles decreasing by **22%** since 2016.

2016



Nearly half (48%) work in school education.



Full-time



Part-time

#### **Our qualifications**

66% of those in the career development profession hold a Graduate Certificate in Career Development or higher. 15% hold a Certificate IV.





Most common qualification: Graduate Certificate in Career Development (53%)



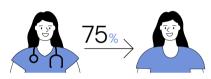
There is strong interest (52%) in a Masters qualification if it was available; 70% of this cohort already hold a Graduate Certificate qualification.



√ 52<sub>%</sub>

#### A highly skilled and experienced workforce

75% transitioned into career development from other roles and industries – bringing a wealth of professional experience.



45% have 10+ years of experience in the career development profession; 15% have 20+ years.

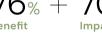


Career development professionals perform a wide range of activities, which were rated for their benefit and impact.

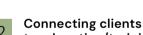
### Most helpful activities

One-on-one consultations

ranked highest for both 'most beneficial' and 'having the largest impact' for students/clients.







to education/training ranked second for both benefit

and impact.

45% + 59%

### Least helpful activities



Simplifying labour market information

to make it relevant for students/clients ranked second lowest for both benefit and impact.









Virtual career fairs

ranked lowest in both benefit and impact.



## What challenges are blocking us from thriving at work?



Feel overworked and stressed.

Lack quality leadership from managers.

Feel there are **limited** opportunities for career progression.

Australians value the advice from career development professionals,





with 81% of respondents noting the unbiased nature of the advice to be most valuable to students/clients.

81%

### What would allow us to increase the quality and impact of our work?



Clients/students being **informed** about career development.

Better quality

resources.

Opportunities to be innovative.