

**MEDIA RELEASE
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CICA Launches New Edition of the Professional Standards for Australian Career Development Practitioners

The Career Industry Council of Australia (CICA) has today launched the newly updated edition of the **CICA Professional Standards for Australian Career Development Practitioners**, reinforcing its commitment to strengthening professional practice and ensuring high-quality career development services for all Australians.

The updated Standards reflect the evolving nature of the profession and respond to significant shifts in the labour market, education and training systems, digital technologies, and the growing integration of artificial intelligence into career development practice.

The review process, undertaken throughout 2025, drew on international frameworks, emerging research, consultation with practitioners and member associations, and analysis of contemporary practice environments. The result is a refreshed, future-focused set of Standards that remains grounded in ethics, evidence, and professional accountability.

The Professional Standards are a living document. They articulate the qualifications, competencies, and ethical obligations required of career development practitioners and underpin the Australian Register of Professional Career Development Practitioners. They also provide assurance to governments, education systems, employers, and communities that career development services in Australia are delivered by qualified professionals who meet nationally endorsed Professional Standards.

CICA President Megan Fritsch said the launch marks an important milestone for the profession.

“Career development is an evolving profession. The updated Professional Standards reflect the complexity, responsibility, and impact of our work in supporting individuals to navigate learning and work in an increasingly uncertain world.

To the profession, these Standards are both an anchor and a compass. They affirm our shared commitment to ethical, evidence-informed practice while guiding us forward as new technologies, labour market dynamics, and community expectations emerge.

To policymakers and stakeholders, the message is clear: high-quality career development is not an optional extra. It is essential infrastructure for education, workforce participation, economic productivity, and social equity.

Investment in qualified career development practitioners is an investment in Australia’s future.”

The new edition strengthens alignment with international developments in career guidance policy and professionalisation while remaining responsive to the Australian context. It reinforces core competencies in areas such as career development theory, labour market information, ethical practice, diversity and inclusion, communication, technology, and professional practice application. It also recognises the increasing importance of digital literacy and responsible AI use within contemporary career development practice.

As Australia continues to respond to workforce shortages, economic transition, skills reform, and the need for lifelong career support, the Professional Standards provide a clear and credible foundation for quality assurance, workforce capability, and public trust.

CICA calls on governments, education authorities, training providers, and employers to work collaboratively with the profession to ensure that all Australians have access to qualified career development practitioners who meet nationally endorsed Standards.

The updated Professional Standards for Australian Career Development Practitioners are now available via the [CICA website](#).

About CICA

The Career Industry Council of Australia (CICA) is the national peak body representing career development in Australia. CICA works collaboratively with governments, education, industry, and community to advance the professional standards, quality, and impact of career development services for all Australians.

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