

MEDIA RELEASE
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**Career Education and Information:
A Foundation for Australia's Skills and Training System**

During National Skills Week, the Career Industry Council of Australia (CICA) emphasises the importance of embedding career education and access to accurate, evidence based career information as essential components of the nation's skills and training system.

High quality career education, information, and guidance supports individuals to make informed decisions at all stages of life, from school through to tertiary study, vocational training, mid career transitions, and workforce participation later in life. When citizens can access professional guidance and reliable information, they are more likely to pursue pathways that reflect their strengths and interests, while also contributing to Australia's economic and workforce priorities.

CICA Executive Director, David Carney, said:

"Career education must be regarded as a critical part of national infrastructure. It provides individuals with the capability to navigate transitions, engage with opportunities, and participate productively in the workforce. Investment in skills and training will only deliver its full potential when it is underpinned by quality career education and information."

High quality career education, information, and guidance also play a critical role in breaking down gender bias and stereotypes that limit participation in many industries. By challenging outdated assumptions and highlighting the full range of opportunities available, career education encourages greater diversity and inclusion. This includes supporting more women to enter traditionally male dominated fields such as construction, engineering, and emerging technology, while also encouraging more men to consider careers in health, education, and care industries where demand is high.

Importantly, career education also works to dispel negative perceptions of vocational education and training (VET). By showcasing VET pathways as high quality options leading to meaningful, well paid, and future focused careers, career guidance helps individuals and families recognise the value of apprenticeships, traineeships, and technical qualifications as equal and respected alternatives to university.

As Australia strengthens its investment in VET and higher education to meet emerging workforce needs, equal emphasis must be placed on ensuring individuals have the tools and guidance to navigate complex choices. Without this foundation, the effectiveness of training programs and government reforms is diminished, and individuals risk disengagement or misalignment with labour market opportunities.

Professional career development practitioners play a central role in this process, ensuring that Australians are supported to explore options, build confidence, and transition effectively into study and employment. This work is particularly significant in the context of technological change, the emergence of new industries, and evolving labour market demands.

CICA continues to advocate for career education to be embedded across all education and training systems, ensuring that every Australian, regardless of age, background, or circumstance, can access impartial, professional career support. By doing so, Australia will maximise the return on investment in skills, strengthen workforce participation, and enhance national productivity.



About CICA

The Career Industry Council of Australia (CICA) is the national peak body for the career development industry. CICA works to promote professional standards, strengthen the capacity of the career development workforce, and provide leadership in advancing career education and guidance as essential infrastructure within education, training, and employment policy.

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