

MEDIA RELEASE

For Immediate Release

Career Industry Council of Australia Supports Call for Career Practitioners in Every Secondary School

Australia, 29 January 2025 – The Career Industry Council of Australia (CICA), the national peak body representing the career development profession, strongly backs the recent call for career practitioners in every secondary school to tackle the nation's growing skills shortage and prepare young Australians for the future workforce.

The CEO of the Business Council, Bran Black, highlighted the urgent need for students to receive contemporary and comprehensive career advice to navigate the rapidly evolving job market, especially in industries facing skill shortages.

CICA President Megan Fritsch echoed Mr. Black's concerns, emphasising the crucial role of professionally qualified career practitioners in ensuring that all students receive high-quality, current career information and guidance.

“Every student should have access to a career practitioner. Modern and accessible career information and guidance is crucial for helping students identify future job opportunities and equipping them with the knowledge and skills necessary for success,” Ms Fritsch stated.

CICA further emphasises that career practitioners should be recognised as the lead professionals within schools responsible for delivering scalable and accessible career development services. By coordinating career programmes, industry connections, and current labour market insights, career practitioners ensure that every student—regardless of background or location—has the support they need to make informed career decisions.

“A career practitioner in every school would ensure career development is woven into the education system rather than left to chance,” Ms Fritsch added. “With dedicated professionals steering career education, we can ensure students receive structured, evidence-based career advice that prepares them for future jobs, particularly in sectors experiencing critical skill shortages such as advanced manufacturing, artificial intelligence, and construction.”

CICA stresses that career practitioners must hold a recognised postgraduate qualification in career development to provide meaningful and high-quality career education. Ensuring students receive guidance from professionally trained practitioners who meet national competency standards will guarantee consistent, evidence-based, and ethical career development services supporting students' long-term success.



CICA calls for a national commitment to career development services in schools, acknowledging that such support is pivotal for economic growth and individual fulfilment. As the demand for skilled professionals increases, access to quality, structured, and scalable career development services led by professionally qualified practitioners will be essential in building a resilient and adaptable workforce.

About CICA

The Career Industry Council of Australia (CICA) is the national peak body representing career development practitioners in Australia. CICA is dedicated to enhancing the quality and accessibility of career development services, ensuring that all Australians can develop their careers and realise their potential.

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