



**MEDIA RELEASE**

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## **NATIONAL PEAK BODY CALLS FOR GREATER PARTNERSHIPS IN IMPROVING THE QUALITY OF CAREER ADVICE**

The Career Industry Council of Australia has welcomed the release of the *Manufacturing workforce study report* by the Australian Workforce and Productivity Agency and in particular notes Recommendation 4 that calls upon peak industry groups, relevant Industry Skills Councils and Unions to work with the Career Industry Council of Australia in promoting career opportunities within the industry.

David Carney, Executive Director of the Career Industry Council of Australia said, 'it is imperative that young people today are provided with high quality career advice in schools ensuring that they are making well informed career decisions about their future'.

The report released by the Australian Workforce and Productivity Agency today has found that Australia will need a more highly skilled and qualified workforce to build a competitive, high-end manufacturing base over the next decade.

Australian Industry Group Chief Executive, Innes Willox, said today, 'to remain competitive, Australian manufacturing needs to transition to a more diverse, high-end base, where there will be a stronger focus on research and innovation and more niche manufacturing of complex high value added goods.'

Understanding the transition that is occurring and will continue to occur in the manufacturing industry is important for career advisers to be across, Mr Carney said.

Career Advisers who are acknowledged as Professional by the Career Industry Council of Australia meet the Professional Standards set down by the industry. They are required to have completed an appropriate career development qualification, adhere to a code of ethical standards and maintain a minimum standard of ongoing learning that ensures that their knowledge and skills are constantly updated to ensure currency of the advice being provided.

The acknowledgment by Governments and Industry that career advisers play an important role in providing guidance to young people is welcomed. The challenge for all stakeholders is to work together in lifting and supporting greater quality career advice.

The Career Industry Council of Australia welcomes the opportunity to work with the peak industry groups and relevant Industry Skills Councils in supporting career advisers promote the range of jobs and career opportunities available in the manufacturing industry.

Enquiries contact:

David Carney, Executive Director  
Career Industry Council of Australia  
0407 195 362



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