

**MEDIA RELEASE  
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**New National Guidelines Help Ensure Quality Career Guidance in a Digital Age**

The Career Industry Council of Australia (CICA) has released the updated **Guiding Principles for Career Development Services and Career Information Products (2026 edition)**, providing a practical framework to help practitioners, schools, employment services and organisations evaluate the quality of career tools, services and information used with clients.

Originally developed in 2007 and updated in 2020, the Guiding Principles have become an important reference point for the career development profession in Australia. The 2026 edition reflects the rapidly changing practice environment, where digital platforms, online assessment tools, large scale labour market data and Artificial Intelligence are increasingly shaping how career guidance is delivered.

While individuals today have greater access to information than ever before, this expansion has also created new challenges for practitioners and service providers. Determining whether information is accurate, current, unbiased and suitable for different audiences has become an essential part of professional practice.

The updated Guiding Principles help practitioners and organisations ask critical questions about the resources and services they use, including whether information is verified, accessible and culturally appropriate, and whether digital and AI enabled tools are transparent, ethical and supported by human professional judgement.

CICA President **Megan Fritsch** said the updated framework recognises the growing complexity of the career information environment and the need for strong professional guidance.

*“The updated Guiding Principles reflect the reality that career development now takes place in an increasingly digital and data rich environment,” Ms Fritsch said.*

*“They support practitioners and organisations to apply informed professional judgement when selecting the services, tools and information they use with clients. Quality career development is not simply about providing information. It is about ensuring that what we provide is accurate, inclusive, ethical and genuinely supports informed decision making.”*

The Guiding Principles are designed to support a wide range of users, including career development practitioners, schools, higher education institutions, employment services, program managers and organisations responsible for designing or delivering career support programs. They provide clear criteria and practical self-assessment tools that can be used to evaluate whether services and information products meet expected standards of quality and integrity.

Importantly, the updated edition incorporates emerging considerations such as digital equity, algorithmic bias, data transparency and the responsible use of AI-generated information. These additions ensure that the framework remains relevant in a rapidly evolving technological environment while maintaining a strong focus on client centred practice.



The Guiding Principles form one of CICA's three national framework documents for the career development profession, alongside the [Professional Standards for Australian Career Development Practitioners](#) and the [Australian Blueprint for Career Development](#). Together, these frameworks provide a comprehensive approach to strengthening quality, professionalism and accountability across the sector.

By supporting practitioners and organisations to carefully evaluate the services and resources they use, the Guiding Principles help ensure that individuals receive reliable, inclusive, and best-practice-aligned career development support.

CICA encourages practitioners, educators, service leaders and policymakers to download the updated Guiding Principles and begin applying them within their own contexts to strengthen the quality of career development services across Australia.

Download the Guiding Principles [here](#)

### **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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