Positive impacts of the career development industry

Those working in the career development industry play an important role in society

Clients/students come to those working in the career development industry because they are:
- Seeking career direction (91%)
- Looking for information about education opportunities (84%)
- Wanting to understand more about what jobs they are suited to (72%)

Those working in the career development industry offer bespoke career support

Those working in the career development industry are doing more than just individual work, they are producing scalable targeted resources for their settings!

Eight in ten (80%) prepare career education materials

Seven in ten (70%) simplify labour market information, making it relevant to clients/students

Support offered by those working in the career development industry is unbiased and knowledge-based

What distinguishes the advice provided by those working in the career development industry compared to informal advice from family and friends:

- Unbiased career information
- Understanding of qualifications needed for different career paths
- Knowledge across a number of different industries

Those working in the career development industry add value by:

Strongly/somewhat agree
- Educating clients/students about their options: 98%
- Building client/student confidence: 97%
- Helping clients/students map out their careers: 92%
- Helping clients/students find jobs suited to their skills: 88%
- Supporting people to develop their career management capacities: 87%

Those working in the career development industry are motivated to help people fulfil their potential

Top 5 motivations for working in career development:
- Helping students/clients fulfil their potential: 96%
- Using skills and knowledge to help others: 94%
- Improving student/client wellbeing: 88%
- Ensuring students/clients can engage well in society: 76%
- Supporting equal opportunities for career outcomes: 56%

Those working in the career development industry could have an even larger impact if given the structure to scale

The quality of work by those working in the career development industry would increase if:
- Clients/students were more informed about career development (61%)
- There was more training and development (55%)
- There were more opportunities to be innovative (51%)
- There were better quality resources (43%)
- There was greater flexibility (42%)

5 biggest challenges for those working in the career development industry in their role:
- Feeling overworked and stressed: 46%
- Limited opportunities for career progression: 32%
- Lack of quality leadership from managers: 29%
- Misaligned client/student expectations: 24%
- Regulation and compliance restraints: 23%

Methodology
Survey of those working in the career development industry. In field 10 March – 6 April 2020 (n=746). This research is commissioned by the Career Industry Council of Australia (CICA) in cooperation with the National Careers Institute (the Institute). Please cite this infographic as: Career Industry Council of Australia (2020). Positive impacts of the career development industry, Career Industry Council of Australia, Melbourne. Available from: www.cica.org.au