

MEDIA RELEASE

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Turning little ripples into positive choices for our children's future

Children's decision-making is highly influenced by their home environment from a young age.

A hero film and resources released today will make it easier for parents and carers to start a positive conversation with their children that help to broaden their aspirations, address gender biases, and contribute to their children's development.

The Career Industry Council of Australia (CICA) has teamed up with the National Careers Institute (NCI) to develop 'Little Ripples'. Everything you do as a parent, has a ripple effect from now that influences the way children see themselves and their future.

This new resource provides parents with a series of fun activities and games they can use at home with their children.

Megan Fritsch, President of the Career Industry Council of Australia, said this is an important time to set the future stage for our children's career expectations, and their lives.

'Career development is happening in childhood, whether we *realise* it or not and our children can only imagine what they see and hear.' Ms Fritsch said

Our lives are shaped to a large degree by the positive and negative experiences we have as young children. In research, **36% of children from as young as seven** said they based their career aspirations on people they know, while **45% said that TV, film, and radio*** were the biggest factors influencing their choice of career.

But the ripple effects of early interventions run deeper than choice of career. They can build biases, open doors and close us off from opportunities.

While kids like to play-act what they would like to be when they grow up, it turns out it is never too early to start a conversation about occupations and careers.

Minister for Employment, Workforce, Skills, Small and Family Business, the Hon Stuart Robert MP, said these little ripples can last a lifetime.

'Asking children about what they want to be when they grow up may sound like an innocent question, but this creates ripples that effect how they see themselves for years to come,' Minister Robert said.

Children are full of questions, and now's your chance to help them find the right answers. Now is your opportunity to make a ripple and help to build a better tomorrow for your child.

To check out the hero film and resources please visit: yourcareer.gov.au/littleripples

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* Chambers, N., Kashefpakdel, E.T., Rehill, J., Percy, C: Drawing the Future (2018)