

CICA Annual General Meeting
Presidents Report
2 May 2019

2018-2019 has definitely been a year to remember for CICA. Being my second year as President, I again have thoroughly enjoyed representing CICA and would like to start by expressing my sincere thanks and appreciation to my CICA colleagues and Member Associations for their continued and voluntary support of CICA.

2018-2019 is a year to be proud of for CICA in terms of productivity, voice and financial stability.

Professional Standards for Australian Career Development Practitioners Review



The launch of the Professional Standards for Australian Career Development Practitioners in 2006 was a milestone in the history of the Australian Career Industry.

Since that time, the CICA Professional Standards have continued to guide Professional Associations in terms of their own membership, ethics, and continuing professional development. Professional Standards are living documents, and in 2017, CICA Council agreed to review the Professional Standards for Australian Career Development Practitioners.

CICA called for nominations from its Member Associations to form the Professional Standards Review Working Group. The Working Group consisted of Dr Mary McMahon – Chair, CICA Vice President; Dr Nathan Simmons – Secondary Education; Dr Julie Howell – Higher Education; Dr Ann Villiers – Private Practice; Megan Fritsch – Elite Athletes; and CICA President David Carney – CICA Executive Director.

CICA was aware of the diverse backgrounds and breadth of practice of career development practitioners in Australia, therefore the extensive 12-month process also included consultation across all Member Associations throughout 2018 and into early 2019.

A significant area of focus for the Working Group were the Core Competencies and Specialisations of the Professional Standards to ensure those entering the profession are provided with skills and knowledge appropriate for contemporary career development practice.

On the 24 February 2019 the revised Professional Standards were released to CICA Member Associations for distribution to their respective members.

The revised Professional Standards for Australian Career Development Practitioners can be found [here](#)

International Webinar Series on Professional Standards



To support the revised Professional Standards for Australian Career Development Practitioners and bring high quality professional development opportunities to CICA Member Associations, CICA launched the International Webinar Series on Professional Standards on the 14 March 2019.

Each webinar is delivered by an international expert in a field focusing on a core competency from within the Professional Standards. At time of the 2019 AGM, the following webinars had been presented and confirmed:

14 March 2019	'The Revised Professional Standards' – Megan Fritsch and Mary McMahon (Australia)
4 April 2019	Labour Market Information - Jenny Bimrose (UK)
16 April 2019	Professional Practice Application - Roberta Neault (Canada)
17 May 2019	Technology, information and resources – Jim Sampson (USA)
24 May 2019	Career Development Theory – Mark Watson – (South Africa)
4 June 2019	Diversity and Inclusion - Nancy Arthur (Australia Canada)

National Careers Week



In 2018, the CICA Executive made the decision to celebrate careers, career development, career development services, and career development practitioners by self-funding National Careers Week (NCW).

The inaugural and annual initiative is set for the 13-19 May 2019. It forms an integral and important piece of work that enables CICA and Member Associations to unify and come together for a dedicated week each year to highlight the importance of career development and career development practitioners and to celebrate the amazing work carried out by members in their roles. It is also an opportunity to promote the economic, social and personal benefits of career development.

The objectives of National Careers Week are to:

- Develop community awareness of the concept, benefit and value of career development
- Raise aspirations, challenge stereotypes, and broaden horizons about careers
- Highlight the need for ongoing reskilling and upskilling to support careers throughout life
- Identify the changing nature of work and its impact on all Australians
- Showcase industries and the career opportunities available to them
- Provide opportunities to partner with key stakeholders



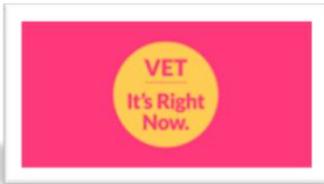
CICA also welcomed the Australian Apprenticeships and Traineeships Information Service (AATIS) as an Official Partner for National Careers Week 2019. Since 1998 AATIS has been the leading source of Australian Apprenticeships and Traineeships information for students, job hunters, employers, career advisers and service providers.

Furthermore, a digital footprint has been created through the development of the NCW website and social media platforms including Facebook, Twitter, LinkedIn and Instagram to enhance career practitioner engagement and provide real-time updates and information.

In addition to all registered events via the NCW website, CICA will be holding a breakfast event in each State and Territory for National Careers Week.

Further information can be found [here](#)

VET Information Strategy - Real Skills for Real Careers



Following on from CICA's successful delivery of the VET. It's Right Now campaign for the Department of Education and Training, CICA secured a phase 2 contract in late June 2018.

Our Executive Director has continued to manage the project which has included the ongoing relationship with the brand and marketing business engaged for Stage 1.

Phase 2 has included two specific pieces of work.

Parent understanding and perceptions of VET

We developed two films that addressed the parent perceptions of VET as we know from research that parents are the single greatest influence over a young person's decision making in relation to further education and training and in turn future career options.

The two films focused on addressing parent perceptions and complemented the already developed suite of resources and films from Phase 1.

#Work2030

We crafted an event to explore the perceptions, questions and issues faced in navigating a career path in the modern world of work. Gathering a group of careers advisors, parents, students and industry leaders, we filmed a facilitated discussion about the future of careers, with a focus on VET as an equal pathway to university, hosted by ABC Journalist and host of Triple J's – The Hack, Tom Tilley.

The footage captured has been developed into a content series, capturing the frank and honest conversation and presenting a relatable and engaging dialogue to connect with target audiences through digital channels.

The promotional piece was launched this week with the campaign to run through May and June.

Final delivery of the project is set for June 2019.

The resources and associated material for the campaign can be found [here](#)

Review of Career Counselling in South Australian Public Secondary Schools



In early 2019, CICA secured a contract with the Government of South Australia, Department for Education to review Career Counselling in South Australian Government Schools.

The work has commenced and will conclude with the delivery of the final report to the SA Government in September 2019.

Career Transition Assistance Tender



An element of CICA's work is to consult and collaborate with key stakeholders which includes working with the Australian Government across Departments where career development is in some way part of their programs.

CICA has been working with the Department of Jobs and Small Business for over 18 months now during the trial phase of the Career Transition Assistance (CTA) program as well as during the review phase prior to it being rolled out Nationally.

It was a big win for CICA and the industry to have the Department recognise and include in the tender as a requirement that the successful CTA Providers that they MUST have in the role of the CTA Coordinator, a person who holds an endorsed qualification in career development allowing them to be recognised as a Professional, or who is a Professional Member of a CICA Member Association.

It is important for CICA credibility that we continue to ensure that anyone wanting to seek membership of our Associations at Professional level meets the requirements, so we uphold the quality control we expect for those working in our industry as well as remain faithful to the Standards and our Membership criteria.

Career Education Workshops



The Commonwealth Department of Education and Training has engaged CICA to undertake a project to support *Future Ready: A student focused National Career Education Strategy*.

The objectives of the project include:

- Highlight the importance and value of career education in schools.
- Support school leader and teacher capability to make connections between classroom learning and applications to the world of work.
- Provide tools and resources to school leaders and teachers to support evidence-based conversations with students about their post-school options.
- Develop and share understanding of career and education trends.
- Support tailored and high-quality career education through engagement with teachers and career practitioners.
- Promote the importance of partnerships between schools and employers and build on good practice models.

A combination of 11 face to face forums as well as a series of 6 webinars will be run across the country in order to achieve the objectives of the project.

- NSW - Sydney, Coffs Harbour
- VIC - Melbourne, Bendigo
- QLD - Brisbane, Townsville
- SA - Adelaide
- WA - Perth
- TAS - Hobart
- NT - Darwin
- ACT – Canberra

It is anticipated that this work will roll out in October and November of this year.

The proposed target audience for these events would be career advisers, senior school leaders and industry in regional and remote areas. One webinar would be dedicated to parents.

Course Endorsements

The CICA Course Endorsement committee through the past 12 months has reviewed applications from and provided endorsement to the following course providers.

- University of Southern Queensland
- Australian Catholic University
- The University of New England

The following providers programs are due for review throughout 2019

- Queensland University of Technology
- James Cook University
- The University of Queensland
- RMIT

I would like to thank the CICA Endorsement Committee for the diligent and thorough work they undertake in reviewing each application, ensuring that the providers are delivering high quality programs that meet the requirements of the Professional Standards for Australian Career Development Practitioners.

CICA Social Media

CICA continues to grow its social media presence through Facebook and LinkedIn, as well as a YouTube channel to complement the existing Twitter page.

I would ask for your support in encouraging your members to follow and like the CICA pages as we move toward greater dissemination of information through these channels.

Finances

The CICA Executive continues to make careful and considered pecuniary decisions to ensure that CICA is able to meet its financial obligations and continues to deliver activities, resources and advocacy work for the positive benefit of our member associations and through them to your individual members.

The audited financial reports show revenue continuing to be strong due to the securing of new contracts. Operating expenses were slightly higher in the last 12-month period due to the contract deliverables. CICA's ongoing operating expenses have remained steady and consistent.

The continuation of a net profit scenario and an increase in our total equity position from 2017 has been achieved through solid financial management.

I would like to acknowledge the support and work of our accountants and auditors, In Front Business and Accounting Services.

Stakeholder Engagement and Advocacy

CICA held positions on the following committees and had ongoing stakeholder engagement with the Australian and State Government Departments of Education and Training.

Committee Membership

- National Career Education Strategy Working Group
- ACARA - Career Education General Capabilities Advisory Group
- CSIRO - Virtual Work Experience Program Advisory Group
- Australian Training Awards Judging Panel
- Australian Apprenticeships & Traineeships Information Service Advisory Committee
- Industry Reference Council for the Community Services Training Package

Australian Government

- Department of Education and Training
 - Higher Education Governance, Quality & Access Branch
 - Apprenticeships & Youth Policy
 - School Participation Branch
 - VET Stakeholder and Channel Management
 - Student Information & Learning Branch
 - National Regional, Rural and Remote Education Strategy
 - Skills Checkpoint for Older Workers Program
- Department of Jobs and Small Business
 - Youth Employment
 - Mature Age Employment
 - Labour Market Information
 - Incentives and Investments Branch

Stakeholder Engagement

- State and Territory Governments

- Review of the Higher Education Provider Category Standards
- The Higher Education Standards Panel
- Australian Secondary Principals Association
- Good Education Group
- Education Services Australia - myfuture
- Skills One
- Student Edge
- Foundation for Young Australians
- Year 13
- Universities Australia
- TAFE Directors Australia
- NCVET
- Life Journey
- AFL SportsReady
- National Rugby League
- Tradeswomen Australia
- The GO Foundation
- Supporting and Linking Tradeswomen

International

- International Centre for Career Development and Public Policy
- International Association for Educational and Vocational Guidance
- Career Development Association of Singapore

2019 Melbourne Council Meeting

I am excited to report that after 5 years, the CICA Executive decided to recommence the annual in-person Council Meeting. It was held in Melbourne on the 22nd February 2019 and strongly supported by nine Member Associations. The meeting provided a great opportunity to enhance our association relationships, strengthen our network and continue to drive career development forward in Australia. We are hoping that the annual In-person Council meeting will continue each year.

In closing, I would like to acknowledge the CICA Executive – Mary McMahon (QGCA), Alan McAlpine (NAGCAS) and Jenni Smith (CEANT) – for their ability and commitment to work collaboratively and energetically to continue to promote CICA and quality career development services in Australia.

I would also like to thank the CICA Council representatives – Frank Thompson (ACCE), Wanda Hayes (CDAA), Glenn Jenkinson (RCAA), Jenine Smith (CAANSW/ACT), Louise Morrison (CEAWA), and Cathy Pappalardo (QASA) – for their commitment to CICA and ongoing support of our collective work.

Special thank you to David Carney, CICA Executive Director who is a driving force for CICA and our work with government, key policy makers and other integral stakeholders to ensure that CICA is at the forefront of awareness, benefit and value of career development both locally and internationally.

David continues to provide significant support while I have held the President's role and I am so grateful for having the opportunity to work alongside him again for another 12 months.

Finally, I would like to conclude with saying that it has been a privilege to have the opportunity to lead CICA again for 2018-2019 and I look forward to the next 12 months.

Megan Fritsch
CICA President