



MEDIA RELEASE:

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What a difference a week makes to careers

What do **The Wiggles** (children's entertainers), **Steve Liebmann** (journalist/broadcaster), **Angela Bishop** (entertainment reporter), **Mark Furze** (actor/musician), **Kate Southam** (employment journalist/commentator) and a range of different organisations across Australia have in common? Together they are part of a campaign to encourage all Australians to get the skills to manage their life, learning and work – in order to take control of their own future and get the life they love.

Last week (17 to 23 May 2010), more than a million Australians of all ages and career stages attended National Career Development Week (NCDW) events across Australia hosted by 240 individual organisations in communities, schools, TAFE, university, industry, small business, government departments and a wide range of other organisations. Many of these organisations hosted a whole week of different activities.

The NCDW registered activities taking place last week were in many cases oversubscribed, proving that Australians need help to make career decisions, from young people choosing school subjects and training courses to adults seeking a change of career, new opportunities or simply to improve their career prospects. NCDW registered event organisers report feedback indicates that as a result of attending these events participants have an increased understanding of the careers environment and a change in attitude and approach towards managing their own careers. In some cases, participants of NCDW registered events have even enrolled for opportunities or training courses on the spot.

"The results of the 2010 National Career Development Week (NCDW) campaign, and that of previous years, *prove* that getting the future you want, takes more than just luck – it means actively managing your life, always learning and being ready for change. We have heard from many and various organisations engaging in NCDW activities, that individuals have directly benefited during the four years in which the NCDW campaign has run. In a number of cases, individuals who have faced economic or social disadvantage have told us how they have taken control of their future and given back to the community as a result of their interaction with NCDW activities," says Career Industry Council of Australia (CICA) President Bernadette Gigliotti.

Events don't just happen during the week – they happen all year. During 2010 nearly two million Australians have attended career activities registered on the NCDW website. Many more have seen and heard the career development community service announcements on TV and radio and accessed the career development resources provided on the website.

Now in its fourth year, the results of the NCDW campaign year upon year are increasingly positive based on the overwhelming feedback NCDW receives on a regular basis from NCDW registered event organisers.

"It is vital that young people learn the skills to manage and plan a career that will provide them with direction as they chart their way through life, and for them to understand the

importance of life-long learning,” says Robyn Elks, Careers Adviser, Senior School Curriculum Coordinator, St Clair High School, St Clair, New South Wales.

“Lifelong learning coupled with career development has the potential to empower people and communities to take greater responsibility in managing their requirements in relation to all learning, training and skills building,” says Lou Sbalchiero, Community Development Officer, Yarra Shire Ranges, Victoria.

The National Career Development Week (NCDW) campaign is supported by some inspiring Australian ambassadors who represent a range of ages and career stages. NCDW Ambassador Mark Furze, an actor and musician, spoke last week for National Career Development Week from his current base in Los Angeles.

“The one bit of advice I would give other young Australians is just stick at it, be prepared to put the work in and the good things will come,” says Furze.

NCDW Ambassador and high profile television entertainment reporter, Angela Bishop, also spoke last week of her own experiences and insights from more than two decades as a journalist.

“I knew I wanted to be a journalist. I decided to do a degree even though journalism was thought to be learnt on the job in those days. I did a double major in political science and drama, thinking the political science was going to be the most important for a career in journalism and it turns out the drama has been just as crucial! It’s when preparation meets opportunity that you get results,” says Bishop.

In an Australian First, Furze and Bishop are the presenters of a cutting edge new career development resource from the NCDW campaign which is assisting all Australians to make great choices about their life, learning and occupational possibilities. The *NCDW Video Series – the High Five messages of career development*, presented in a relevant, upbeat and motivational style, is available on disc to all NCDW registered events and can be viewed on YouTube at <http://www.youtube.com/auscareerweek> or simply by following the link on the NCDW website home page.

The NCDW website is a dynamic career development resource which, along with the events database, contains regularly updated career factsheets, campaign news, careers in the news, videos, photos, and a range of other helpful and inspiring career development content and links to resources all year round.

NCDW is an initiative of the Career Industry Council of Australia (CICA) and supported by the Federal Government Department of Education, Employment and Workplace Relations (DEEWR).

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