



MEDIA RELEASE:

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Community Gets Star Treatment to Launch Careers Week

The Melbourne community was yesterday given some special encouragement to take control of their future by **Steve Liebmann** (TV & radio broadcaster), **Eddie McGuire** (TV & radio personality/President Collingwood FC/ businessman), **David Wirrpanda** (Former AFL player/ David Wirrpanda Foundation), **Sam Sheppard** (Women into Building Initiative/ Construction and Property Services Industry Skills Council) and other inspiring local career ambassadors - at the 2011 National Career Development Week (NCDW) Campaign Launch.

Those attending the National Career Development Week (NCDW) Campaign's community forum, this year themed "Celebrate Diversity - Get the Life You Love," included a wide range of education and training, community and business organisations, from across the Darebin Council region in Victoria – along with hundreds of school students. The forum was held at NMIT in Preston, in partnership with the Career Education Association of Victoria (CEAV) and the Northern Melbourne Institute of TAFE (NMIT). It is based on a successful model previously organised by NCDW in conjunction with community groups of the Campbelltown Local Government Area, West of Sydney, in NSW.

"Career development is about assisting all Australians to take responsibility for their life, learning and work. At the 2011 National Career Development Week Campaign Launch, I was impressed by the enthusiasm and commitment to career development across a wide range of organisations in the Melbourne area. It was inspiring and motivating for the young people attending to listen to the career stories and to hear about the community programs that demonstrate an interest in their development and future. Great stories well delivered, with very useful advice to all ages and career stages," said Career Industry Council of Australia Spokesperson Bernadette Gigliotti.

"Be the best at whatever you do in life, and - to quote Ron Barassi - "If it is to be, it's up to me," said NCDW guest speaker, Eddie McGuire.

NCDW ambassador David Wirrpanda spoke about the most inspirational person in his life - his grandmother, whose words of wisdom "Life is about creating yourself" have informed his career path. Wirrpanda says he has never stopped learning and he works at making a career out of his life.

"Challenge yourself, ask lots of questions from your network, and never stop learning," said NCDW ambassador, Steve Liebmann.

"There are three 'C' messages in relation to career - it's all about "character, choices and courage," said NCDW guest speaker, Sam Sheppard.

In addition to the Forum's guest speakers, six local career stories showcased a wide range of programs, community initiatives and community partnerships – and demonstrated to young people that there are a range of opportunities and support available to help them reach their potential and take control of their future.

“Your network matters, find out what you need by asking the questions you need an answer to,” said SQLDR Mike Ward, Defence Force Recruiting, who shared his own career story during the local career story Q&A session.

Career development has benefits to both the individual and the community at large, including enhancing stronger economic growth and a more resilient workforce. This community activity is designed to encourage engagement in career development across the community and to promote awareness of the range of services that meet the career development needs and preferences of the community.

The National Career Development Week (NCDW) Campaign, now in its fifth year, encourages and supports all Australians to develop the skills to manage their careers, learning, work and lives in order to take control of their own future. NCDW promotional activities and the NCDW website provide helpful advice, inspiration and links to education, training and careers resources. The NCDW website has the largest careers events database in Australia.

The National Career Development Week (NCDW) Campaign (also known as “Aussie Career Week”) is an initiative of the Career Industry Council of Australia (CICA) and funded/ supported by the Department of Education, Employment and Workplace Relations (DEEWR).

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Photographs are available on request.

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