



MEDIA RELEASE:

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## Motivation Key to Career Success

The *National Career Development Week* (NCDW) campaign (also known as “Aussie Career Week”) will celebrate its fifth successful year from 16 to 22 May, 2011. The NCDW campaign is a unique initiative of the Career Industry Council of Australia (CICA), which motivates and supports many hundreds of thousands of Australians each year to *get the life they love!*

The NCDW campaign is passionately supported by ambassadors including *The Wiggles* (world renowned children’s entertainers/successful business entrepreneurs) **Angela Bishop** (network television lead entertainment reporter), **Mark Furze** (actor/musician), **Steve Liebmann** (veteran journalist/broadcaster), and **David Wirrpanda** (former professional football player/David Wirrpanda Foundation), whom each year provide inspiration for Australians of all ages, backgrounds, and career stages, to be proactive about managing their own life, learning and work.

Now in its fifth year, the results of the NCDW campaign in communities, schools, TAFE, university, industry, government departments, and a wide range of other organisations, prove that *getting the life you love* takes more than just luck – it means actively managing your life, always learning, and being ready for change.

“From our interaction with individuals and careers providers across the Australian education, training, public, private and corporate sectors, it is evident that Australians of all ages and career stages often don’t know why, how or where to get support with making career decisions. NCDW activities and the NCDW website with its resources hub are a vital source of helpful advice, inspiration and links to education, training and quality careers resources. The NCDW campaign is a crucial resource for the Australian community,” said Bernadette Gigliotti, President of the Career Industry Council of Australia.

At a recent Community Forum held by NCDW in Victoria, the NCDW campaign conducted a “Have your Say” activity. Of the 105 responses recorded to the question – “What do you consider is the greatest challenge in your community to get the life you love?” - 55% indicated **Motivation**. This was a significant result compared with the other options which included “Opportunities” (16%); “Access to Education and Training” (12%); “Information about career development” (11%); and “Support Services” (6%). These results mirror the results from the same activity at the 2010 NCDW Community Forum held in NSW.

"The results of this short survey conducted with secondary students confirm how important it is to provide access to high quality and engaging career development information. No wonder students need help with deciding their future!" said Peter Tatham, Executive Director of the Career Industry Council of Australia.

NCDW is a dynamic year-long campaign supported by a website at [www.ncdw.com.au](http://www.ncdw.com.au) or [www.aussiecareerweek.com](http://www.aussiecareerweek.com), which along with the largest careers event database in Australia, contains career factsheets, exciting educational videos, celebrity interviews, links to career resources and services, and a range of other helpful and inspiring career development content. There is something for everyone needing information, advice, and support.

The NCDW campaign's Facebook page is updated regularly with information, photos and links. It is designed to help students understand how career development assists them to develop knowledge, skills and attitudes which inform their decisions about school and post-school education, employment and training options.

In 2010 NCDW produced the *NCDW Video Series – The High Five Messages of Career Development* which was distributed to all Secondary Schools in Australia. The 2011 highly anticipated sequel, *The NCDW Video Series – Career Development puts the YOU in your career*, adds to the catalogue of cutting edge new educational video resources developed by the NCDW Team with even more helpful career planning topics. In an Australian first, both series of NCDW educational videos, presented in a cool, upbeat, and motivational style by **Angela Bishop** and **Mark Furze**, are specifically designed to assist all Australians to make great choices about their life, learning and occupational possibilities. These videos, made available on disc to all NCDW registered events, can be viewed on *YouTube* at [www.youtube.com/user/AusCareerWeek](http://www.youtube.com/user/AusCareerWeek)

Coming soon in 2011, a brand new NCDW Video Series will provide a further inspiring classroom resource – the NCDW Speaker Series. This latest NCDW video resource will showcase motivational speakers and high profile NCDW campaign supporters **Eddie McGuire** (TV & Radio Presenter/President of Collingwood Football Club/Businessman), **David Wirrpanda** (former professional football player/David Wirrpanda Foundation), and **Sam Sheppard** (Buildmore Building Solutions Group/Women Into Building Initiative). At the most recent NCDW Forum each shared very powerful personal insights into their journey to career success, and provided encouragement to others to work towards making their own career dreams happen.

*The National Career Development Week (NCDW) campaign 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).*

**Website:** [www.ncdw.com.au](http://www.ncdw.com.au) OR [www.aussiecareerweek.com](http://www.aussiecareerweek.com)

**Media enquiries:** Caroline Jones, Campaign Manager, National Career Development Week campaign;  
Ph: 0418 553 222; Email: [caroline.jones@ncdw.com.au](mailto:caroline.jones@ncdw.com.au)

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