



**MEDIA RELEASE:**

**7 March, 2011**

## **New Teaching Resource Teams Up Bishop, Furze and Wirrpanda to Promote Youth Career Planning**

What do Angela Bishop (entertainment reporter), Mark Furze (actor/musician), and David Wirrpanda (professional football player/ mentor/ founder David Wirrpanda Foundation) have in common? They all have great careers – and all would agree that it's taken more than just luck to get there! Together they're helping to equip 15 to 24 year old Australians with the skills to plan for success in their life, learning and work, as presenters of an exciting new series of career development videos.

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 unique new educational video resources developed by the NCDW Team. NCDW is an initiative of the Career Industry Council of Australia (CICA) and these video resources have been specifically designed for the 15 to 24 age group to improve engagement in education, training and career planning.

“Speaking as a school-based career practitioner myself, the latest NCDW DVD resources will be fantastic for use at key transition information sessions on career planning for large audiences of students and parents as well as for classroom activities. The four short videos are on much needed topics, including the importance and relevance of school, making the right subject and course choices, the parents’ role as career coaches, and exploring the resources that make sense of available career information. The videos provide the information we need in an entertaining way that is appealing to young Australians and will help raise awareness of the need for strong career management skills to help young people throughout the many transitions in their life, learning and work. It is expected that as with the 2010 video series these new videos will be hailed by teachers as an excellent resource and one of the best resources around,” the President of the Career Industry Council of Australia (CICA), Bernadette Gigliotti said.

The unique new 2011 educational video resources are delivered in an upbeat and motivational style in a setting with strong youth-appeal by inspiring NCDW ambassadors - role models whose own experiences give the career planning content relevance for young Australians. Former *Home and Away* regular, young actor Mark Furze left the show to further his career dreams as an actor in Los Angeles and as a full-time front man for his band *Falcon Road*. *Network Ten's* entertainment reporter Angela Bishop combines her passion and expertise for the arts and current affairs on a daily basis. Former football player and founder of the David Wirrpanda Foundation, David Wirrpanda, has made it his full-time career path to keep Indigenous students in school, promote strong role models and emphasise healthy, positive life choices.

“What I wish I'd known at school is that I was being taught to apply myself ... I know that there are some things about school that *seem* boring and pointless ... well now I realise that those times were a great opportunity to develop skills and work ethic,” Furze said.

“Extra-curricular activities can be just as important as your lessons... those all turned out to be really useful in my career. Nothing you learn will ever be wasted, you'll just be surprised where and when you'll use it,” Bishop said.

“I wish I'd understood the importance of education and had given myself the best opportunity to set myself up in life ... if you stay true to yourself and your interests and make smart informed choices you'll love what you do...,” Wirrpanda said.

The NCDW Campaign, also known as “Aussie Career Week”, is a dynamic year-long campaign that encourages all Australians to develop the skills to manage their careers, learning, work and lives in order to take control of their own future. The campaign is supported by a website [www.ncdw.com.au](http://www.ncdw.com.au) that provides useful information, inspiration and links to resources along with the largest careers event database in Australia. In addition to Furze, Bishop and Wirrpanda, the NCDW campaign is supported by Anthony Field (The Wiggles) and Steve Liebmann (veteran journalist /broadcaster).

The latest NCDW DVD will be distributed as part of the NCDW (Aussie Career Week) Event Kit which is sent to all registered event organisers, including schools, TAFE, Colleges, Universities, community organisations, industry, vocational education course providers, government departments and human resource departments. Like the 2010 NCDW video resources, the four latest videos will be available for download on YouTube at [www.youtube.com/user/AusCareerWeek](http://www.youtube.com/user/AusCareerWeek)

In 2010, more than 900 NCDW (Aussie Career Week) registered events took place throughout the year with more than 2,000,000 Australians participating in the career development activities. In 2011, the celebration week of all the careers activities held throughout the year, will be from 16 to 22 May. NCDW (Aussie Career Week) is an initiative of the Career Industry Council of Australia (CICA), funded/ supported by the Federal Government Department of Education, Employment and Workplace Relations (DEEWR).

**Media enquiries:** Caroline Jones, NCDW Campaign Manager; Ph: 0418 553 222; email: [caroline.jones@ncdw.com.au](mailto:caroline.jones@ncdw.com.au)  
**Website:** [www.ncdw.com.au](http://www.ncdw.com.au) OR [www.aussiecareerweek.com](http://www.aussiecareerweek.com)

>>>Ends<<<