



Australian Government



National
Careers
Institute

National Careers Institute

Update – 1 July 2020 – 31 December 2021

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MESSAGE FROM THE EXECUTIVE DIRECTOR

Navigating the careers sector can be challenging at the best of times. With a changing world and workforce, complexities are ever-present. The National Careers Institute (NCI) was established to provide people with authoritative and accurate information and guidance that enables them to pursue and manage their chosen career.

Regardless of age or career stage, we want everyone to have the opportunity to pursue the education, training and employment that best suits their career aspirations.

We recognise there is no single pathway to success. Several changes in career paths across an individual's working life are not uncommon. The NCI provides the information needed for people entering the workforce for the first time, those wanting to upskill and for those considering a career change.

The careers sector is abundant with sources of information regarding education, training and employment. The NCI's vision is to be Australia's recognised source of independent and impartial careers information. In doing so, we hope to support Australians to have the confidence to build productive, sustainable and fulfilling careers.

This first update reports on our activities over the 18 months between our formal establishment on 1 July 2020 and 31 December 2021, highlighting our commitment to improving the careers sector and the NCI's achievements against our strategic impact areas.

Tiffany Blight Executive Director

National Careers Institute
Department of Education,
Skills and Employment



INTRODUCTION

The NCI aims to be recognised as Australia's central careers body, simplifying and strengthening Australia's careers development system.

We work to improve the quality and coverage of career guidance and provide accessible information about education pathways and employment outcomes, to ensure Australians can achieve their workforce potential.

The **Strengthening Skills**¹ report describes careers information as 'a confusing maze'. Users found it difficult to find the information they needed to make informed choices about their education, study and work pathways leading to skill mismatches, unspent course subsidies and less successful outcomes for individuals.

The NCI supports Australia's education, training and employment systems by serving as the authoritative source of careers information. The vision of the NCI is to be Australia's recognised, central careers body, simplifying and strengthening Australia's career development system, to address a fragmented and difficult to use career information and services landscape.

¹ Strengthening Skills: Expert Review of Australia's Vocational Education and Training System – The Honourable Steven Joyce 2021

The NCI aims to address the challenges faced in the careers sector by providing Australians with accurate career information and support, irrespective of age or career stage. In doing so, the NCI seeks to equip people with the necessary skills to make informed decisions about their education, training and career pathways.

The NCI has 3 objectives outlining how we operate.

We **INFORM** by providing careers data, information and support to enable individuals to more effectively manage and develop their career.

We **CONNECT** the careers industry to encourage information sharing, collaboration and best practice across the careers sector.

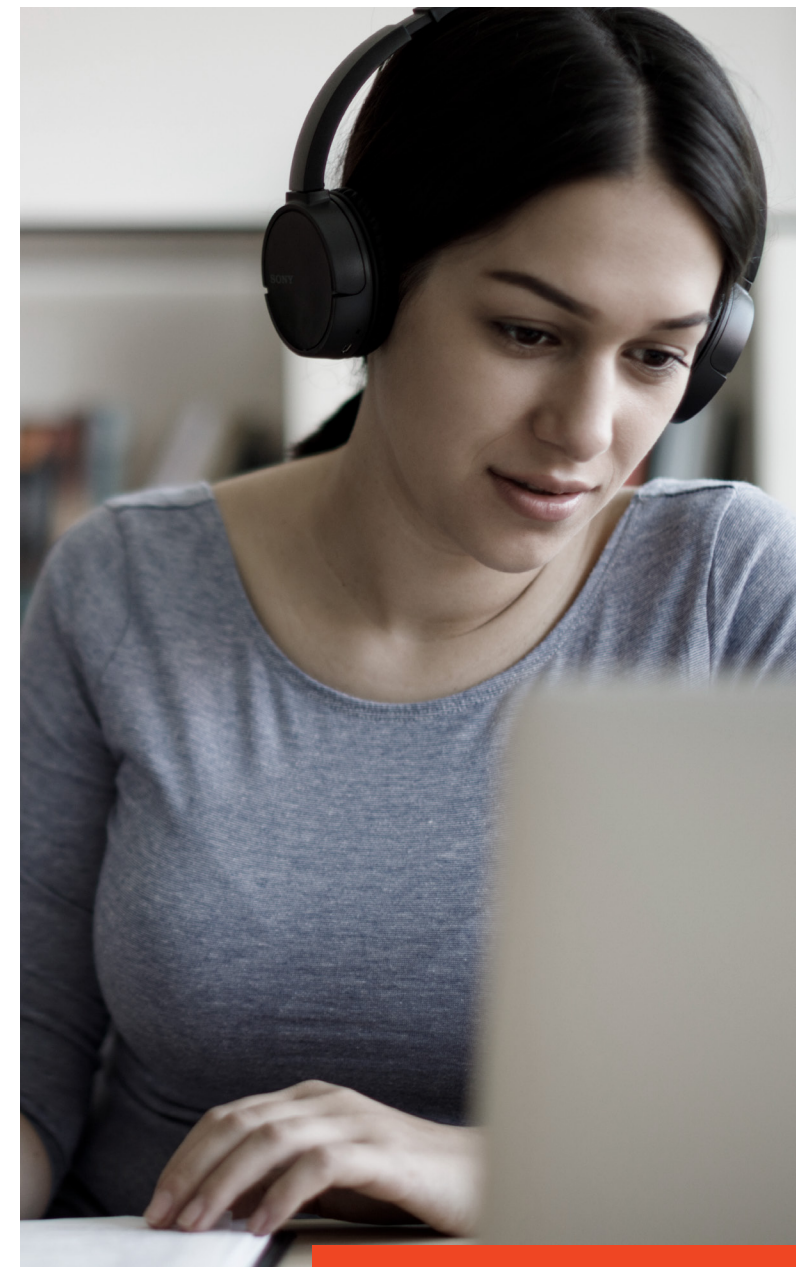
We **PROMOTE** diverse career pathways, encourage lifelong learning and support proactive career planning so that individuals are informed to better navigate their career options.

The NCI operates as a non-statutory, independently identified entity within the Department of Education, Skills and Employment. A **Ministerial Charter** governs our work and outlines our role, functions and accountability arrangements. The Charter and our **2021–23 National Careers Institute Strategic Plan** detail how we deliver our services and how our performance is measured.

Guided by our Charter and the Strategic Plan we deliver services against 4 strategic impact areas

- 1 Informed and confident consumers**
- 2 Lifelong learning and skills development**
- 3 Skills for industry and the economy**
- 4 Consumer-focused service system.**

This update provides a snapshot of key activities, achievements and areas of future focus in each of the strategic impact areas. The NCI has 8 measures for success detailed in the Strategic Plan.



ESTABLISHING THE NATIONAL CAREERS INSTITUTE

BACKGROUND

In October 2019, the NCI implemented a broad-reaching process of consultation and co design with career sector stakeholders to inform its ongoing role and functions. This involved mapping the career development system and identifying the needs, priorities and experiences of those who support, administer and deliver career information across Australia, and the people who benefit from it.

In total, the NCI connected with more than 10,000 people across Australia, through face-to-face workshops, online engagement, one-on-one interviews and a 'policy review'. When asked how the NCI should contribute to the careers sector, respondents to the NCI's online engagement tool chose national leadership functions.

Addressing and highlighting service gaps, creating an evidence base, and coordinating data were the 3 top responses, with approximately 80 per cent of respondents agreeing the NCI should contribute through each of these functions. The consistent message was people want career information that is accurate, easy to understand and easy to find, and better connections across the sector.

In particular, stakeholders wanted the NCI to:

- support the careers sector to be better connected through formal sector goals and strengthened relationships between stakeholders
- deliver a digital platform which will provide people with simpler navigation to address the inconsistency of information across the careers sector
- promote career development by raising the profile of career development services and its benefits for both individuals and businesses
- build the evidence base by bringing together existing research, and commissioning new, Australia-focused research on career development best practice
- raise the quality of, and access to, career development services.

On 9 June 2020, the inaugural NCI Executive Director was established to head the NCI.

NCI ADVISORY BOARD

The NCI Advisory Board (the Board) guides and supports the NCI's strategic direction through the provision of independent, expert advice to the NCI in delivering its purpose and objectives.

Board members were appointed based on their expertise and capability to provide independent, expert advice in career navigation and support, education, skills and training, employment and industry, market insights, research and innovation, target cohort communications, advocacy and analysis, data and digital delivery.

Meet the NCI Advisory Board (as at 31 December 2021)

Marie Persson, Chair

Marie Persson is the current Chair of the NCI Advisory Board. Recently, Marie completed a 7-year period as a member of the NSW Skills Board where she chaired its Industry Reference Group. Marie has held senior executive positions in the Australian public sector at the federal and state levels for over 20 years. Previously she was a member of the Australian Government's Skills Australia Board, which became the Australian Workforce and Productivity Agency, and head of the NSW TAFE and Community Education.

Sarah Agboola

Sarah Agboola is founder and CEO of mtime, a business dedicated to helping busy families by matching them with family assistants, and women new or returning to the workforce gain meaningful casual employment as assistants. Previously, Sarah was a member of Australia Post's Stakeholder Council, a Foundation for Young Australians board member and the 2017 Australian Sherpa for the G20 Young Entrepreneurs Alliance. Sarah also led youth initiatives reaching over 2000 people daily, and ran leadership events for women of colour.

David Carney

David Carney is the Executive Director of the Career Industry Council of Australia (CICA). David has over 20 years' experience working in the career development industry and is recognised nationally and internationally for the knowledge and expertise he brings to the field. He is an active contributor to a range of government and corporate consultative and advisory bodies in the areas of career development, employment and workforce development.

Saxon Phipps

Saxon Phipps is the Founder and Managing Director of Year13, Australia's largest EduTech platform for high school leavers. Saxon has assisted with the development of several youth engagement strategies for various departments in the NSW, ACT and SA governments.



Ex-officio members

Adam Boyton

Adam Boyton is the inaugural National Skills Commissioner. Adam was the Chief Economist at the Business Council of Australia and a Managing Director and the Australian Chief Economist at Deutsche Bank prior to this current appointment. He was a member of the NSW Skills Board from 2013 to 2019 and was involved in the development of the pricing, funding and costing models for VET in NSW.

Tiffany Blight

Tiffany Blight is the Executive Director of the National Careers Institute and a First Assistant Secretary within the Department of Education Skills and Employment. She has held various senior leadership positions across the APS including leading the corporate strategy and governance functions for the Department of Agriculture, Water and the Environment and delivering the Australian Border Force's new national Career Management program to build capability and address integrity risks at the border. Tiffany is an Australian Human Resources Institute (AHRI) Certified HR Practitioner and a member of the AHRI ACT State Council.

INFORMED AND CONFIDENT CONSUMERS

WHERE THE NCI AIMS TO PROACTIVELY PROVIDE AUTHORITATIVE INFORMATION ABOUT CAREERS, EDUCATION AND TRAINING.

The NCI acts as a single and reliable source of information related to education, training and employment. Though the Your Career platform we help link Australians with skills, training and education opportunities to better understand diverse career pathways and access support with job searching. We also provide national leadership for the Vocational Education and Training (VET) sector through our management of the National Register for VET, training.gov.au.

On **Your Career**, people can find reliable, accurate and authoritative careers information that suits their needs. It is our user-friendly and evidence-based digital platform that connects different parts of the system to make it easier for people to navigate.

Information on Your Career is underpinned by employment and education data from the National Skills Commission (NSC), translating it into clear careers information and guidance.

[Training.gov.au](https://training.gov.au) is the National Register for VET, managed on behalf of the sector by the NCI, and relied upon by governments, VET regulators and stakeholders. It is the 'source

of truth' to support the future readiness of the VET sector and workforce, listing all Registered Training Organisations (RTOs) and nationally recognised training. This consists of training packages, qualifications, units of competency, skill sets and accredited courses.

Achievements: 1 July 2020–31 December 2021

Your Career analytics:

- Between 1 October 2020 and 1 January 2022, Your Career had **2,204,860** page views by **954,896** users.

There are more than **1200 Australian occupations** available to search through on the Your Career platform including information on the occupation, average expected salary, qualifications, current vacancies and related roles.

Training.gov.au analytics:

- Between 1 January and 31 December 2021, training.gov.au had **9.5 million views**, an increase of **6 per cent** from the previous year.

OUR GROWING ENGAGEMENT AND SERVICE VOLUMES

Following our establishment, we are now looking to grow our reach and further support Australians in the careers sector. Through the My Skills platform we demonstrate how we have increased engagement with Australians interested in education and/or training pathways in the VET sector or the JobTrainer initiative.

My Skills is Australia's national directory of training. It supports consumers to make informed decisions about course and training provider options that best suit their needs. My Skills is playing an important part of the Australian Government's COVID-19 response, providing information about online training options and the JobTrainer initiative. Your Career acts as a gateway into all interconnected NCI platforms and online resources. Australians can access My Skills directly, or through the Your Career platform.

Achievements: 1 July 2020–31 December 2021

My Skills analytics:

- Between 1 January to 31 December 2021, **My Skills** supported over 1.8 million individuals from the below locations to find courses and training providers that meet their needs.

State	Individual Users
New South Wales	496,827
Victoria	423,632
Queensland	361,357
Western Australia	177,020
South Australia	141,007
Australian Capital Territory	36,758
Tasmania	28,036
Northern Territory	8,945
Overseas	130,938
TOTAL	1,804,520

- As at 31 December 2021, My Skills provided consumers with information on **8,856 courses** and **4,073 RTOs**.

HELP ENSURE INDIVIDUAL DECISION MAKING ABOUT CAREERS IS MORE INFORMED AND PEOPLE HAVE INCREASED CONFIDENCE NAVIGATING DIVERSE CAREER PATHWAYS

We provide targeted support for young people as they transition from school and choose a career pathway. The Enhanced Support for School Leavers (ESSL) Measure is delivered via the School Leavers Information Kit (SLIK) and complemented by the School Leavers Information Service (the Service). These tools provide young people, and their parents, with post-secondary school pathway information and connect young people with qualified career practitioners.

Achievements: 1 July 2020–31 December 2021

We help tackle the uncertainty around leaving school and choosing a next step, with particular consideration given to the COVID-19 pandemic context. The SLIK and the Service support our continuum of work to strengthen the quality, accessibility, coordination and development of the careers sector for Australians, from school to retirement.

We have used **multiple channels** to **reach** and **engage young people** through these measures.

- Between 1 October 2020 and 31 December 2021, there have been **19,699 downloads of the SLIK** and **83,394 page views** of the SLIK on Your Career.
- The SLIK provides evidence-based, high-quality information to school leavers about education and training pathways, the Australian workforce, gap year alternatives and financial supports.

We initiated and produced a direct mail campaign to schools for the SLIK which included postcards, brochures and posters directing school leavers to Your Career and to download the SLIK. This included more than **6,000 (2,761 in Term 4 of 2020 and 3,239 in Term 2 of 2021)** SLIK secondary-school mail-outs to Year 10, 11 and 12 students.

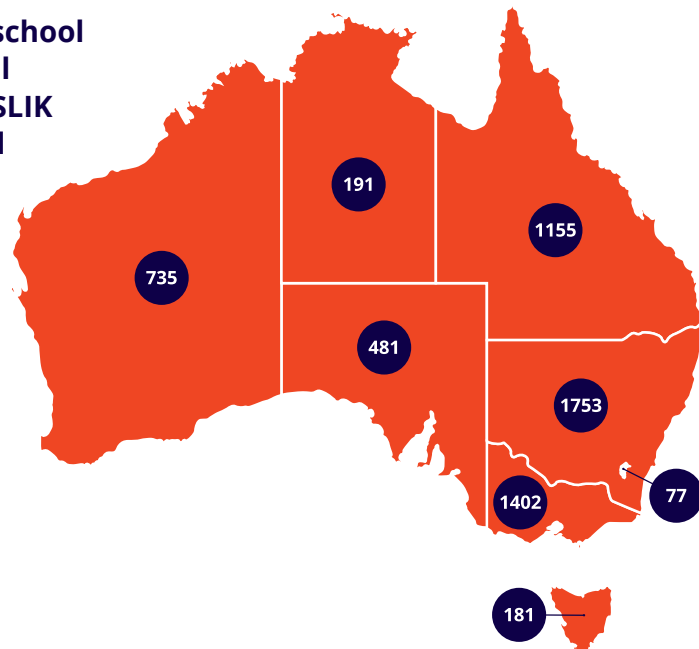
We have improved the accessibility of information and helped ensure all young people have ready access to easy to understand and tailored advice.

Our resources have also been translated into 4 languages: Traditional Chinese, Simplified Chinese, Vietnamese and Arabic. The Parents and Guardians Guide for School Leavers is also available in Dari, Hindi and Samoan.

“I think it’s awesome that we have the SLIK available in Arabic”.

Feedback on the SLIK from a school-based Career Advisor.

Number of school campus mail outs of the SLIK by state and territory, Term 4, 2020 and Term 2, 2021:



Through **the Service**, we provide personalised support to assist young people to navigate information for a tailored career guidance session, by **connecting them with qualified career practitioners for a free 45-minute session**. We help school leavers develop greater self awareness, confidence and understanding about their education, training and employment options.

There have been **9,786 engagements across the Service**, 3,674 of which have been inbound contacts via phone, SMS, emails, and career guidance sessions. The remaining 6,112 were outbound contacts from the Service to schools and other organisations such as JobActive.

With COVID-19 restrictions lifting in 2021, career practitioners have been able to connect with young people in-person, through attending career exhibitions.

In August 2021, the NCI commenced delivery of an ESSL, pilot career guidance program, with the Northern Territory selected due to the lack of available career practitioners. The pilot, tailored to meet individual school needs as well as considering cultural appropriateness and sensitivities, aims to deliver targeted career support and guidance.

Career Practitioner pre-post survey results:

Measuring confidence in their career pathway planning (average score out of 5), June–July 2021.

BEFORE an NCI Career Practitioner focus session:



AFTER an NCI Career Practitioner focus session:



90%

of young people surveyed would recommend other people attend a Career Practitioner focus session with the NCI.

CASE STUDY: HOW WE INFORM CONSUMERS

The NCI uses National Skills Commission data and information to provide people with information about labour market, workforce changes and emerging skills needs. We assist young people who are seeking reliable information on post-secondary school options. The quotes below demonstrate the contribution our School Leavers activities have made to young people, and the careers sector.

We help young people feel secure and confident

After accessing the information service and utilising our career guidance sessions one young person wrote:



"Thank you very much for the session, it has helped me feel a lot less lost and gives me a range of options to explore. With a bit of work experience coming up and talking to teachers, it will make entering the real world out of school a lot easier next year."

After receiving guidance from a career practitioner about a position, following the completion of their degree, a young person wrote:

"I'm just emailing to let you know that I secured a role! I would love to properly thank you over the phone when you aren't busy!"

Another young person said:

"It was great speaking with you yesterday! Thank you so much for all your help and advice. I feel a lot more confident on how to go about everything now and feel a lot more motivated as well."

The information service has garnered positive feedback from students, secondary education institutions, parents and careers advisors, indicating the service fills an important and notable gap for young people taking their first steps towards navigating a post-secondary school pathway.

We offer comprehensive and tailored information

Testimonials from career advisors across Australia shed light on how we have met the different needs of young people, parents and guardians when turning to professional advice and support.

"I really like the way you've got the ATAR information, possible incomes and study periods. The Parents Guide is amazing and I will be copying that link and sending it on to people and getting our students to look at the website. I love there is a contact number there for parents to call as well."

Career advisor at a Queensland high school

"This is something that is very much needed in our community. Last year during the HSC most of the questions from the students was about the next step after school."

Team Leader at a Library in NSW

LIFELONG LEARNING AND SKILLS DEVELOPMENT

WHERE THE NCI AIMS TO CELEBRATE ACHIEVEMENT AND EXCELLENCE ACROSS THE CAREERS DEVELOPMENT SYSTEM

Employers, education and training institutions are key partners in lifelong learning and skills development.

We work with industry and support peak bodies and employers to identify investment opportunities that can address skills gaps by growing the capabilities of new and existing workers. We also encourage and promote the development of diverse options for upskilling like micro-credentials (short and targeted training products), online learning and company specific training pathways.

We provide tools and resources that support people to pathways associated with different study, training and professional development opportunities, and how these connect to the skills or experience they already have.

Achievements: 1 July 2020–31 December 2021

The **Australian Training Awards** recognise and promote excellence and are an important mechanism for communicating the benefits of VET.

Due to COVID-19 restrictions, both the 2020 and 2021 Australian Training Awards presentation ceremonies took place virtually.

- The **2020 awards**, held on 20 November 2020, was a virtual pre-recorded event and saw 75 finalists across 17 categories. Awards were presented to 9 individuals and 8 businesses and RTOs.
 - More than **770 individuals and organisations** registered to watch the event live. State and territory Skills Ministers hosted **6 local celebrations, attended by 353 people**.
- A review of the Australian Training Awards was undertaken in 2020 to identify opportunities to improve the awards application process. The NCI works with jurisdiction colleagues to implement the review recommendations and to ensure alignment with state and territory award programs.
- The **2021 awards** were held on 18 November 2021. This year, a record number of award nominations were received – 2,300 over all 16 categories. Winners were celebrated at the virtual presentation ceremony which incorporated state-based events connected by a live emcee who interviewed winners across Australia.
 - **More than 500 people attended the live watch parties** held across states and territories, and a further **375 streams from the website** were recorded, where people were watching at home with their families and friends.

PROMOTE AND IDENTIFY CHAMPIONS OF DIVERSE CAREER PATHWAYS

Through the VET Information Strategy and Australian VET Alumni program, the NCI is assisting people to better understand how VET qualifications can lead to successful, meaningful and professional careers.

We build awareness and provide information about the benefits and opportunities Australians can gain by completing a VET qualification. The VET Information Strategy aims to raise the status of VET as an equal choice pathway, showcase VETs multiple training and career pathways and provide the VET sector with the resources and tools to promote the benefits of VET.

Achievements: 1 July 2020–31 December 2021

The VET Information Strategy is the first Australian Government-led, long-term communication strategy to build awareness and improve perceptions about the broader VET system and in particular the diverse opportunities it presents.

Strategic partnerships are essential to engaging audiences, who may be disengaged or unaware of the VET sector. Between 1 July 2020 and 31 December 2021, **28 (12 in Round One and 16 in Round Two)** partner organisations delivered face-to-face and virtual engagement activities and resources to support VET stakeholders and career decision makers and their influencers to better understand available VET pathways, connect the target audience with training and achieve the objectives of the VET Information Strategy.

The NCI has partnered with the National Rugby League (NRL) to deliver the **NRL CareerWise Program** which encourages more Australians to pursue career pathways through VET. The NRL share positive messages about VET through specific events and digital content targeting youth, Indigenous, women and career

influencers. The CareerWise Program provides detailed career advice about VET including promoting the success stories of current and retired NRL players (NRL VET Ambassadors) who have attained career success through their VET qualification.

The NCI fosters a national community of VET graduates, RTOs and businesses dedicated to sharing their VET journey with Australians to encourage better participation in VET.

Our **Australian VET Alumni** is a national community of **580 VET ambassadors**, made up of VET graduates, VET practitioners, RTOs, secondary schools, and businesses. The Alumni are dedicated to sharing their VET journey to encourage greater participation and best practice in VET.

- The Australian VET Alumni personify a commitment to lifelong learning. The breadth and diversity of our Alumni cohort make VET training and career pathways relevant and achievable for all Australians.



SOME OF OUR AUSTRALIAN VET ALUMNI MEMBERS

Savanne Canobie

Savanne was raised and educated in the town of Nhulunbuy in the Northern Territory and is the 2021 Australian Training Awards Apprentice of the Year.

Savanne completed her Certificate III in Electrotechnology Electrician qualification at Rio Tinto Gove Operations in North East Arnhem Land. She consistently demonstrated an eagerness to refine her skills and seek out opportunities to lead. She is a mentor to new apprentices and has career aspirations to become qualified in a dual trade in Electrotechnology and Instrumentation and Control. Savanne is a role model for other women considering an Electrical career in the mining industry and actively promotes female apprentices joining Rio Tinto Gove Operations.

Savanne is now sharing her story of career success as a VET Ambassador through the Australian VET Alumni program.

Lucas Price

Lucas is a proud Gunditjmarra man from the Framlingham mission. Lucas was the 2021 Australian Training Awards Aboriginal and Torres Strait Islander Student of the Year runner-up.

He completed a Certificate IV in Community Services and works for the Victorian Department of Justice and Community Safety as an Aboriginal Liaison Officer. VET increased Lucas' work production and what he had to offer to his employer and his community. This led to a promotion from an Aboriginal Liaison Officer to the Team Leader of Aboriginal Liaison Officers.

Lucas said,

"VET offered me the ability to really put the work that I was doing with the young people on paper and the ability to fine tune the skills that I already had. Being able to upskill my knowledge and identify where I could contribute was a big help and this guided me to make better decisions not only me, but also my community."

CASE STUDY: HOW WE SUPPORT LIFELONG LEARNING AND SKILLS DEVELOPMENT

The NCI helps Australians seek and pursue career pathways aligned to their skills and interests. We also promote innovation and excellence across the VET and skills sector. Zoe Tucker pursued a career shift which was recognised and celebrated at the Australian Training Awards 2021, as runner-up Vocational Student of the Year.

Zoe Tucker: 2021 Australian Training Awards Vocational Student of the Year – Runner-up

Following her father into architecture when she left school, Zoe realised that was not where her future lay, despite enjoying the combination of technical and creative elements. Zoe decided to follow her passion and retrain with a Certificate IV in Landscape Design.

Zoe relished the opportunity to develop her technical and project management skills which have allowed her creative talents to flourish. VET provided her the opportunity to learn with her hands and the flexibility to study part-time so she could manage her training while being a parent. Zoe says her training experience has finally made her feel like she is stepping into the person she was always supposed to be.



SKILLS FOR INDUSTRY AND THE ECONOMY

WHERE THE NCI AIMS TO INFORM AND DEFINE INDUSTRY AND EMPLOYER'S STRATEGIC WORKFORCE NEEDS THROUGH PARTNERSHIPS AND INFORMATION SHARING

We work collaboratively with industry and other partners to strengthen the link between the aspirations of individual Australians and the needs of employers. By promoting diverse career pathways and increasing understanding of future skills demand, we contribute to shared efforts to address skills gaps and improve efficient labour market matching.

Achievements: 1 July 2020–31 December 2021

The NCI has accelerated efforts to **foster partnerships with industry** to understand workforce trends and challenges, by supporting the implementation of effective workforce strategies through planning for the provision of accurate and up to date careers information. Between 1 July 2020 to 31 December 2021, the NCI engaged with a broad range of industries through Skills Organisation Pilots and other industry representatives. Part of these collaborative discussions is to inform the development of careers information products tailored to specific industries, such as career pathways maps.

The NCI's collaboration with the agriculture sector under the AgATTRACT budget measure, which aims to **shift outdated perceptions** of what it means to work in the agricultural sector, is just one of the significant projects in this space.

The NCI was allocated **\$2.7 million** under AgATTRACT to undertake research on traditional, non-traditional, new and emerging occupations in the agriculture

industry and **develop a map of modern agriculture career pathways** accessible through an **interactive, user driven experience** on the Your Career platform.

The map will demonstrate, to users, the **breadth** and **diversity of careers** on offer as well as highlight **new and emerging** occupations and the diversity of the agriculture workforce. This represents a new way of providing industry-specific career pathways on NCI digital platforms and will provide a framework to explore career pathway mapping with other industries in the future.

Work commenced in November 2021 on phase one – consulting with more than **100 stakeholders** in the agricultural industry – to identify similar existing work and compile descriptive job and education and training information that represents modern career pathways. This research will feed into the build of the digital tool, which is scheduled to begin in July 2022 and be completed before July 2023.

Our **Partnership Grants Program** supports career stakeholders and organisations to deliver career advisory products and create education and training pathways aligned to the needs of employers.

Rounds One and Two of the Partnership Grants program generated an incredible amount of interest from the careers and education sector.

- Round One – more than **\$4.65 million of grant funding** was awarded to **12 successful recipients**. These projects cover a wide range of activities from a diversity of organisations. The grants enable employers, schools, tertiary institutions, industry, governments, and researchers to work collaboratively to improve career outcomes.
- Round Two – **\$5.84 million of grant funding** was awarded to **16 successful recipients** to enable the delivery of face-to-face careers guidance sessions, hands-on industry and work experience, careers resource development and career mentoring.

Following our successful first and second rounds of funding, we are aiming to enhance career pathways to help all people reach their full potential.





HELP ENSURE PEOPLE ARE CONNECTED WITH STUDY, TRAINING, AND OPPORTUNITIES FOR IN-DEMAND INDUSTRIES IN COLLABORATION WITH INDUSTRY AND GOVERNMENT

We have a critical role to play in promoting careers and skills development by driving awareness of career information and services, learning, and working pathways. The aim is for individuals to be informed to better navigate their careers.

Achievements: 1 July 2020–31 December 2021

We planned and delivered a multi-pronged engagement effort to raise the profile, status, and development of various career sectors and opportunities.

The **Australian VET Alumni** provide a real voice and story that Australians can connect to, by demonstrating the entrepreneurial and commercial success a VET career can provide.

We leverage a comprehensive social media strategy to promote National Skills Week, posting across various channels and websites to engage with Australians around VET.

In 2021:

- **18** VET Ambassadors were involved in National Skills Week activities
 - **7** VET Ambassadors were mentors for the Australian Training Awards, playing a key role in supporting the finalists, sharing their experiences, their story of career success and experiences as VET Ambassadors
- Approximately **77** VET Ambassadors participated in events, activities and online engagements, estimated to have reached millions of Australians.

We direct users from our Your Career platform to linkages to cross-government initiatives such as the JobTrainer initiative, launched in November 2020.

791,142 users have visited and engaged with **JobTrainer** on the Your Career website. JobTrainer provides an opportunity to study free or obtain low-fee courses, and has received more than 300,000 course enrolments as at 31 December 2021.

CONSUMER- FOCUSED SERVICE SYSTEM

WHERE THE NCI AIMS TO ACTIVELY MONITOR AND AGGREGATE CAREERS DATA, RESEARCH AND BEST PRACTICE TO DRIVE EVIDENCE-BASED ADVICE TO GOVERNMENT AND SERVICE SYSTEM PARTICIPANTS

The NCI has established a research program to further understand Australians' career development and how the NCI can best support Australians' information and guidance needs.

The NCI works in partnership with the National Skills Commission (NSC) to provide an authoritative government source of careers information. We ensure our work is informed by current data and analysis of the labour market, workforce changes and skills needs.

By identifying emerging skills and looking at how these skills change existing jobs, the NSC can identify emerging or new jobs in the labour market. The NCI use this information to help guide people in making informed decisions about their careers.

The NCI worked in partnership with the Department of the Prime Minister and Cabinet's Behavioural Economics Team to undertake research aimed at better understanding how people make career decisions at all ages and stages of life.

Achievements: 1 July 2020–31 December 2021

Development of an **Australian Career Journey map**, which represents a person's career journey segmented into 6 life stages: primary school; secondary school; further education (post-secondary/lifelong learning); entry level career; mid-career; and late career to retirement.

The Australian Career Journey map is a framework to build and fine tune our understanding of people at each career and life stage, helping to target and tailor program, policy and message design and also support career decision making to align with principles of life-long learning and a growth mindset.

The NCI partnered with the Career Industry Council of Australia (CICA) to develop **Little Ripples**, a toolkit of fun games and activities to make it easier for parents and carers to start positive conversations with their children to help broaden their aspirations, address gender biases, and contribute to their children's understanding of the world of work.

The NCI is consolidating government websites to provide a seamless user experience across Your Career and to optimise engagement by consumers and providers. A range of different tools and information will be established on Your Career or transitioned to broader departmental digital services.

HELP ENSURE INNOVATIVE APPROACHES TO CAREERS DEVELOPMENT ARE DELIVERED BY A RANGE OF PARTNERS AND THE SERVICE SYSTEM PROVIDERS SEEK CONTINUOUS IMPROVEMENT

We recognise there are opportunities to strengthen the Australian careers development service system so that it is more focused on consumer needs and better able to meet these.

We aim to ensure career information is personalised, accessible and relevant for all people and industries. The **NCI has had 285,000 site visits** since October 2020 to its corporate website, demonstrating the power of our presence and an increasing demand for NCI services.



Achievements: 1 July 2020–31 December 2021

To support the future growth and prosperity of our nation, the Australian, state and territory governments are committed to improving the vocational education and training VET system through reform. A strong VET system is critical for Australia's long-term economic recovery from COVID-19.

To support these reforms, the Australian Government is investing **\$30.9 million to deliver a new National Training Register (NTR)**. The Discovery Phase of this project, which included technical assessment, options analysis and user research, was completed in October 2021.

User research included conversations with over 200 stakeholders and the collation of survey responses from over 400 system users.

The next phase of the project is to design and build the new NTR systems. Work is underway to engage a digital partner and it is expected that the first release of the minimum viable product will be in July 2023.

Through the NCI Partnerships Grants program, we are providing innovative career information solutions to support and improve a consumer-focused careers system.

CASE STUDY: CONTRIBUTING TO A CONSUMER-FOCUSED SERVICE SYSTEM²

Through our Partnership Grants Program, we have funded a project with Curtin University to investigate best practice career support for students with disability through Australia's first dedicated National Career Development Learning (CDL) Hub for students with disability.



The CDL Hub will develop bespoke and contextualised approaches to support young people with disability. The CDL Hub will create an accessible range of freely available resources and practical examples of programs that address CDL for students with disability across the student lifecycle. The project team will collaborate with an expert consortium of researchers from the National Centre for Student Equity in Higher Education (NCSEHE), Curtin University, the University of Wollongong, La Trobe University, the University of Tasmania and Swinburne University of Technology.

Across 4 phases the project will include:

- a national audit of existing CDL programs across the educational life cycle
- leveraging the results of this audit, and outreach evaluation expertise, to identify best practice
- a series of pilot studies that build upon this evidence to create case studies which highlight best practice in the field.

“This project is an exciting opportunity to draw upon major NCSEHE commissioned research as well as the work of NCSEHE Equity Fellows Tim Pitman and David Eckstein.”

“While students with disability bring valuable qualities to the workforce, this cohort faces unique challenges which often result in disproportionately poor employment outcomes. This project will identify best practice, based on a national audit of existing CDL programs, which will inform a series of pilot programs to enable students with disability to fulfil their potential.”

Chief Investigator Professor Sarah O’Shea

Through the Partnership Grants Program, we will support career stakeholders and organisations to work collaboratively to improve career outcomes and create education and training pathways aligned to the needs of employers. This further demonstrates how the NCI directly contributes to a consumer-focused service system in the careers sector in Australia.

² <https://www.ncsehe.edu.au/ncsehe-research-career-development-learning-hub-disability/>

LOOKING TO THE FUTURE FOR THE NCI

We now shift our focus to building a careers sector that helps people start work, further develop and manage their careers. NCI plays a leadership role in the careers sector and supports opportunities to promote education, training and career pathways for people of all ages and stages.

Our **2021–23 NCI Strategic Plan** maps out how we are going to build a strong careers sector over the next 3 years and identifies our strategic priorities.

THE NCI AIMS TO DRIVE POSITIVE IMPACT

- Support **informed and confident consumers** to navigate the education, training, skills and employment supports they need to develop their careers.
- Encourage Australians to engage in **lifelong learning and skills development** across their careers.
- Contribute to **skills for industry and the economy** through a better skilled workforce by making sure people know where jobs and skills demand are now and in the future.
- Contribute to building a more **consumer-focused careers service system**, connecting supports in ways that work best for users.

The NCI will expand its reach and grow its profile through further enhancement of our online platforms and will continue to collaborate with employers, the careers industry, research partners, the broader Australian community, and all levels of Government through our Partnership Grants Program, VET Information strategy and our various initiatives.

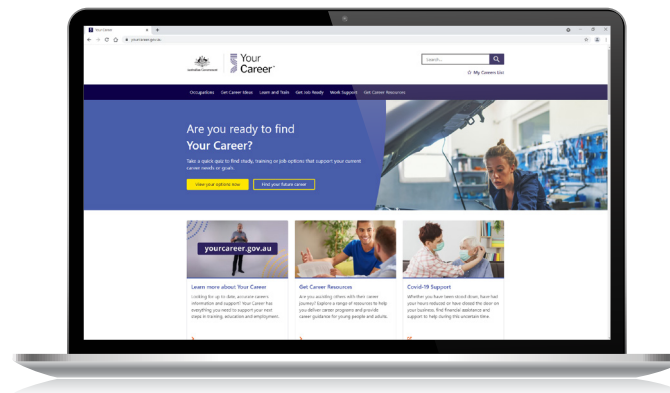
The NCI Advisory Board provides independent, expert advice to guide the strategic direction of the NCI. The functions and responsibilities of the Advisory Board are described in the Charter and the Advisory Board's Terms of Reference.

We will continue to build our partnership with the NSC to ensure our initiatives remain targeted and relevant, fuelled by emerging and future careers service trends and data. By enhancing and driving continuous improvement across our digital platforms we will also continue our progress in becoming Australia's authoritative source of information relating to careers, education and training.

Two new funding rounds of the National Careers Institute Partnership Grants Program were announced in the 2021 Federal Budget. They will support and focus on innovative projects that facilitate supported career opportunities for women's workforce participation and improve young people's access to the information and support services to make well informed decisions on their career pathway.

We recognise misconceptions around the VET sector may continue; we will drive targeted programs, assisting people to better understand how VET qualifications can lead to successful, meaningful and professional careers. Our Partnership Grants Program is another lever we will use to foster innovation and target specific consumer groups to further achieve our objectives across all strategic impact areas.

The NCI will continue to drive progress against key objectives to achieve our aim of being the recognised, central careers body, simplifying and strengthening the Australian careers sector.



CONTACT US

Your Career has everything you need to support your next steps in training, education and employment. Visit: yourcareer.gov.au

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Text: SLIS2022 to 0429 009 435

Call: 1800 CAREER or 1800 227 337

Email: schoolleavers@dese.gov.au

