



# Guiding Principles for Career Development Services and Career Information Products

Prepared by the  
Career Industry Council of Australia

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*The Guiding Principles for Career Development Services and Career Information Products* have been prepared by the Career Industry Council of Australia (CICA) for the Australian Government Department of Education, Science and Training.

The views expressed in this document do not necessarily reflect the views of the Department of Education, Science and Training.

*Further information on the project may be downloaded from the CICA website:*  
[www.cica.org.au](http://www.cica.org.au)

## Introduction

The career development industry in Australia is characterised by its diversity. Service providers offer a distinctive range of services and products designed to meet the career development needs of users whose ages, circumstances and requirements vary enormously.

These *Guiding Principles for Career Development Services and Career Information Products* were designed to provide all those who offer such career development services and career information products with a clear and simple set of criteria with which to assess and continuously improve the quality of their services or products. Their widespread use will also enable clients to make judgements about the quality of the services and products they receive.

The *Guiding Principles* have been developed with considerable input from the career development industry, and education, training and employment systems in all States and Territories in Australia. They have also been shaped by other quality guidelines for career development services and information. In particular, the influence of the matrix Standard in the UK, the meta-criteria developed in Europe, and the US National Career Development Association (NCDA) guidelines on career information is gratefully acknowledged.

The *Guiding Principles for Career Development Services and Career Information Products* are presented in two segments, the first applying to career development services and the second to career information products.

The guiding principles form an important part of the national quality framework for career development in Australia. They fit alongside the Professional Standards for Australian Career Development Practitioners, and the Australian Blueprint for Career Development.

Together, these frameworks will ensure that career development services and products are of a consistent standard and are being continuously improved.

## Glossary

The following definitions apply to terminology used throughout this publication.

### Career development

The lifelong process of managing learning and work activities in order to live a productive and fulfilling life.

### Career development services

A career development service is here defined as any individual or group activity facilitated by the presence and guidance of an instructor/leader/practitioner, whose object is to assist individuals of any age and at any point throughout their lives to make educational, training and occupational choices and to manage their careers.

## Career information

Career information is any text (in any media) that seeks to assist in the career development process of individuals by providing general information about career as a developmental process that reflects the personal values and experiences of the individual, as well as specific information about education and training pathways, labour market trends and industry and occupational data.

## Career development practitioner

Career development practitioner is “an umbrella term that refers to any direct service provider in the career development field. This includes but is not limited to: career counsellors, employment counsellors, career educators, career information specialists, career management consultants, career practitioners, rehabilitation counsellors, work development officers, employment support workers, work experience coordinators, job developers, placement coordinators, career coaches, and vocational rehabilitation workers” ([Canadian] National Steering Committee for Career Development Guidelines and Standards, 2004 as used in the *Professional Standards for Australian Career Development Practitioners*).

## Quality improvement

The systems and procedures designed and implemented by an organisation to ensure that its products and services are of a consistent standard and are being continuously improved. (McMahon 2004, 62)

## Quality guidelines

Statements or other indications of policy or procedure for service delivery or professional practice, intended to help a service or practitioner determine a course of action and reflect on the quality of their work (Henderson et al 2003, in McMahon, 2004, 62)

## The Vision

In the last four years, the career development industry has taken three major steps to improve the quality of service provision. The first was the development of a learning framework called the *Australian Blueprint for Career Development*. The *Blueprint* is a nationally agreed prototype that specifies the competencies that people need to manage their careers. It enables the specification of career-specific learning outcomes for individuals.

The second major step was the development of *Professional Standards for Australian Career Development Practitioners*. Designed to promote quality career development services, the *Professional Standards* will be regarded as the minimum required by Australian career development practitioners from January 2012, and will be implemented by CICA in conjunction with its member associations.

The *Guiding Principles for Career Development Services and Career Information Products* form another important part of the quality framework for career development in Australia (Figure 1), and will enable career development service providers and career information producers and clients to continuously improve and confidently promote the quality of their career development services and career information products.



Figure 1. A Model of Quality Assurance for the Career Industry.

## Who will use the Guiding Principles for Career Development Services?

The *Guiding Principles for Career Development Services* are intended to be useful for all funders and providers of career and transition services, including:

- Government departments and agencies from all jurisdictions
- Private companies and practitioners
- Schools
- Community-based organisations
- Education and training institutions
- Voluntary / not-for-profit organisations

## Who will use the Guiding Principles for Career Information Products?

The *Guiding Principles for Career Information Products* are intended to be useful for career information producers, including:

- Career development service providers
- Career development practitioners
- Professional associations
- Industry associations
- National and Regional Industry Career Advisers
- Recruitment agencies
- Publishers
- Researchers
- Education and training institutions.

The *Guiding Principles for Career Information Products* are also designed to apply to the producers of career development information products presented in any media.

## How to use the Guiding Principles

These guiding principles are intended to assist organisations/individuals to improve their services or products. As a first step, the quality of your services and products can be evaluated using the simple self-assessment tools found at Appendices A and

B. Appendix A provides a self-assessment tool for those providing career development services, while the self-assessment tool in Appendix B will be useful for those producing career information products. Once areas for improvement have been identified, the next step might be to develop an action plan designed to improve the quality of the service or the product. The plan should clearly outline specific, measurable and attainable goals that could be linked to any wider organisational action plan that already exists.

## Guiding Principles for Career Development Services

### Definition and purpose

The *Guiding Principles for Career Development Services* are intended to be used as a quality improvement mechanism by individuals and organisations that fund, manage and / or provide career development services.

### Principle 1: Promote awareness of the service and service goals

*This principle is intended to promote awareness of the service and its goals, in order to ensure accessibility of information about the service.*

#### Criteria for assessment

- 1.1 Service is adequately promoted within organisation/community so that people are aware of the existence/purpose of service
- 1.2 Service is promoted accurately, in accordance with the skill level of personnel and the availability of resources
- 1.3 Users are made aware of the specific purpose and goals of the service offered
- 1.4 Users are made aware of the limitations of the service and their own responsibilities for active input and engagement
- 1.5 The purpose and goals of the service are reiterated at multiple points throughout the process of service delivery

### Principle 2: Ensure user entitlement

*This principle is intended to place clients or users of the service at the centre of the service through the active promotion to the client of their rights, entitlements, avenues of redress and/or complaint.*

#### Criteria for assessment

- 2.1 Users are made aware of their entitlement to professional and confidential service as recipients of career development services
- 2.2 Practicing staff possess appropriate skills and/or qualifications, and where appropriate meet the *Professional Standards for Career Development Practitioners*
- 2.3 Users are made aware of their right to make independent choices
- 2.4 Users are assisted in exploring their options and making choices

- 2.5 Users are provided with concrete outputs at each stage of service delivery indicating what the service is providing in terms of assisted movement toward their desired career outcome
- 2.6 Users are made aware of laws, policies and professional ethics that pertain to client rights; they are also made aware of the limits of confidentiality
- 2.7 Service providers avoid and/or disclose conflicts of interest, which might compromise the best interests of their clients
- 2.8 Fees/costs, if applicable, are disclosed up-front to the client/user
- 2.9 Users are made aware of their rights, entitlements, avenues of redress and/or complaint should they perceive the service to have been inappropriately delivered

### **Principle 3: Users/clients have access to career information and are assisted in their understanding of that information**

*This principle is intended to ensure service providers actively promote the importance of career information literacy to their clients.*

#### **Criteria for assessment**

- 3.1 Information used as part of service delivery is relevant and appropriate to the audience/client and the advertised purpose of the service
- 3.2 Information used as part of service delivery is appropriately contextualised and explained: e.g. occupational information is correlated with labour market and education and training information
- 3.3 The purpose of any information used is made clear to the audience/client
- 3.4 Any occupational, labour market or education and training information used as part of service delivery is confirmed as current and valid
- 3.5 Any take-away or take-home materials conform to the *Guiding Principles for Career Information Products* or else are accompanied by appropriate contextualising material and/or support.

## **Principle 4: Create channels for generating/incorporating user feedback**

*This principle is intended to encourage continuous dialogue between the expertise of the professional and the experience of the client. The channels for generating and incorporating user feedback will vary according to the service provided. This feedback should be used to ensure that the nature and quality of the service being delivered is commensurate with the rights, entitlements and expectations of the user (as outlined in Guiding Principles 1 and 2).*

### **Criteria for assessment**

- 4.1 Input from users in relation to service provision is encouraged, facilitated and recorded
- 4.2 Feedback from users is collected at multiple points throughout the process of engagement
- 4.3 User feedback is collected in multiple forms
- 4.4 Where appropriate, user feedback is incorporated and used to modify/improve service provision and methods of service provision
- 4.5 Incorporated feedback leads to demonstrable modification/improvement in service provision
- 4.6 Information is retained for appropriate periods of time for purposes of longitudinal analysis
- 4.7 Information is appropriately stored to preserve client privacy and confidentiality

## **Principle 5: Differentiate service provision to accommodate diversity**

*This principle is intended to ensure that service providers are capable of delivering services in multiple modes, formats and settings (that is, outside of the conventional consultation model); have the ability to engage creatively with difference; and can actively accommodate the needs of diverse groups.*

### **Criteria for assessment**

- 5.1 Services are accessible to individuals from a range of cultural, social, economic and ethnic/minority backgrounds
- 5.2 Service providers demonstrate an understanding and appreciation of issues relating to cultural and social difference and, if relevant, possess appropriate training to address the specific needs of particular groups
- 5.3 Service providers show the capacity to adapt service provision in light of differences in socio-cultural understandings and/or practices
- 5.4 Service providers devise positive, creative solutions to communication problems created by social and cultural difference(s)

- 5.5 Service providers ensure that career information used in providing services is appropriate to the understanding of the client audience, and its practical relevance to the client is made explicit

## **Principle 6: Collaborate with other facilitators of career development**

*This principle is intended to encourage service providers to form links with other sources of career education and advice for clients, both formal and informal. This will serve to create greater consistency and coherence across the range of sites / instances where career development activities occur. These sources might include:*

- *Schools, universities, colleges, TAFE colleges*
- *Employment and social services agencies*
- *Employers, and employer organisations*
- *Parents, friends and peers*
- *Community organisations, leisure organisations*
- *Trade unions.*

### **Criteria for assessment**

- 6.1 Service providers demonstrate the capacity to network with other facilitators of career development
- 6.2 Service providers engage with wider networks of formal/informal support that clients may use as a source of career development advice
- 6.3 Service providers create and maintain constructive partnerships with other stakeholders in the career development process
- 6.4 Where appropriate, service providers incorporate feedback obtained from contact with wider support networks
- 6.5 Processes are in place for managing referrals between service providers

## **Principle 7: Provide staff with sufficient support to deliver a quality service**

*This principle is intended to ensure career practitioners are provided with sufficient professional support and resources to perform their work to a quality standard. This means having a systems approach to staff management, encompassing:*

- *induction*
- *supervision*
- *provision of resources*
- *mentoring and development*
- *performance review*

- *job transition / promotion*
- *access to external support networks, and*
- *clear definition of boundaries and appropriate methods for referral*

*Such support systems are indispensable to delivering a high quality of service, insofar as they furnish a culture of collegial professionalism that has positive flow-on effect for clients / users of the service.*

#### **Criteria for assessment**

- 7.1 Staff are formally inducted into the service and made aware of their responsibilities and available support networks
- 7.2 Staff are adequately supervised and have access to support from senior staff if necessary
- 7.3 Staff have access to adequate (quality) resources to perform their roles effectively
- 7.4 Staff are involved in adequate mentoring and/or professional development programs which ensure ongoing learning
- 7.5 Staff have regular access to feedback on performance and service outcomes
- 7.6 Clearly defined boundaries for career development staff are in place and appropriate methods for referral are codified and understood
- 7.7 All of the above mechanisms are incorporated into a strategic/operational plan for delivery, which is open and transparent to all staff

### **Principle 8: Monitor outcomes of service provision**

*This principle is intended to guarantee that the monitoring process is transparent to all those involved (staff, clients, management, employing agency, etc); that it takes into account all of the previous assessment criteria as performance indicators; and demonstrates the extent to which each of these criteria have been met. The findings of such a process should then serve as a basis for improving the service.*

*The monitoring system itself needs to be subject to sufficient professional oversight to ensure that quality is being properly measured, and that the findings of these measurements are being effectively re-incorporated into the structure of practice.*

#### **Criteria for assessment**

- 8.1 Systems are in place for monitoring service outcomes
- 8.2 Findings of service monitoring are transparent to users, practitioners and relevant employers
- 8.3 Findings of monitoring process are acted upon to improve the service

delivery

- 8.4 The monitoring system is itself subject to a regular evaluation process, to ensure that outcomes are being properly measured, and that the findings of these measurements are being incorporated into the structure of practice

## Guiding Principles for Career Information Products

### Definition and purpose

The *Guiding Principles for Career Information Products* are intended to be used as a quality improvement mechanism by individuals and organisations that fund, manage and / or provide career information products.

Career information comprises education and training information, labour market information and occupational and industry information—as well as more general exploratory material surrounding career as a developmental process. By bringing these elements together in a rigorous and systematic way, this information may be confidently used by individuals to assist in their career development process.

### Principle 1: Career information products make their purpose explicit

#### Criteria for assessment

- 1.1 The intended purpose of the information as career information is clearly stated in a location appropriate to form of media

### Principle 2: Career information products are consistent with current career development theory

#### Criteria for assessment

- 2.1 The publication contains appropriate introductory and/or explanatory material, consistent with current career development theory, on: exploring career options; assessing one's skills and abilities; and making effective career decisions

### Principle 3: The relationships between key data streams are made clear

#### Criteria for assessment

- 3.1 The publication incorporates and clearly shows the relationship between the three main data streams of career information:
  - Education and training information
  - Occupational and industry information
  - Labour market information

### Principle 4: Education and training information is verified by reliable sources

#### Criteria for assessment

- 4.1 Specific education and training information (qualifications, courses, etc.) is confirmed through direct contact with providers of education and training,

checking, where appropriate:

- Currency of advertised courses
- Current employment opportunities related to qualifications
- Currency of education and training registration status

4.2 Records are kept of person contacted, position within organisation and date contacted

## **Principle 5: Occupational and industry information is verified by reliable sources**

### **Criteria for assessment**

5.1 Occupational and industry information is confirmed through direct contact with:

- Relevant industry organisations
- Key employer groups, or
- Appropriately experienced persons currently working in the occupational or industry field

5.2 Records are kept of person contacted, role/position within field/organisation and date contacted

## **Principle 6: Occupational information is comprehensive**

### **Criteria for assessment**

6.1 Occupational information is cross-referenced to encompass related skills-based occupations and intra- and cross-sectoral opportunities for career transition. It also indicates trends toward emergent industry and/or occupational developments

## **Principle 7: Labour market information is derived from reliable data**

### **Criteria for assessment**

7.1 Labour market information is obtained from reliable sources of statistical and quantitative data. It should be consistent with current Australian Bureau of Statistics (ABS) labour market figures (or equivalent agency for overseas and/or global data). The information should indicate current and/or emergent trends in sector growth/decline and related skills shortages

7.2 Records must be kept of sources used to obtain labour market information, date accessed, and currency of information at time of production

## **Principle 8: Authors of information are identified**

### **Criteria for assessment**

- 8.1 Authors of information — including corporate or organisational authors— are listed in a location appropriate to form of media. For example, acknowledgements/title page in print texts, homepage [or preferably each separate page] for web material

## **Principle 9: Limitations of the data are acknowledged**

### **Criteria for assessment**

- 9.1 In relation to all types of information (education and training, labour market and occupational and industry) any limitations are indicated; and anecdotal information is clearly differentiated from factual information

## **Principle 10: Currency of information is indicated**

### **Criteria for assessment**

- 10.1 The text clearly indicates currency of all empirical data, for example “data current as of . . .”, in a location appropriate to form of media. For example, acknowledgements/title page in print texts, homepage [or preferably each separate page] for web material

## **Principle 11: Information users are referred to multiple sources**

### **Criteria for assessment**

- 11.1 Text refers to other points of contact and appropriate sources for further information if needed/desired

## **Principle 12: Terms are clearly defined**

### **Criteria for assessment**

- 12.1 Jargon or technical terms are adequately qualified/defined for a general audience

## **Principle 13: All text and imagery assists understanding**

### **Criteria for assessment**

- 13.1 The use of graphics, illustrations, dramatic re-enactments or animated sequences serves to assist and facilitate client understanding of the information presented

## **Principle 14: Products are free of extraneous material**

### **Criteria for assessment**

- 14.1 Advertising and promotional material incorporated into career information products is free of extraneous non-career related material

## **Principle 15: Information is free of stereotyping**

### **Criteria for assessment**

- 15.1 Information presented is free of stereotyping on the basis of race, culture, ethnicity, gender, sexuality, age, nationality, religion and disability

## References

McMahon, Mary. (2004). "Scoping Paper – Shaping a Career Development Culture: Quality Standards, Quality Practice, Quality Outcomes." Prepared for CICA, the National Standards and Accreditation of Career Practitioners Project and the Department of Education, Science and Training.

National Career Development Association. (2006). "Guidelines for the Preparation and Evaluation of Career and Occupational Information Literature"; "Guidelines for the Preparation and Evaluation of Video Career Media"; "Career Software Review Guidelines"; "Guidelines for the Use of the Internet for Delivery of Career Counseling and Career Planning Services." <http://www.ncda.org>.

## Appendix A: Self Assessment Tool for Guiding Principles for Career Development Services

Principle 1		
Promote awareness of the service and service goals		
Criteria	Self Assessment	Evidence
1.1 Service is adequately promoted within organisation/ community so that people are aware of the existence/purpose of service	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
1.2 Service is promoted accurately, in accordance with the skill level of personnel and the availability of resources	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
1.3 Users are made aware of the specific purpose and goals of the service offered	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
1.4 Users are made aware of the limitations of the service and their own responsibilities for active input and engagement	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
1.5 The purpose and goals of the service are reiterated at multiple points throughout the process of service delivery	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

Principle 2		
Ensure user entitlement		
Criteria	Self Assessment	Evidence
2.1 Users are made aware of their entitlement to professional and confidential service as	<input type="checkbox"/> Meet Fully	

recipients of career development services	<input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
2.2 Practicing staff possess appropriate skills and/or qualifications, and where appropriate meet the Professional Standards for Australian Career Development Practitioners	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
2.3 Users are made aware of their right to make independent choices	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
2.4 Users are assisted in exploring their options and making choices	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
2.5 Users are provided with concrete outputs at each stage of service delivery indicating what the service is providing in terms of assisted movement toward their desired career outcome	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
2.6 Users are made aware of laws, policies and professional ethics that pertain to client rights; they are also made aware of the limits of confidentiality	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

<p>2.7 Service providers avoid and/or disclose conflicts of interest, which might compromise the best interests of their clients</p>	<p><input type="checkbox"/> Meet Fully</p> <p><input type="checkbox"/> Meet Partially</p> <p><input type="checkbox"/> Do Not Meet</p>	
<p>2.8 Fees/costs, if applicable, are disclosed up-front to the client/user</p>	<p><input type="checkbox"/> Meet Fully</p> <p><input type="checkbox"/> Meet Partially</p> <p><input type="checkbox"/> Do Not Meet</p>	
<p>2.9 Users are made aware of their rights, entitlements, avenues of redress and/or complaint should they perceive the service to have been inappropriately delivered</p>	<p><input type="checkbox"/> Meet Fully</p> <p><input type="checkbox"/> Meet Partially</p> <p><input type="checkbox"/> Do Not Meet</p>	

<b>Principle 3</b>		
Users/clients have access to career information and are assisted in their understanding of that information		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
3.1 Information used as part of service delivery is relevant and appropriate to the audience/client and the advertised purpose of the service	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
3.2 Information used as part of service delivery is appropriately contextualised and explained: e.g. occupational information is correlated with labour market and education and training information	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
3.3 The purpose of any information used is made clear to the audience/client	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
3.4 Any occupational, labour market or education and training information used as part of service delivery is confirmed as current and valid	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
3.5 Any take-away or take-home materials conform to the Guiding Principles for Career Information Products or else are accompanied by appropriate contextualising material and/or support	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

Principle 4		
Create channels for generating/incorporating user feedback		
Criteria	Self Assessment	Evidence
4.1 Input from users in relation to service provision is encouraged, facilitated and recorded	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
4.2 Feedback from users is collected at multiple points throughout the process of engagement	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
4.3 User feedback is collected in multiple forms	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
4.4 Where appropriate, user feedback is incorporated and used to modify/improve service provision and methods of service provision	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
4.5 Incorporated feedback leads to demonstrable modification/improvement in service provision	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
4.6 Information is retained for appropriate periods of time for purposes of longitudinal analysis	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
4.7 Information is appropriately stored to preserve client privacy and confidentiality	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

## Principle 5

Differentiate service provision to accommodate diversity

Criteria	Self Assessment	Evidence
5.1 Services are accessible to individuals from a range of cultural, social, economic and ethnic/minority backgrounds	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
5.2 Service providers demonstrate an understanding and appreciation of issues relating to cultural and social difference and, if relevant, possess appropriate training to address the specific needs of particular groups	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
5.3 Service providers show the capacity to adapt service provision in light of differences in socio-cultural understandings and/or practices	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
5.4 Service providers devise positive, creative solutions to communication problems created by social and cultural difference(s)	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
5.5 Service providers ensure that career information used in providing services is appropriate to the understanding of the client audience, and its practical relevance to the client is made explicit	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

Principle 6		
Collaborate with other facilitators of career development		
Criteria	Self Assessment	Evidence
6.1 Service providers demonstrate the capacity to network with other facilitators of career development	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
6.2 Service providers engage with wider networks of formal/informal support that clients may use as a source of career development advice	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
6.3 Service providers create and maintain constructive partnerships with other stakeholders in the career development process	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
6.4 Where appropriate, service providers incorporate feedback obtained from contact with wider support networks	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
6.5 Processes are in place for managing referrals between service providers	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

Principle 7		
Provide staff with sufficient support to deliver a quality service		
Criteria	Self Assessment	Evidence
7.1 Staff are formally inducted into the service and made aware of their responsibilities and available support networks	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
7.2 Staff are adequately supervised and have access to support from senior staff if necessary	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
7.3 Staff have access to adequate (quality) resources to perform their roles effectively	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
7.4 Staff are involved in adequate mentoring and/or professional development programs which ensure ongoing learning	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
7.5 Staff have regular access to feedback on performance and service outcomes	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
7.6 Clearly defined boundaries for career development staff are in place and appropriate methods for referral are codified and understood	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
7.7 All of the above mechanisms are incorporated into a strategic/operational plan for delivery, which is open and transparent to all staff.	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

Principle 8		
Monitor outcomes of service provision		
Criteria	Self Assessment	Evidence
8.1 Systems are in place for monitoring service outcomes	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
8.2 Findings of service monitoring are transparent to users, practitioners and relevant employers	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
8.3 Findings of monitoring process are acted upon to improve the service delivery	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
8.4 The monitoring system is itself subject to a regular evaluation process, to ensure that outcomes are being properly measured, and that the findings of these measurements are being incorporated into the structure of practice	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

## Appendix B: Self Assessment Tool for Guiding Principles for Career Information Products

<p><b>Principle 1</b></p> <p>Career information products make their purpose explicit</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
1.1 The intended purpose of the information as career information is clearly stated in a location appropriate to form of media	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
<p><b>Principle 2</b></p> <p>Career information products are consistent with current career development theory</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
2.1 The publication contains appropriate introductory and / or explanatory material, consistent with current career development theory, on: exploring career options; assessing one's skills and abilities; and making effective career decisions	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
<p><b>Principle 3</b></p> <p>The relationships between key data streams are made clear</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
3.1 The publication incorporates and clearly shows the relationship between the three main data streams of career information: education and training information; occupational and industry information; and labour market information	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

Principle 4		
Education and training information is verified by reliable sources		
Criteria	Self Assessment	Evidence
4.1 Specific education and training information qualifications, courses, etc, is confirmed through direct contact with providers of education and training, checking, where appropriate: currency of advertised courses; current employment opportunities related to qualifications; currency of education and training registration status	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
4.2 Records are kept of person contacted, position within organisation and date contacted	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
Principle 5		
Occupational and industry information is verified by reliable sources		
Criteria	Self Assessment	Evidence
5.1 Occupational and industry information is confirmed through direct contact with relevant industry organisations; key employer groups; or appropriately experienced persons currently working in the occupational or industry field	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
5.2 Records are kept of person contacted, role/position within field/organisation and date contacted	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

<p><b>Principle 6</b></p> <p>Occupational information is comprehensive</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
6.1 Occupational information is cross-referenced to encompass related skills-based occupations and intra- and cross-sectoral opportunities for career transition. It also indicates trends toward emergent industry and/or occupational development.	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
<p><b>Principle 7</b></p> <p>Labour market information is derived from reliable data</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
7.1 Labour market information is obtained from reliable sources of statistical and quantitative data. It should be consistent with current Australian Bureau of Statistics (ABS) labour market figures (or equivalent agency for overseas and/or global data). The information should indicate current and/or emergent trends in sector growth/decline and related skills shortages	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
7.2 Records must be kept of sources used to obtain labour market information, date accessed, and currency of information at time of production	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

<p>Principle 8</p> <p>Authors of information are identified</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
8.1 Authors of information — including corporate or organisational authors—are listed in a location appropriate to form of media. For example, acknowledgements/title page in print texts, homepage [or preferably each separate page] for web material	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
<p>Principle 9</p> <p>Limitations of the data are acknowledged</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
9.1 In relation to all types of information (education and training, labour market and occupational and industry) any limitations are indicated; and anecdotal information is clearly differentiated from factual information	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
<p>Principle 10</p> <p>Currency of information is indicated</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
10.1 The text clearly indicates currency of all empirical data, for example “data current as of . . .”, in a location appropriate to form of media. For example acknowledgements/title page in print texts, homepage [or preferably each separate page] for web material	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

<p>Principle 11</p> <p>Information users are referred to multiple sources</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
11.1 Text refers to other points of contact and appropriate sources for further information if needed/desired	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
<p>Principle 12</p> <p>Terms are clearly defined</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
12.1 Jargon or technical terms are adequately qualified/defined for a general audience	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
<p>Principle 13</p> <p>All text and imagery assists understanding</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
13.1 The use of graphics, illustrations, dramatic re-enactments or animated sequences serves to assist and facilitate client understanding of the information presented	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	

<p>Principle 14</p> <p>Products are free of extraneous material</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
14.1 Advertising and promotional material incorporated into career information products is free of extraneous non-career related material	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	
<p>Principle 15</p> <p>Information is free of stereotyping</p>		
<b>Criteria</b>	<b>Self Assessment</b>	<b>Evidence</b>
15.1 Information presented is free of stereotyping on the basis of race, culture, ethnicity, gender, sexuality, age, nationality, religion and disability	<input type="checkbox"/> Meet Fully <input type="checkbox"/> Meet Partially <input type="checkbox"/> Do Not Meet	