

Aide-Memoire: Tertiary Education Commission leading development of a national careers system strategy.

To:	Hon Chris Hipkins, Minister of Education
From:	Ian Lee, Deputy Chief Executive, Strategy and Design
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Work on a refreshed Careers System Strategy is underway

- 1 This aide-memoire confirms the Tertiary Education Commission (TEC) will lead the development of a refreshed national careers system strategy.
- 2 This strategy responds to economic and structural changes due to COVID-19, the new Tertiary Education Strategy (TES), and calls by peak bodies, such as the Career Development Association of New Zealand (CDANZ) and Careers and Transition Education Association (CATE), for a government-led development of a national careers strategy to improve the efficiency and effectiveness of the system.
- 3 We recommend that this aide-memoire be proactively released, but with sensitive budget information withheld.

The careers system is complex and not meeting the needs of users

- 4 The careers system is a complex mix of stakeholders, providers and influencers that contribute to the delivery of education, skills development, career development support and employment for New Zealanders. It serves people of all ages, but generally in OECD countries, greater investment is made in youth over adults.
- 5 Anecdotal evidence from stakeholders across the system indicates careers education and guidance is currently a poorly coordinated, fragmented and inefficient system with significant duplication. We have also heard there is variability in the delivery of careers education in schools; and that little is offered outside the school system. This is an issue as we move into a rapidly changing world of work.

A careers system should contribute to social and economic goals

- 6 Career guidance contributes to public policy objectives. Specifically, making education systems more efficient; contributing to the improved efficiency of the labour market and connecting the needs of industry and communities with learners and jobseekers.

- 7 Research by the University of Derby into the economic benefits of careers guidance¹ shows that careers guidance contributes to a range of individual outcomes that influence a number of primary and secondary outcomes, which in turn lead to macro-economic benefits.
- 8 The careers system is central to helping achieve social equity goals. Targeted interventions for underserved groups can lift confidence, aspirations and motivation as well as skills and employability.

The current strategy started with a narrower focus...

Current Career System Strategy

- 9 In 2017 TEC became the lead government agency responsible for careers, following its merger with Careers New Zealand.
- 10 There are two legislative requirements relating to TEC's careers mandate:
 - Facilitate and strengthen the connections between schools, employers and tertiary education organisations to ensure students are better prepared for employment and further education and training.
 - Provide a publicly available careers information service that includes a database of information about occupations and tertiary education and training.
- 11 In accordance with this mandate, during 2019 we finalised the Careers System Strategy with input from the education sector, employers, careers practitioners and learners. The key focus of the strategy was to extend the focus on career development beyond the secondary-tertiary age group to a lifelong learning approach with a wider span of all ages from 7-70+.
- 12 The Careers System Strategy recommended a range of five key initiatives to reach all New Zealanders at their different life stages. The key programmes and their status are as follows:

Initiative	Status
Refresh of careers.govt.nz	Completed and ongoing.
Inspiring the Future	Launched nationally in June 2021.
Online Career Planning Solution	Currently in development.
Market segmentation research	Completed December 2019.
In-school support for career education (led by MoE)	Funded CATE to provide professional development for careers advisors in schools until the end of 2023.

¹ Hooley, T. and Dodd, V. (2015). The economic benefits of career guidance. Careers England

Career initiatives responding to COVID-19

- 13 In April 2020 we launched a programme of enhanced career services as part of our short-term response to COVID-19. These included:
- Updating the careers.govt.nz website to focus on highly impacted industries (such as tourism and hospitality), and people (such as women, and Māori and Pacific communities).
 - A multi-channel marketing campaign to raise awareness of the careers information and support available at careers.govt.nz.
 - The production and distribution of the Job Hunters Workbook for use by the Ministry of Social Development (and Connected) service centres, libraries, and Community Advice Bureau, which was also made available online (to date 60,000 copies have been distributed, and the workbook was translated into 10 languages).
 - The direct delivery of free careers advice and guidance services in partnership with CDANZ via a phone service and regional pop-ups. The time-limited services were approved by Cabinet in August 2020 and went live in mid-October 2020. TEC is currently negotiating a partnership with MSD to extend the service into mid-2022. To date the service has been utilised by over 9,000 people.

There is need for a refreshed national careers system strategy...

- 14 The significantly changed environment that has followed the economic shock and structural changes associated with the COVID-19 event provides the impetus for a refreshed careers system strategy. Also providing impetus is the new TES, which identifies careers as a fundamental lever to deliver positive change (most notably in the equity space).
- 15 Other agencies and associations, over the past two years, have raised the need for a national careers system strategy. CATE and CDANZ in their recent meeting with you on 1 July raised the need for an overall, cross-government careers strategy for all people in Aotearoa New Zealand.
- 16 The Productivity Commission (2020 Technological Change and the Future of Work), states that expanding careers advice is key to helping people navigate career and job change and adapt to increasing labour market changes. The 2020 report specifically called out the need for the TEC to develop a careers system strategy.
- 17 The 2019 Employment Strategy (MBIE) highlights the need for access to quality careers advice and a careers system strategy to ensure all New Zealanders have the skills and capabilities needed for a fulfilling career and sustainable income throughout their working life.

TEC will lead the development of a new national Careers System Strategy

- 18 The recent Minister's letter of expectation to TEC outlines the importance of furthering the work on careers; "It is important to me for learners to have the best possible careers information and learning pathways available to them. It is a priority for TEC to be working with employers and other careers stakeholders to ensure strong and effective processes and programmes are in place to support the transition from secondary to tertiary, education to employment, unemployment to retraining, and on to further employment."

- 19 During the recent Ministerial careers meeting on 1 July TEC committed to commence work on leading the development of a national careers system strategy. The scope of this strategy will be broad and encompass the entire careers system. The strategy will include all people of Aotearoa New Zealand from 7-70+.
- 20 In line with the Ministers expectations TEC will take a collaborative approach that engages all key stakeholders involved in the careers space, for example, the Government and government agencies, the education sector, learners, iwi, career practitioners and their peak bodies (CDANZ and CATE), and industry.
- 21 Developing the national careers system strategy will be undertaken in parallel with current careers initiatives (for example, **g(2)(f)(iv)**, and the delivery of an online career planning solution and the Inspiring the Future programme, which are led by TEC). These initiatives are seen as critical to providing the foundation for a robust careers system in Aotearoa New Zealand.



Ian Lee

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Tertiary Education Commission

15/07/2021

Hon Chris Hipkins

Minister of Education

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