



REPORT

National Career Development Week in Macquarie Fields

Mon 18th May – Fri 22nd May 2009

Locations across Macquarie Fields

ABOUT NCDW

What is National Career Development Week in Macquarie Fields?

It's a week of activities throughout the community dedicated to:

- increasing awareness and understanding of the nature and importance of career development, irrespective of stage, age or circumstance
- promoting and encouraging people to actively build and reflect on their career development skills and understandings
- engaging people in activities which inform, recognize, support and celebrate career development
- engendering an inclusive culture of career development across the community

The Message

The message of National Career Development week is to “Get the life you love!” through the promotion of the High Five High Five Principles of Career Development:

- change is constant
- learning is ongoing
- focus on the journey
- know yourself, believe in yourself and follow your heart
- access your allies

The Rationale

Getting the life you love takes career development – not just luck - it means actively managing your career and being ready for change. It recognizes that we all need well developed employability skills and the opportunity for ongoing learning and skill development in what has become a rapidly globalized, competitive, and casualised labour market.

Underpinning the campaign is the premise that everyone needs to be able to:

- self evaluate
- search for options and opportunities
- pursue learning
- value experience
- make informed decisions
- manage change
- be adaptable and resilient

A DESCRIPTION OF THE WEEK IN MACQUARIE FIELDS

WE'RE GETTING THE LIFE WE LOVE!

The National Career Development Week in Macquarie Fields campaign swept across the community with activities on every day at different locations from Monday 18th to Friday 22nd May 2009. Over 500 people participated in the activities on offer.

This year's campaign in Macquarie Fields featured a launch and the new innovations of NCDW Local Ambassador Visits and the delivery of Career Support Specialist Services and Information for everyone.

The Minister for Housing David Borger, while in Macquarie Fields on the first day of the NCDW campaign, launched the event at Mallee Rose Community Cottage. It couldn't have been better than to have a person of David's calibre lend his support and highlight the importance of career development for everyone in the community.

NCDW Local Ambassadors, who were nominated by the community, made visits to groups of people of all different ages, stages and circumstances throughout Macquarie Fields. These wonderful ambassadors, who embraced their roles with boundless enthusiasm, talked candidly about their career and life stories and discussed how they were managing these. They shared humorous and heartache moments, talked about the complexities of life that had challenged them and passed on their wisdom and spoke about their future plans. Perhaps just as importantly, they listened to the people they had come to speak with and heard their stories too.

Glenquarie Town Centre was transformed into a temporary Career Support Specialist Services Hub and Mobile Services made visits to schools in the community. A team of skilled local community volunteers welcomed the community and provided people with relevant and up to date career information on a wide array of topics. At the same time a career information specialist, a career coach and a career assessment specialist worked one to one with people who sought personalized assistance in charting the next phase of their career and life journey. The value of these services and the professionalism of the people delivering them were fantastic.

Another feature of the week was the National Career Development Week in Macquarie Fields Ute. With all the activity going on in different locations a flashy silver utility vehicle was seconded, temporarily re-branded in the campaign's imagery and put to good use in carrying goods and personnel to places they needed to be.

Imagine for next year's campaign, perhaps with endorsement and support from key stakeholders (government, non government and community alike), just perhaps we could grow the ute into a bus laden full of career development equipment, resources and activities to promote and illustrate the message further in and beyond the Macquarie Fields community?

From all comments and feedback received the National Career Development Week in Macquarie Fields 2009 campaign has been a resounding success!

FEEDBACK

Quotes from people involved

"I thoroughly enjoyed the experience ... I think it was worthwhile and the kids definitely took something away from it ... I think great initiative and should be continued and expanded into the future ... Well done to everyone involved."

Ben Howard, ASC Coordinator and NCDW Local Ambassador to James Meehan High School students

"I very much enjoyed sharing my experience of working in the provision of social housing with other people in the same field. I was particularly encouraged by the shared discussion and later reflecting on this discussion in the context of the five principles of career development was personally very helpful."

Brian Murnane, Argyle Housing Manager and NCDW Local Ambassador to Housing NSW staff

"I would like to express my gratitude and thanks for the opportunity to be apart of such an event - particularly at my (old) Primary school ... to hear that so many at a young age all have aspirations and inspirations to work towards a career is fantastic ... It has been an utmost pleasure to be apart of this experience."

Craig Miner, Resident, Graduate of and NCDW Local Ambassador to Guise Public School students

"...was great in generating that education and learning is a life long journey and available for all ... being an Ambassador also offered the opportunity for local residents to learn more about my work career and pathway to working in Macquarie Fields giving them a better insight into why I advocate for MacFields as a staff member of HNSW"

Jo Sammut, Housing NSW Manager and NCDW Local Ambassador to Mallee Rose Cottage Café volunteers and visitors

"My experience with EDEN Learning Centre was one of total enjoyment. Very impressed with the various ways in which NCDW was presented and promoted, particularly the ambassadorship idea ... The town centre display and information session was very professional and all concerned should be proud."

John White, Resident, NCDW Volunteer and Local Ambassador to EDEN Learning Centre, Youth Off The Streets

"I was shocked at first to be an ambassador ... I liked talking to the class and sharing my achievements with them, and answering their questions ... I felt they listened ... on the whole I enjoyed being an ambassador, thank you for the experience ... On the question if Macquarie Fields needs NCDW, it sure does. As you know I do the careers profile on the children in 10-11-12 yrs and I have seen first hand how it shocks them, and some even woke up to reality so they are trying harder in class and are more aware of themselves so yes NCDW is definitely needed in Macquarie Fields."

Julie Hemmett, Resident, NCDW Volunteer and Local Ambassador to Macquarie Fields College of TAFE

"The talk that Dan gave was very motivating. He inspired and encouraged the women's ideas for their future business ventures ... Dan was inspiring and helpful recounting his own successes and encouraging them to share theirs. One of the greatest outcomes of the talks was that one of the women (at Dan's suggestion) took photos of the jewellery and uploaded them onto E-Bay creating a "shop". A few weeks later she was so excited that she had already successfully sold \$80 worth of her jewellery! She is a pregnant single parent of 3 children (who was a former ballet dancer with the Australian ballet) and for her, since the deterioration of events in her life and unfortunate circumstances she finally had a personal success!"

“These kinds of activities are vital to help build residents' self esteem and feelings of worth. The idea of having Ambassadors to help and inspire the residents is an excellent one”.

Karen Russell, Schools as Community Centres Coordinator and NCDW Local Ambassador Host

“Brian Murnane from Argyle Community Housing was asked to talk about his career. He has led a life that has taken many new roads in his career ranging from Army days to helping individuals who struggled in life due to alcohol abuse. Brian talked about accepting employment with less pay because he had decided it was more important to enjoy the position rather than work in a highly paid position that was not satisfying ...The talk was inspiring”

Ken Carnegie, Housing NSW Team Leader and NCDW Local Ambassador Host

“As a host organiser for this event we found it was: an excellent event in which there was care taken to match the needs of our learners with the experiences of the ambassador...our ambassador fitted our situation perfectly...very powerful to have someone from the local community rather than an outside spokesperson ... the session was outstanding as the ambassador told a great story of their journey towards getting a career...our mature age students could relate to the different stages of the career journey and it was great for them to hear about being a life long learner. Hearing about the different steps and the way that our ambassador has been able to combine volunteer and part time work was highly motivating ... it provided ideas/motivation/knowledge for our students to move on with their journey ... Shifted the focus for our learners to think beyond just getting any work to planning a pathway and having a career goal ... Overall it was a highly valuable, inspirational and positive event which was great for all concerned ... Empowering, motivating... Julie is an exceptional role model for our learners ... thanks for this project and the chance to be involved.”

Liz Renshaw, Head Teacher, Employment Preparation at Macquarie Fields College of TAFE & NCDW Local Ambassador Host

“The Local Ambassador visit provided an invaluable educational service to some of the most disengaged, disadvantaged and vulnerable young people in our community. Our students were able to closely relate to many aspects of the Ambassador's story, particularly in regard to his recount of the earlier stages of his education and schooling. They particularly enjoyed listening to how his journey mirrored some of their own struggles to stay positively engaged in school and how these difficulties were overcome in order to achieve success. This visit provided a unique opportunity for our students to reflect on their own life journey and provided significant motivation and encouragement for these young people to continue striving to achieve their educational and career goals ... thank you and Macarthur Workplace Learning Program for your sponsorship of the Careers Workshop delivered by 'Career Origin' during National Career Development week. This session allowed our students to access professional career guidance and support with specific consideration to their needs and particular stage of career development. This is a level of communication, interaction and expertise beyond that which is usually available to, or experienced, by our young people.”

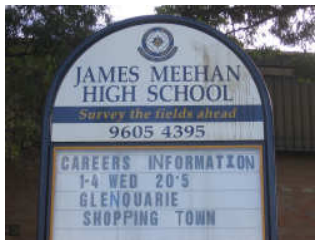
Steve Armstrong, Manager EDEN Learning Centre and NCDW Local Ambassador Host

NCDW provided an invaluable opportunity for JMHS students to experience a career professional's input into working out their strengths, abilities & interests. A view of career development as a life long process is essential in this changing work climate, and our students benefited from the real life stories as told during the Local Ambassador visit.

Rose Vujcic, Careers Adviser James Meehan High School

Photographs of people involved





WHO PARTICIPATED?

Launch Event:

| Host Organization/Group | VIP | No of community participants |
|--------------------------|---------------------------------------|------------------------------|
| HNSW Mallee Rose Cottage | Mr David Borger, Minister for Housing | 60 plus |
| Totals 1 | 1 | 60 plus |

(Launch of National Career Development Week in Macquarie Fields by the Minister for Housing was combined with the opening of the Mallee Rose Cottage extension on Monday 18th May 09)

Local Ambassador Visits:

| Host Organization/Group | Local Ambassador/s | No of community participants |
|--|-------------------------------|------------------------------|
| Guise Public School | Mr Craig Miner | 55 |
| Curran Public School | Ms Christine Arthur | 100 |
| Café Group Mallee Rose Cottage | Ms Jo Sammut & Ms Lisa Eggers | 10 |
| Macquarie Fields College of TAFE | Ms Julie Hemmett | 20 |
| James Meehan High School | Mr Ben Howard | 90 |
| SaCC Community craft group | Mr Daniel Mangion | 8 |
| SaCC Community jewellery making group | Mr Daniel Mangion | 12 |
| EDEN Learning Centre, Youth Off The Streets | Mr John White | 10 |
| HNSW local office & community regeneration staff | Mr Brian Murnane | 6 |
| Totals | 9 | 311 |

Career Support Services:

| Host Organization/Group | Services provided | No. of community participants |
|---|---|-------------------------------|
| Glenquarie Town Centre | Careers support specialist services and information | 60 approx. |
| James Meehan High School | Careers support specialist services and information | 80 |
| EDEN Learning Centre, Youth Off The Streets | Careers support specialist services and information | 10 |
| Totals | 7 | 150 |

Total participation

| Host Organization/Group | Key personnel | No. of community participants |
|-------------------------|---------------|-------------------------------|
| 13 | 18 | 521 |

HOW WAS IT ORGANIZED?

The National Career Development Week in Macquarie Fields 2009 Campaign is a collaborative project led by Housing NSW and the Macarthur Workplace Learning Program, organized through the Macquarie Fields Learning, Employment & Economic Development (LEED) Group and supported by community groups, organizations and the Macquarie Fields community.

RECOGNITION

Thank you to the many people, groups and organizations that contributed to and supported National Career Development Week in Macquarie Fields 2009 Campaign in the lead up, during the week, and afterwards.

Thank you to the Minister for Housing, David Borger for launching the campaign in Macquarie Fields at the start of the week.

Thanks to the Housing NSW Community Regeneration Team at Macquarie Fields and to the staff of the Macarthur Workplace Learning Program for their active leadership, participation and generous support.

A special thank you to the following people and organizations who gave of their expertise, time, resources and/or facilities over the week:

Local Ambassadors:

Ms Christine Arthur
Ms Lisa Eggers
Ms Julie Hemmett
Mr Ben Howard
Mr Daniel Mangion

Mr Craig Miner
Mr Brian Murnane
Ms Jo Sammut
Mr John White

Organizations and key personnel:

- Bright & Associates – Karen Bright, Partner
- Café Group Mallee Rose Cottage – Valerie Brien and Pauline Brown, Leaders
- Career Origin – Rebecca Stewart, Manager
- Career Zone – Fiona Mansell, Director
- Curran Public School – Kathy Strong, Principal
- EDEN Learning Centre, Youth Off The Streets – Steve Armstrong, Manager
- Glenquarie Town Centre – Gary Zoabi, General Manager and Mary Kerr, Administration Manager
- Guise Public School – Bev Newitt, Principal
- Housing NSW Mallee Rose Cottage – Jo Sammut, Community Regeneration Manager, Macquarie Fields
- Housing NSW Macquarie Fields Local Office – Ken Carnegie, Team Leader
- James Meehan High School – Gail Taylor, Principal and Rose Vujcic, Careers Adviser
- Macarthur Workplace Learning Program – Steve Montgomery, Manager
- Macquarie Fields College of TAFE – Liz Renshaw, Head Teacher of Employment Preparation
- Schools as Communities Centres– Karen Russell, Coordinator

Most of all thank you to all the people who embraced the campaign and participated in National Career Development Week activities throughout the Macquarie Fields community.

National Career Development Week is funded by the Australian Government and managed by the Career Industry Council of Australia. We thank them for their vision, support, materials and encouragement.

WOULD YOU LIKE TO KNOW MORE?

For further information about National Career Development Week in Macquarie Fields 2009 please contact:

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**macarthur workplace
learning program**
A Local Community Partnership