



A new direction for Career Services

It promises to be an eventful time ahead for Career Services as the government agency readies itself for a raft of changes – including a new name, a significant shift in strategic direction and further enhancements to its new-look website.

At the end of April, Career Services will begin trading under a new name, Careers New Zealand. The change is intended to strengthen its national profile and more accurately describe its leadership role in the careers field.

Career Services chief executive Graeme Benny says the new name will better reflect the important service his organisation delivers for New Zealanders and New Zealand.

“We want to increase the awareness across New Zealand of the services we offer and the important role we can play in helping New Zealanders make great career decisions that will lead to improved personal outcomes, a more productive workforce and an ultimately stronger economy.”

“Careers New Zealand is a government-owned nationwide hub of expertise and careers support and we lead and link across the careers system in New Zealand.”

Dr Benny says the change is a low cost, small scale refreshing of its logo that incorporates the new name.

A change of strategic direction

The name change is not an isolated move, but part of a broader shift in strategic direction. As New Zealand continues to recover from the economic fallout of the recession, Careers New Zealand has revised its strategic plan and identified three strategic goals for the period 2011/12-2013/14. These goals are to:

1. Contribute to Economic Growth
2. Build an excellent Career system in New Zealand
3. Lead the Careers Sector

Dr Benny says the new strategic direction puts a great deal of emphasis on building partnerships that will lead to better transitions into work and learning, improved productivity in the workplace and faster economic growth.

“Our new strategic direction aims to extend our reach and services to more New Zealanders. We know we can’t reach all New Zealanders on our own, so we plan to form partnerships with other organisations, for example, community groups, Iwi groups and tertiary providers, in order to increase our reach to New Zealanders. We’ll work with these organisations to build their capability to deliver the career message to their clients.”

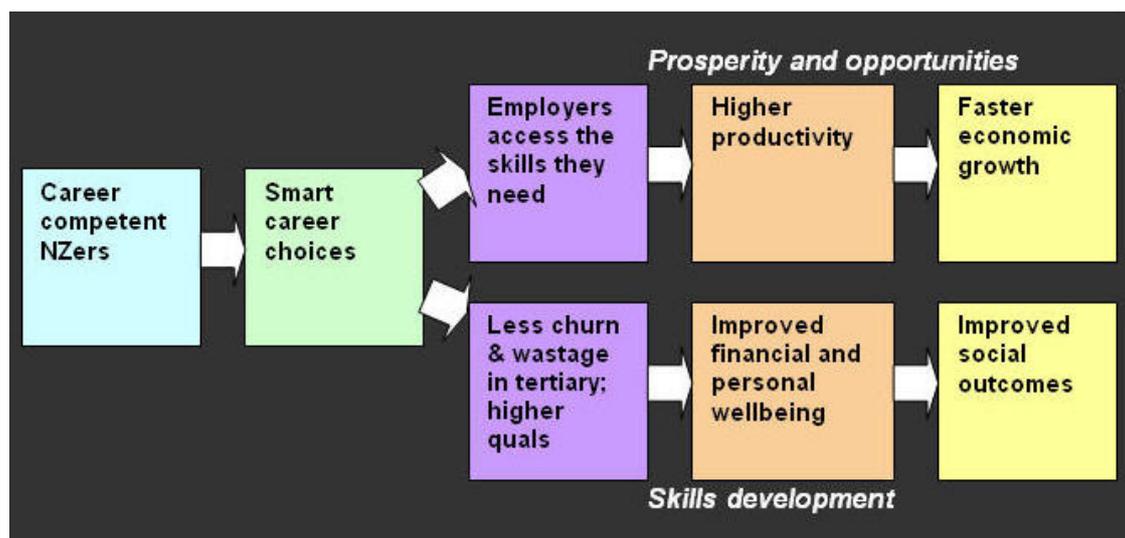
Dr Benny says Careers New Zealand will assist as a coordinator across the New Zealand careers industry working in partnership with all the other providers. An early initiative will be to develop a series of benchmarks for use in schools and other educational institutions to standardise the quality of the careers system and services provided across the country.

“Our careers system is not working as well as it could. There is too much fragmentation. Too many young people leave school or tertiary education and training without a clear pathway into quality employment. Too many fail to complete their qualifications.”

“Careers New Zealand is the agency owned by New Zealanders with a holistic view of the factors and parties involved in career support across New Zealand. We are uniquely placed to provide the leadership needed to see the gaps, suggest how the gaps should be filled, and get the key parties and partners working well together.”

Dr Benny says the aim is to position Careers New Zealand as the point of coherence between government’s economic, social, labour market and educational goals.

The graph below shows the link between Career Competence and Government’s goals



Website revamp – www.careers.govt.nz

In March Career Services unveiled a new-look website that has been designed to be even easier to use than its hugely popular predecessor.

Over the last 2 years Career Services has moved the site from a static information website to a more interactive self-service channel, improving the client experience and enabling users to have the information and tools necessary to make smart choices.

The biggest change visitors will notice is the homepage. In the past the site was organised to meet different audience needs. The new-look site now works on a task-based navigation, which means it focuses on the typical tasks users come to the site to do, like preparing a CV.

For CDANZ members, perhaps the most important part of the revamped website will be the 'For Practitioners' section. This should be the first port of call for anyone working in the careers field as it contains [resources](#), [useful links](#), [research](#), [articles](#), [career management tools](#), as well as information on [career events](#), [best practice](#) and [professional development](#).

The website also has a range of [interactive tools](#) designed to help people of all ages and stages move forward in their career journey and make career decisions that are right for them. These include [CareerQuest](#), a questionnaire that recommends jobs based on a person's actual interests, [CV4Me](#), a unique online wizard, and a number of other job-matching tools.

CDANZ members working with young people will also be interested the [Education and Training](#) section, which has tips to help students with course selection, as well as information on training providers around the country. Another area called '[How to get a job](#)' has advice on [job hunting](#), [CVs and cover letters](#), [preparing for interviews](#) and [dealing with a job offer](#).

Career Services will carry out further enhancements to the new-look site over the coming months after some follow-up user testing. The organisation welcomes any comments and suggestions CDANZ members may have about the revamp, which can be directed to careers@careers.govt.nz.