

CDAA Strategic Plan 2020-2022

CDAA members aspire to be...

Leaders of excellence in career development

Our intent:

CDAA members are a vibrant and diverse national community who share a collective interest in career development; and a desire to promote its ability to effect positive change and growth in the lives of all Australians.

Principles:

Collegiality and engagement
Credibility and quality
Future focus through innovation

Professional and ethical practice
Strength through diversity

Goals:

1. Community and Collaboration: CDAA members are positively engaged with each other and appreciate common goals, interests, and values that link them together; as well as respecting the diversity of our community.
2. Excellence: CDAA members are recognised and respected by the Australian community for high standards in career development practice, and authoritative understanding of the changing world of work.
3. Empowered Members: CDAA members participate in continuous learning, engage with research, and are innovative in their professional practice.
4. Governance: Our Association is responsibly managed to support members; and is well-connected and respected.



Strategies:

Goal 1: (Key principles: Collegiality and engagement; Strength through diversity)

- i) Provide opportunities for networking and information sharing between members and between different sectors of our membership.
- ii) Develop and implement initiatives to increase member participation in Divisional and National activities.
- iii) Create opportunities for peer mentoring to assist members to consider their own potential for movement between different work settings and sectors.
- iv) Develop opportunities to attract and retain members.

Goal 2: (Key principles: Credibility and quality; Professional and ethical practice)

- i) Provide diverse opportunities and encourage all members to be leaders and active contributors to the field of career development.
- ii) Develop communication strategies to promote the value of career development in the public arena.
- iii) Identify and support projects that advance the field of career development.

Goal 3: (Key principles: Future focus through innovation; Credibility and quality)

- i) Continue to provide a CPD program that is relevant, current, and accessible.
- ii) Promote aspiration to excellence for members, including the awards for excellence and membership upgrade pathways.
- iii) Facilitate members' discourse around research and innovation in our discipline.

Goal 4: (Key principles: Credibility and quality; Collegiality and engagement)

- i) Maintain sound governance and management of the Association, modelling a values-led organisation.
- ii) Develop and expand alliances and networks with professional communities, including associations, community based organisations, training organisations, businesses, industry and government agencies.
- iii) Explore the potential for mutually beneficial partnerships.



CDAA Operational Plan

Deliverables April 2020-March 2021

April - June 2020

- CDAA member mentoring program
- Identification of current career development researchers in Australia
- Revision of the CDAA Continuing Professional Development (CPD) Program Phase 1: Map the current activities in the CDAA CPD Program to the CICA Professional Standards for Australian Career Development Practitioners

July - September 2020

- CDAA membership promotion to vocational and tertiary career development students
- Revision of the CDAA Continuing Professional Development (CPD) Program Phase 2: Utilise the CICA Professional Standards for Australian Career Development Practitioners to develop a structured CPD Program

October - December 2020

- Revision of the CDAA Continuing Professional Development (CPD) Program Phase 3: Expand the CPD Program to recognise differing levels of experience and industry sectors within the membership, include capacity for members to self-assess their PD requirements, and review the annual CPD audit process and consider potential links to membership renewal



January - March 2021

- CDAA membership promotion to vocational and tertiary career development students
- Report to members on organisational performance against the Operations Plan at the 2021 AGM
- Report to members on CDAA Organisational Health (membership, finance, engagement) at the 2021 AGM

ONGOING

- Maintain and enhance sound organisational governance, including across finance, staff, systems and procedures
- Maintain and enhance a professional support service to members, including secretariat services to national and division committees and projects
- Maintain and enhance professional and relevant communications with members, stakeholders and the broader community
- Maintain and enhance a program to encourage members to aspire to excellence
- Maintain and enhance the CDAA CPD program
- Explore options for mutually beneficial partnerships with other organisations operating in the career development space
- Showcase and promote career development research and innovation

