



CDAA Members Working With Adult Clients

Results from the 2022 CDAA Survey



This survey of CDAA members was conducted anonymously via Survey Monkey in September 2022. Almost 1 in 5 (19%) of CDAA Fellow, Professional and Associate members working with adult clients generously gave their responses.

What practitioners working with adult clients told us about themselves and their clients

My work

Almost **5 out of 10 practitioners work in their own business**, just under **3 out of 10 work in someone else's business** and just under **2 out of 10 work within government**.

6 out of 10 practice in private practice & coaching. Almost **1 in 5 practice in tertiary institutions**. Others include outplacement, training organisations, employment services, community and not for profits.

Just **1 in 3 practitioners work full time**. **2 in 3 work part time, casual or are semi-retired**

Almost **half of practitioners have another professional role besides providing career services**. Other professional roles include a broad range of professional practice, leadership and specialist positions.

6 out of 10 feel adequately employed, **3 out of 10 feel underemployed** and **1 in 10 are overstretched**.

The **most reported impact** from the **COVID pandemic on practitioners** was the move to **online delivery** and **flexible working arrangements**

The **five most reported changes in demand** over the last three years are:

- More **investment in corporate career management and coaching programs** for staff.
- More **outplacement clients**.
- **Social media** has become a go to for many potential clients seeking career advice. Impacts on paid professional career services.
- Increase in **competition between service providers**.
- Having to **deliver more within less time and funding** from government and agency programs.

The **three most reported challenges** currently facing practitioners are:

- The **time constraints and work/life balance** challenge of running an online service business in the modern era.
- **Maintaining currency** of knowledge in the rapidly moving environment.
- The **lack of public understanding** of the **value of career development**.

My clients

The **most predominant age** of clients is **30-55 years**, followed by **21-30 years**.

Service delivery to clients is almost equally divided between **in person** (46%) and **online conference** (eg Zoom) (45%). Phone service is a distant 3rd at 6%.

Full-fee paying clients comprise $\frac{3}{4}$ of all clients. **Subsidised clients** are $\frac{1}{4}$.

The **most common needs of clients are**:

- Career Change/ Future of Work/ Futureproofing Career.
- Job search skills in the current environment.
- Navigating school to study to VET to work.
- Managing mental, social, psychological and physical barriers to work.

6 out of 10 practitioners are **happy with the services they are able to provide to their clients**.

4 out of 10 would like to provide a **wider variety of services** but are **limited by time, finances or their role**. The list of aspirational services is extensive.

My fees

5 out of 10 practitioners usually **charge clients by the individual session**.

3 out of 10 practitioners usually **charge clients by a combination of individual and packages of sessions**.

The **indicative hourly charge rate varies significantly**, depending on the **client, the complexity and the circumstance of the service**.

- For an employee - \$100 - \$200/ hr
- For middle management or graduates - \$200 - \$300/ hr
- For executive management - \$300 - \$450/ hr
- For corporate clients - \$250 - \$500/ hr

9 out of 10 practitioners are **somewhat or very satisfied with the fee they are able to charge** when providing **services as a private practitioner in their own business**.

8 out of 10 practitioners are **somewhat or very satisfied with the pay they receive** when providing **services as a paid employee in a career development business**.

8 out of 10 practitioners are **somewhat or very satisfied with the pay they receive** when providing **services as a career development consultant or contractor**.

My Qualifications

8 out of 10 practitioners have **Australian career development qualifications** and **1 in 10 has international career development qualifications**.

7 out of 10 practitioners hold a Graduate Certificate or Masters in Career Development. **1 in 10** hold a **Certificate IV in Career Development**. The other **2 out of 10 hold** qualifications in **Education, Psychology, HR or Counselling**.

6 out of 10 practitioners have **qualifications that are endorsed by CICA** and **4 out of 10 do not**.

Practitioners studied for their **career development qualifications at a number of institutions**:

3 out of 10 at RMIT University.

1 in 10 at each of Australian Catholic University, Edith Cowan University, James Cook University and Swinburne University.

Other institutions include University of Queensland, Career Development Centre, University of Southern Queensland, Australian Centre for Career Education, Skills Recognition International, TAFE SA, Deakin University and Australian National Institute of Business and Technology.

5 out of 10 practitioners studied online, **1 out of 10 studied on campus** and **4 out of 10 studied** via a **combination of online and on campus**.

8 out of 10 practitioners completed their qualification in the **last 10 years**.

1 in 10 practitioners completed their qualification 10-20 years ago.

1 in 10 practitioners completed their qualification more than 20 years ago.

8 out of 10 practitioners think their most recent *nationally accredited qualification equipped them somewhat or very well for working with adult clients.*

The most identified *useful learnings from the study* were:

- **Career theory**
- Understanding the *practical application of career theory to practice*
- **Counselling theory**
- Understanding **counselling skills in practical application**

My future work

The **four opportunities over the next three years** mostly identified by career practitioners are:

- **Greater understanding of the role career practitioners can play** in a constantly changing world of work.
- Leveraging really good *digital learning techniques and social media*.
- Opportunity for *equitable access for career development* for everyone through tech solutions.
- Career practitioners *embedded in organisations*.

The **four challenges over the next three years** mostly identified by career practitioners are:

- Personalised services having to *compete with online service offerings*.
- **Lack of expendable income** for people to put towards career development.
- *Equitable access to professional career services*.
- **Professionalism** of the industry.

My work history

8 out of 10 practitioners have *always worked with adult clients*.

5 out of 10 practitioners have *previously worked in a different sector* of the industry.

Previous work roles cover the full range of sectors within the careers industry

6 out of 10 practitioners adapted their practice to meet the needs of adult clients.

Practice adaptation requirements covered the full gamut of skills and knowledge required to work with adults, depending on the background.

9 out of 10 practitioners have *drawn on previous career experience* (prior to delivering career development services) to enable working effectively as a career practitioner with adult clients.

Previous career experience includes a broad range of careers.

What else do you want to tell us?

The most common *suggestions for further or future questions* were:

- How *satisfied career practitioner members* working with adults **are with CDAA membership** and *what else CDAA could do or provide*.
- Suggestions for **how CDAA can further promote professionalism of the industry**.
- Suggestions for **how CDAA can further promote the value of career development to stakeholders and the public**.
- Asking what *role do or should, career professionals play* in shaping the *expectations and practices of employers, recruiters and industry towards career development*.