

ICCI Report Australia

1. *What is happening in your country in the economy, politically and labour market*

- With a lot of political change in the last few years we are seeing a lack of leadership or decision making based on the coalition government and its change at the top.
- There are more female voices in our political landscape that is seeing changes in some approaches and areas of focus.
- The housing sector has been in focus again of late due to reports suggesting recommendations for changes to tax laws would negatively impact the housing market and in turn trades associated to it.
- Youth unemployment remains in focus as do low income earners.
- With growth in small business the government is recognising and make change to enable tax breaks and benefits for employing long term unemployed or disability employees.
- Mental health and wellbeing seem to remain in focus, lots of need highlighted in men's health, defence PTSD and women in DV situations.

2. *What is happening in the profession of career coaching?*

- Remains unregulated which has its challenges with individual motivations varying along with quality.
- I receive feedback about the poor quality of so called resume writers and the large associated costs.
- There are more associations and interfaces to assist in obtaining current information at various levels however not all career coaches see the support and network of others or experts in industry.
- Recruitment itself is changing and so we continue to see a shift from recruitment or HR to career coaching.
- High focus on assessments and tools with many coming from other countries, it appears most individuals prefer those that are tried and tested over many years in their space.
- Bridging of wellbeing, life and career coaching.

3. *What is going on in professional career coaching organizations?*

- Mixed feedback on the quality of conferences and speakers at events to support sharing and insights.
- Self-promotion seems to continue as a theme rather than openness.
- My focus is more in youth and we see the career coaching organisations coming from school based backgrounds.

4. *What strategies are career coaches using to compete in today's market place.*

- High focus on social media and article production, content quality can vary.
- Visibility at conferences, key is not to sell at these to get credibility.
- Focused differentiator with some in wellbeing and others in leadership, tertiary studies, gifted or special needs.
- High level of testing or profiling with limited follow up to the initial profiling.
- Media connections and so public positioning, eg radio, TV, papers, etc