



Work  
Inspiration

Schools' Career Development  
Toolkit - Outline of Resources

EMPLOYMENT

Occupation

Jobs

CAREER

work

THIS WAY

Founding partners:



FOUNDATION FOR  
Young Australians



everyone's family





Employers making work experience meaningful, relevant and inspiring

## BACKGROUND

The Work Inspiration campaign is an employer-led initiative supported by school personnel and in some cases supported by a broker or industry facilitator. The Work Inspiration campaign and the Three Insights career development framework enable young people to connect with the world of work. The combination of hands-on activities and career conversations with employees enable students to gain insights into the fast changing world of work. This exposure to multiple careers and interaction with a range of workers enables the students to detect relevance between their studies and their employment options. The career conversations with employees introduce the students to the concept that while planning is important "careers happen", sometimes by accident.<sup>1</sup>

Career development is the process of managing life, learning and work over the lifespan. This toolkit has been developed to provide a context for Work Inspiration (WI) within existing career development programs and resources used in schools. It is designed to support existing resources and to enhance the experience of Work Inspiration by participating students - before, during and after the activity.

It is expected that students will be exposed to a range of quality career development activities and resources while at school. These include:

- Myfuture website - [www.myfuture.edu.au](http://www.myfuture.edu.au) - a joint initiative of the Australian, State and Territory Governments. It includes an extensive resource centre and career planner.
- My Career Match - [www.mycareermatch.com.au](http://www.mycareermatch.com.au) - allows individuals to develop a profile of themselves and create a career path report.
- School subjects liked and jobs they can lead to (also known as Bullseye Posters) - [www.education.gov.au/career-bullseye-posters](http://www.education.gov.au/career-bullseye-posters) (Australian Government).
- Job Guide - [www.jobguide.thegoodguides.com.au/occupation/search](http://www.jobguide.thegoodguides.com.au/occupation/search) - an Australian Government tool that lists the tasks performed in professions and provides other career help.
- Industry associations and Skills Councils - talk to people in the jobs and industries.
- State-based career advice and planning websites such as [www.qld.gov.au/jobs/career/advice](http://www.qld.gov.au/jobs/career/advice) .

## TARGET GROUPS

Resources in this toolkit can be used by:

- Careers advisers/guidance officers in schools to assist their understanding of Work Inspiration
- Teachers involved in the planning of a WI activity or accompanying students
- Students to further reflect on (think about) their learning
- Employers to assist in planning their WI activity.

## RESEARCH METHODOLOGY

The methodology used to develop this toolkit involved:

- Initial research
- Research case studies
- Focus group, follow-up and review – teachers and Partnership Brokers

<sup>1</sup>Happenstance Theory <http://www.stanford.edu/~jdk/HappenstanceLearningTheory2009.pdf>



Employers making work experience meaningful, relevant and inspiring

- Phone and meeting interviews - teacher Work Inspiration facilitators
- Phone and meeting interviews - Partnership Brokers
- Phone interviews - Work Inspiration project employers
- Phone interview - Dave Turner
- Literature review of career development information and resources
- Phone interview - David Carney (CICA about ACARA – Work Studies Syllabus)
- Gold Coast Careers Network – ILO interviews.

## RESEARCH FINDINGS

Discussions and interviews with school personnel involved in Work Inspiration activity have identified that most teachers (as organisers or observers) are not qualified or experienced career practitioners. The Work Inspiration Employer Toolkit is an employer resource, therefore is not designed to include any career development information or linkages from career planning to the Three Insights.

Whilst school based/teacher facilitated pre and post activities would be preferred to achieve the optimum result, the reality is that due to timetable challenges and student participation numbers in Work Inspiration activities (ranging from a small number of students from a number of schools, to larger numbers of students from one school), school based/teacher facilitated sessions for Work Inspiration activity participants either pre or post is an unrealistic expectation at this stage of the campaign.

When students participate in Work Inspiration, they may not have commenced developing their career plans as some schools commence these activities at different times and year levels.

## ASSUMPTIONS

- Follow-up requires full engagement by the school, teachers, careers staff, employer, parents and students.
- Most Work Inspiration activity will be conducted during Year 10, therefore resources have been developed for this age cohort. Most activities would also be suitable for Year 9 or senior students.

## ABOUT THE AUTHOR

Karen Penrose of the WPA Group (Watcham Penrose Associates Pty Ltd) provides a career resources consulting service to schools and corporate organisations, career motivation seminar services to schools and career event management.

Karen was the Project Director of National Career Development Week and the "Get the life you love" Campaign from 2007 to 2013. Over the past 20 years Karen has written, edited and published national careers and recruitment publications, career factsheets and video resources and organised a variety of events including careers conferences, seminars, career information booths and careers expos.

Karen is a Professional Member of the National Association of Graduate Careers Advisory Services (NAGCAS).

RESOURCES / TIMELINE (When to be used) / Stakeholder's Matrix

Number	Resource	Components	Timeline Stage	Schools	Parents	Students	Employers
1	Suggested framework for school presentation	Instructions only	Employer Planning				
2	What is a career and career development?	Instructions and Factsheet					
3	Insight plus	Instructions and Factsheet					
4	Other ideas	Instructions only					
5	Glossary	Instructions and Factsheet					
6	Why Work Inspiration and what's in it for my school?	Instructions and Factsheet	Pre Work Inspiration				
7	Parents - talking about career planning	Instructions and Factsheet					
8	Parental permission form	Instructions only					
9	It's all about me!	Instructions and Factsheet					
10	What employers want	Instructions and Factsheet					
11	My potential - Stage one	Instructions and Worksheet					
12	Work Inspiration top tips for schools	Instructions and Factsheet					
13	Get involved in Work Inspiration poster	Instructions only					
14	Presentation to teachers involved in Work Inspiration	Instructions and PowerPoint					
15	Reflection activity	Instructions and Worksheet	Employer to use in planning preparation. Students to use after Work Inspiration				
16	Thank you letter to employer	Instructions and Template	Post Work Inspiration				
17	Beyond Work Inspiration	Instructions and Worksheet					
18	My potential – Review	Instructions and Worksheet					
19	Checklist for your future study or work	Instructions and Checklist					

**Primary User Key**

- Career Development Resources
- School Resources
- Parent Resources
- All Stakeholders
- Employer Resources

HOW TO USE THIS CAREER DEVELOPMENT TOOLKIT

This Career Development Toolkit has been designed to supplement and support existing resources for Work Inspiration. The Toolkit resources are designed to complement rather than replace any existing resources, providing easy to use solutions to some of the identified gaps in existing procedures. They have been designed to improve the outcomes of Work Inspiration, make life easy for the user and provide consistency across the Work Inspiration activities. The Toolkit includes resources that can be used by employers, schools, students and parents.

RESOURCE NUMBER	RESOURCE	LEARNING OUTCOME	OUTLINE	TIMING	STAKEHOLDER
1	<b>Suggested framework for school presentation</b> <b>Factsheet</b>	To assist employers to prepare for student presentation	<ul style="list-style-type: none"> <li>About the employer</li> <li>Types of employment</li> <li>General outline of program (number of days, what they will do, number of students etc)</li> <li>Type of activities</li> <li>Application process</li> </ul>	Employer/school planning stage	Employers
2	<b>What is a career and what is career development?</b> <b>Factsheet</b>	To explain the terms 'career' and 'career development'	<ul style="list-style-type: none"> <li>A simple summary of career development</li> </ul>	Planning stage	Employers School staff Parents
3	<b>Insight plus</b> <b>Factsheet</b>	To explain connections between career development and WI Insights	<ul style="list-style-type: none"> <li>A visual representation of career development concepts (relevant to Year 10 students) and the 3 WI Insights</li> </ul>	Planning stage	Employers School staff Parents
4	<b>Other ideas</b> <b>Instructions</b>	Suggestions of activities to include in program	<p>To include:</p> <ul style="list-style-type: none"> <li>Suggested text for a welcome and introduction message for students before WI Workplace Program.</li> <li>Reflection dialogue with students in final session making a link between what they learnt about their mentors' careers and how to apply it to themselves and introduction to Reflection Worksheet.</li> <li>Facebook Group for each unique WI Workplace program to communicate with students before WI (welcome and introduction) and after (Reflection Activity; Career development statement Worksheet; Personal career board; Make your WI experience count).</li> <li>Employers could send group photo to students via Facebook.</li> </ul>	Planning stage (Reflection Worksheet discussion in final activity and delivered to students by Facebook Group)	Employers
5	<b>Glossary</b> <b>Factsheet</b>	List of terms that may be encountered	To include words used by employers, schools and career development professionals	For access by employers at planning stage and to be provided at planning stage to schools but can be used at any time during the WI Program	Schools Employers Students Parents

RESOURCE NUMBER	RESOURCE	LEARNING OUTCOME	OUTLINE	TIMING	STAKEHOLDER
6	<b>Why Work Inspiration and what's in it for my school?</b> <b>Factsheet</b>	To assist school staff understand WI and to motivate and encourage school involvement	<ul style="list-style-type: none"> <li>About WI, how it operates; how the program benefits the school and students</li> <li>Links to Curriculum</li> <li>How to prepare students for their WI Workplace Program</li> <li>What next for students after WI Workplace Program</li> <li>Facebook Group procedure – why and how to be used by employer with a teacher as co-administrator</li> </ul>	Pre Work Inspiration	Primary Stakeholder – school staff Employers (or Partnership Broker) can provide to school on initial contact
7	<b>Parents - talking about career planning</b> <b>Factsheet</b>	Inform parents of purpose and expected outcomes of Work Inspiration and to encourage parental involvement and support of their student's career planning	<ul style="list-style-type: none"> <li>What is Work Inspiration?</li> <li>Expected outcomes for students</li> <li>What is a career?</li> <li>What is career development?</li> <li>How can you help your child?</li> <li>Some questions to ask during Work Inspiration to encourage career conversations with students</li> </ul>	Pre Work Inspiration	Parents of selected students to participate in a WI Workplace Program
8	<b>Parental permission form</b> <b>Template</b> Note: schools will all have a standard template for excursion permission however the purpose of this template is to ensure that some information about the activity is included and that the Facebook permission is included. Alternatively a general permission slip could be used with the Facebook permission item and the Parents' Factsheet could be attached.	To gain approval for contact by employer with students through Facebook Group (if being used) – Facebook Group procedure will be included in "Ideas" Factsheet	<ul style="list-style-type: none"> <li>Include description of activity</li> <li>Expected outcomes for students</li> <li>Checkbox permission to attend</li> <li>Checkbox permission for student to be contacted by employer through Facebook</li> </ul>	Pre Work Inspiration	Primary Stakeholder - school staff Secondary Stakeholder - parents
9	<b>It's all about me!</b> <b>Factsheet</b>	To prepare students for WI	<ul style="list-style-type: none"> <li>It's all about me! – outline of the individuality of each student's career search</li> <li>Some common questions that students ask and some questions they should think about NOW</li> <li>You don't have to know your future career path NOW</li> <li>What will happen at WI</li> <li>Employer expectations at Work Inspiration</li> </ul>	Pre Work Inspiration	Students selected for a WI Workplace Program
10	<b>What employers want</b> <b>Factsheet</b>	To help schools and parents understand employability skills	Outline of employability skills Connect to Employability Skills Framework	Pre Work Inspiration	Schools Parents Students Employers (for Reference)
11	<b>My potential - Stage one</b> <b>Worksheet</b>	To start students thinking about a career plan	<ul style="list-style-type: none"> <li>Where am I now?</li> <li>Career Ideas</li> <li>My Goals</li> <li>Who can help?</li> <li>What are my next steps?</li> </ul>	Pre Work Inspiration – see also post program activity/update	Students

RESOURCE NUMBER	RESOURCE	LEARNING OUTCOME	OUTLINE	TIMING	STAKEHOLDER
12	<b>Work Inspiration top tips for schools Factsheet</b>	To take the pain out of Work Inspiration	Tips for schools (procedures) – a do not forget list	Pre Work Inspiration	School staff
13	<b>Get involved in Work Inspiration poster Template</b>	For use at school to advertise Work Inspiration employer presentation – optional resource	To include: <ul style="list-style-type: none"> <li>• Key selling points of WI</li> <li>• Time of presentation</li> <li>• Benefits of being involved.</li> </ul>	Pre Work Inspiration	Employer to supply to school
14	<b>Presentation to teachers involved in Work Inspiration PowerPoint</b>	To inform teachers from other faculties who may be involved in Work Inspiration (or whose students may be involved). Could be delivered by careers staff or the employer or Partnership Broker school contact.	This PowerPoint presentation will include an outline of the WI Program with a summary of the information provided in the Factsheets included in this supplementary Toolkit Provides link/URL to WI website videos	Pre Work Inspiration but could also be used post Work Inspiration.  Short presentation – no longer than 15 minutes. Could also be sent as a PDF for staff to view independently.	Schools
15	<b>Reflection activity Worksheet</b>	To assist students to identify Key Learning Points	To include: <ul style="list-style-type: none"> <li>• What you learnt – Key Learning Points</li> <li>• Words that had an impact</li> <li>• How did WI challenge or confirm your intended pathway</li> <li>• Connect skills to school subjects</li> <li>• Connect your skills learned outside the classroom to school or in the workplace</li> <li>• Action to be taken</li> </ul>	Post Work Inspiration. Completion of the Reflection activity within one week after Work Inspiration to inform thank you letter. Reflection activity via Facebook.  <b>Note:</b> Parts of this could be done as a peer/group activity but this may not be realistic unless teacher facilitated activity.	Schools (for information) Students (to complete) Employer to use in program planning preparation.

RESOURCE NUMBER	RESOURCE	LEARNING OUTCOME	OUTLINE	TIMING	STAKEHOLDER
16	<b>Thank you letter to employer</b> <b>Template</b>	A template for a letter that enables students to express individual or group thanks to host employer/industry.	Template of letter and suggestions of either a group thank you or individual emails. Letter to include student's Key Learning Points as identified in Reflection activity Worksheet.	Post Work Inspiration within one week of completion of WI program	Schools (for information) Students (to complete)
17	<b>Beyond Work Inspiration</b> <b>Worksheet</b> There are three activities in this Worksheet: <b>Activity 1.</b> Actions to make your Work Inspiration experience count <b>Activity 2.</b> Develop your career development statement <b>Activity 3.</b> Create your personal career board	<b>Activity 1-</b> To ensure students have an ongoing benefit of Work Inspiration  <b>Activity 2 &amp; 3 -</b> Career development planning and motivation	<b>Activity 1</b> List of reminders of the student's experience and follow-up actions  <b>Activity 2.</b> An explanation of a career development statement  <b>Activity 3.</b> This is an extension activity of the career board activity at their WI Workplace Program including instructions.	Post Work Inspiration – via Facebook Group	Schools (for information) Students (to complete)
18	<b>My potential – Review</b> <b>Worksheet</b>	To update Stage 1 of the student's pre Work Inspiration action plan	<ul style="list-style-type: none"> <li>• Where am I now?</li> <li>• Career ideas</li> <li>• My goals</li> <li>• Who can help?</li> <li>• What are my next steps?</li> </ul>	Post Work Inspiration – see also pre program activity	Students
19	<b>Checklist for your future study or work</b> <b>Checklist</b>	To motivate students to keep up the momentum created by Work Inspiration	Simple checklist covering options and actions required to progress on their career journey	Post Work Inspiration – via Facebook Group	Schools (for information) Students (to complete)

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