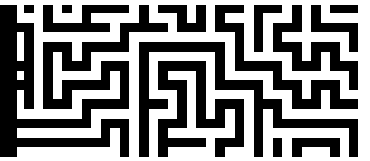




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A2.1 About myfuture

myfuture.edu.au (referred to as **myfuture**, web address: **www.myfuture.edu.au**) is Australia's national online career information and exploration service. It is freely available on the Internet. It is aimed at all Australians wishing to explore their career options, especially students.

Briefly, **myfuture** is an interactive, user-driven website which contains a personal career exploration and decision making tool called **My Guide**, comprehensive career-related information called **The Facts** and help for those assisting others making career decisions, called **Assist Others**.

In 2000, the Ministerial Council for Education, Employment, Training and Youth Affairs (MCEETYA) approved the development of **myfuture** with the goal of providing a single, comprehensive and effective career information and exploration service in Australia.

myfuture is a joint initiative of the Australian, State and Territory Governments and is a public service available to all Australians via the Internet.

A2.2 Current career philosophies and theory

The **myfuture** service aims to respond to and reflect current philosophies and theoretical understandings underpinning career guidance practices. When the site was initially scoped, a paper was commissioned on career development theory and practice in Australia. The commissioned paper, *Career – more than just a job*, was written by Dr Mary McMahon and Peter Tatham.

McMahon and Tatham describe career to include all facets and roles of an individual's life. This perspective is vital in today's world of work because a 'job for life' is no longer the norm. The site contains extensive information and exploration activities to reflect this theoretical understanding of career.

McMahon and Tatham were invited to revisit and update the paper to reflect changes in the career development environment. The updated version of *Career – more than just a job*, is available from the **myfuture** website.

A2.3 Target groups

The services of **myfuture** cover two user target groups, referred to as the Primary target group and the Secondary target group.

Primary target group

The Primary target group is all Australians wishing to explore their career options. This group is divided into the following five age/stage categories:

- younger secondary school students;
- older secondary school students;
- school leavers who have left school in the last 2-3 years;
- further education and training students; and
- adults.

Within this group, the main targets are students within the Australian education sectors, namely the younger and the older secondary school students; and the further education and training students.

Secondary target group

The Secondary target group is those engaged in providing career counselling and advice services in Australia; for example:

- career practitioners within schools, institutes and universities;
- private career practitioners;
- Centrelink and Career Information Centre staff;
- employment, rehabilitation and migration service providers; and
- other influencers such as parents, guardians and teachers.

A2.4 myfuture - at a glance

A2.4.1 The Facts

The **Facts** section provides comprehensive career information and statistics drawn from a variety of data sources. The site includes information on over:

- 600 national occupation descriptions, including over 100 videos;
- 250 industries sector descriptions;
- 2 700 industry, occupational and employer contact details;
- 19 000 courses;
- 1 600 education and training providers in over 3 000 locations; and
- 2 300 scholarships offered by over 400 organisations.
- 208 labour market profiles.

The site contains pages of links to career related resources and job vacancy sites.

The **Facts** also contains over 300 cross-referenced article web-pages related to career development and planning; employment, job searching, small business and lots more are available on the site. Nearly 1000 links to external sites are accessible through these articles, taking users to even more information.

A2.4.2 My Guide

My Guide provides a personalised career exploration tool to support users with career decision-making and pathway planning. It includes planning tools to help users to set career goals and actions. Sections include Preparing and Reviewing, Identifying, Exploring, Deciding, Summarising, Planning and Doing.

My Guide customises the level and number of activities presented to users based on their 'age/life stage' selected when registering. There are over 360 questions on interests, skills, knowledge, education and work questions and activities to answer to build a personal profile.

A2.4.3 Assist Others

Assist Others includes articles about a broad range of career issues, including links to other resources such as '*Do you enjoy or are you good at*' posters (also known as Bullseye posters). These resources help career advisers, teachers, parents, guardians and influencers (such as youth workers, coaches, cultural leaders, religious leaders and grandparents) with providing support and guidance for those making career decisions.

A2.4.4 Contact Us

Questions and feedback on **myfuture** can be provided via **myfuture's Contact section**, accessible from the **myfuture** homepage (www.myfuture.edu.au) and the tab menu within the site.

A2.4.5 Other features

Other features include **Events**, **myQuiz**, a set of five interactive learning objects, **Search** and **Help**.