



## PRESS RELEASE

### **UK Career Development Awards: Celebrating the Visionaries Shaping Britain's Workforce**

**Stourbridge, – February 06, 2025** – Now is the time for career development professionals to be recognised and valued for their vital role in shaping futures, driving social mobility, and contributing to economic growth. This is the key message from David Morgan, Chief Executive of the Career Development Institute (CDI), as he opened nominations for the UK Career Development Awards – which this year forms part of the organisation’s UK-wide #ValuingCareers campaign.

“Career development professionals have an unparalleled opportunity to transform lives— whether by guiding young people in schools and colleges or supporting adults through public services, third sector organisations, employers and private consultations. Their work not only impacts individuals but also strengthens society and fuels the economy, making them essential architects of a brighter future for all. These awards are our way of saying 'thank you' to those who dedicate their lives to helping others find their path,” explained Mr Morgan.

#### **#ValuingCareers: More Than Just an Award**

The UK Career Development Awards 2025 are part of the #ValuingCareers campaign, a nationwide initiative aimed at highlighting the crucial role of career development professionals in shaping Britain's future workforce. This campaign comes at a time when the job market is evolving rapidly, emphasising the need for expert advice on navigating career paths and lifelong career guidance.

“Careers professionals are often under-valued, which is why the annual CDI awards are so important. Our #ValuingCareers research has shown that only half of UK adults (54%) feel positive about their future career prospects, and it also demonstrated a clear link between career positivity and feeling positive about life. Although 75% of adults have career aspirations a staggering 80% anticipate barriers to achieving them – all of which means that the work of career development professionals is more important than ever – not only does it

help individuals align their passion and purpose with their career, but it also helps bridge skills gaps and support the economy,” said Mr Morgan.

This year’s awards theme is the **Carnival of Careers** and features eight diverse categories that reflect the broad spectrum of influence that career development professionals have across various sectors of society, and include:

- Careers Programme in Education and Non-Education Settings
- Outstanding Career Development Professionals in Education and Non-Education Settings
- Careers Provider of the Year
- Innovative Product, Resource or Technology
- Contribution to the Development of the Profession.

The 2025 awards ceremony will be a luxurious celebration on Tuesday June 17, at the Royal National Hotel in London.

Nominations are now open for career development professionals and can be submitted until Monday March 3 at 11:59 PM, and you can nominate yourself or someone else who you believe deserves recognition.

### **Honouring careers innovators and change-makers**

Last year’s winners embodied the transformative power of career development professionals, delivering impactful and innovative solutions that made headlines across the sector:

- **Annamarie Wills**, from Careers Wales, took home *Public Sector Career Development Professional of the Year* for her groundbreaking work in Swansea, helping individuals overcome significant barriers to employment and education.
- **Rebecca Auterson**, who won the *Careers Programme Award*, inspired students at Nottingham High School through her STEAM club, an initiative that combined science, technology, engineering, arts, and mathematics to spark curiosity and career aspirations.
- **Deirdre Hughes OBE**, CareerChat UK, revolutionised career guidance - winning the *Technology in Career Development Award* with AI-powered chatbot, CiCi, which provides 24/7 multilingual support to over 69,000 users, including vulnerable groups.
- Recruitment giant **Hays** clinched the *Innovative Employer Award* for its forward-thinking strategies to bridge skills gaps and create new career opportunities.

“These winners not only set a high bar for excellence but also showcased the diverse ways career development professionals are driving change across society. Their achievements

remind us of the incredible potential this year’s nominees have to shape futures and inspire others,” said Mr Morgan.

For more details on the awards and how to participate, please visit the [CDI Awards page](#). For more information on the #ValuingCareers campaign and the research among 5,004 UK adults, visit [Valuing Careers - Career Development Institute](#). If you are interested in speaking with a qualified careers professional, further information can be found at [How a careers professional can help you - Career Development Institute](#)

## **ENDS**

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## **Notes for Editors:**

### **About the Career Development Institute (CDI)**

[www.thecdi.net](http://www.thecdi.net)

The [Career Development Institute](#) (CDI) is the UK’s professional body for all aspects of career development, supporting our members to work to the highest standards and championing the profession. It sets standards for professional practice, including the [CDI Code of Ethics](#), which are recognised by government and it also manages the [UK Register of Career Development Professionals](#). CDI awards [the Qualification in Career Development](#) and delivers training through [the CDI Academy](#) for those looking to enter the sector and progress in the profession. It also provides [resources](#), [training](#) events and networking for members to enable them to continually develop.