



Press Release

CDI Manifesto: Face-to-face careers guidance must be available to everyone

Today the Career Development Institute (CDI) is launching its first pre-election manifesto: *Modest investments can bring big returns: Supporting lifelong career development for all*. We are calling upon the next Government at Westminster to put in place a truly all-age careers guidance service available throughout life.

It is widely acknowledged, and there is a well-documented evidence base which highlights how career development services help individuals to achieve successful and fulfilling lives and make a critical contribution to a successful economy and a cohesive society.

Speaking at the launch, Karen O'Donoghue, President of the CDI, said: "Young people are three times more likely to be unemployed than adults and adults face several changes of job, and possibly occupation, in working lives that will extend beyond the current pension age. If we are to achieve a better match between the skills of our people and the demands of the economy we need to invest in a careers guidance service that is available to all. Over the past five years the system has become severely fragmented. The current National Careers Service does not offer face-to-face careers guidance to young people in schools and its services to adults are not reaching as many people as they need to."

Amongst other strong recommendations, the manifesto advocates that the National Careers Service in England should be reconstituted into a genuinely all-age careers service providing support to young people and adults. The statement, which aims to influence the policies of all political parties in the run up to the Election, recommends ensuring that all young people have access to careers guidance interviews with qualified careers professionals, making careers and work-related education compulsory in schools from age 11 to age 18 and extending the services available to adults.

By coincidence the Labour Party has today announced that it will guarantee all young people independent and face-to-face careers guidance delivered by appropriately trained careers professionals.

Welcoming Labour's proposal, Karen O'Donoghue said that the Coalition Government's decision to devolve responsibility for careers guidance to schools has led to a service that can at best be described as patchy. "Labour's proposal to invest £50m to ensure that all young people will be provided with face-to-face careers guidance from qualified careers professionals will help to mend a broken system." She added: "We will be interested to see what the other parties have to say on this critically important element of education policy, which impacts on social mobility and the future growth of our economy."

Ends.

Additional Information

1. The Manifesto - [*Modest investments can bring big returns: Supporting lifelong career development for all*](#)
A summary version is also available - [*Manifesto for the General Election 2015: Key Points*](#)
2. The Career Development Institute (CDI) is the UK-wide professional body for the career development sector, with a growing membership of over 4,500 career advisers, career teachers, career coaches and career managers.
3. The CDI is the custodian of the publically searchable 'UK Register of Career Development Professionals'. Over 25% of CDI members are on the Register.
4. The CDI is a member of the new Careers and Enterprise Company's Advisory group and is currently undertaking a survey of career guidance and employer engagement activities in schools in England.
5. More information about the work of the CDI can be found on our website www.thecdi.net
6. For more information please contact:
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