



Australian Government

Research a career

futuredirections

The way to research a career is to read widely, talk to people, ask questions and record your findings. This worksheet helps you to explore opportunities in industries and professions.

What you need to know

To research a career, begin with the broad industry, familiarise yourself with the occupations in that industry, then focus upon specific occupations or jobs within that industry which interest you and which you would like to pursue as a career. For example:

- 1 Decide on the industry (for example, IT industry).
- 2 Find out the range of jobs available in that industry.
- 3 Identify a specific occupation (such as Information Technology Manager).
- 4 Explore this occupation further to see if there are any particular specialisations (such as Information Systems Manager).

The information you have gathered about yourself will point out the type of career fields or broad areas of work that might suit you (**see Worksheet 1**).

Use the questions on pages 3 and 4 of this worksheet to find out about your chosen career field.

Where to go

Internet

See Worksheet 9 about how to use search engines to find information on the Internet. There are numerous sites with information about careers in many different fields.

Sites you might want to go to include:

- www.myfuture.edu.au

Go to the myfuture website and click on The Facts section. Get information on career

development, career fields, work and employment, education and training in Australia, financial support, scholarships, awards, grants and contact organisations. In addition, you can access interesting articles about getting a job, starting your own business and working overseas.

- www.jobguide.dest.gov.au

Job Guide, which is also available as a book, contains information on careers and occupations.

- www.jobsearch.gov.au/joboutlook

Find out about job prospects, weekly earnings, types of work and other useful occupational information.

Career Information Centres

Career Information Centres have print, video and computerised career information, with staff available to help with your research.

Your network

Don't forget the people on your network list (**see Worksheet 4**) They are already acquainted with you because you have contacted them or they know you through your social activities. Ask them about their work—most people like to help.

Career advisors

Career advisors provide advice on careers and direct you to local sources of information. Career advisors are also known as case managers, employment consultants, recruitment consultants, career counsellors, and career development professionals.

You can find career advisors at:

- high schools
- training and educational institutions
- private agencies
- Job Network providers
- Jobs Pathway Programme
- human resource departments.

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For more details visit the website of the Australian Association of Career Counsellors (AACC) at www.aacc.org.au.

Career expos

Recruitment agencies, universities and industries hold career expos where employers, education/training providers and employment agencies provide career information. Expos are usually advertised in the newspapers.

Attending a career expo gives you the chance to speak to people who have personal experience of the career you are interested in.

Training and education providers

Training and education providers have a range of career resources such as:

- course information
- employer profiles and job leads
- industry information.

Many of these can be accessed through the myfuture website.

Industries and employers

To research information about industries and employers you should:

- access marketing material to learn about services and products
- look up company annual reports to find information (eg company direction, organisational structure, products and services)
- look at their websites
- visit state and territory library reference sections for business directories
- conduct an information interview with an employer.

State and territory libraries

Libraries are a very good pathway to information services, including electronic library collections and reference materials.

You may have to book ahead to use the online facilities.

Go to the National Library of Australia website at www.nla.gov.au and click on the Australian Libraries Gateway quicklink.

Government departments

You can visit government information offices and websites to find out about:

- trends within industries and career fields
- knowledge required for government funded projects
- job requirements.

Professional associations

Professional associations provide a range of resources about careers. Most associations are able to answer enquiries from people exploring careers.

The Facts section of myfuture at www.myfuture.edu.au provides a list of professional associations under the heading 'Contact organisations'.

Bookshops and newsagencies

You will find a range of resources related to careers including:

- occupation information
- current affairs and industry trends
- education/training information (eg course textbooks which give you an idea of the knowledge required for particular career fields).

Yellow pages

Advertisements in the Yellow Pages often provide details of products and services of businesses. This can be a quick way to find out about an employer and a way for you to do cold canvassing (see **Worksheet 5**).

Newspapers, radio and television

In newspapers (both print and online) you will find:

- articles about companies and industry trends
- job advertisements
- articles in the career section about career trends.

On the radio you will hear radio programs with guest speakers discussing issues and developments in career fields.

On television you will see and hear documentaries and current affairs programs that can provide insight into career fields and industries.

Research a career

Industry

Your notes

- How large is the industry in relation to other major industries, locally, nationally and internationally?
- Does the industry provide services or products in an area of growth?
- How many major functions does the industry have?
- What are the main pathways into and through the industry?
- What opportunities for development or progression exist in the industry?
- What industry or government bodies can you contact to find out more information about the industry?
- What industry reports, websites or other references provide information about the industry?
- What other fields of work are linked or interact with this industry?

Occupations

Your notes

- What industry does this occupation belong to?
- What would a person in this occupation do?
- Are there specialist roles or new and evolving roles in this occupation?
- What are the major influences now and for the future?
- What training or education exists for this occupation?
- What key competencies are required or preferred for this occupation?
- Is there any research occurring in this occupation?
- Do you need to be registered with an authority to work in this occupation?
- Are there specific licences required to work in any area of this occupation?
- Are there any minimum age requirements?

Employers

Your notes

- What services and/or products does the organisation offer?
- Where is the organisation located, does it have branches and how long has it been established?
- What type of organisation is it (eg company, incorporated body)?
- What reputation does the organisation have?
- Who are its competitors?
- What industry trends impact on the organisation?
- What is the organisation like regarding its management style, work culture and safety record?

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Employers cont.

Your notes

- What education or training does the organisation recognise?
- Does it offer professional development?
- Is the organisation not for profit? If so, where does funding come from?

Job requirements

Your notes

- What are the duties and responsibilities of the job?
- What qualifications are essential for this type of work?
- What qualifications are desirable for this type of work?
- What does a typical day's work involve in this job?
- Does this job require any prior experience?
- What are the hours of work?
- What is the salary range or award for this job?
- What personal characteristics are required for this job?
- What do people doing this job like about it?
- What do people doing this job not like about it?

Training and education

Your notes

- What courses are available in the career area of your interest?
- Which education/training providers offer these courses?
- How is the course delivered?
- How long does the course take to complete?
- What type of work can this learning pathway lead to?

Copyright Notice

This worksheet is one of a series which supplements the booklet, *Getting A Job - future directions*. The worksheets and the booklet can be downloaded from the DEST website at www.dest.gov.au/schools/careers/ciproducts.htm. Further information about careers and job searching is available on the Australian online careers site, myfuture, at www.myfuture.edu.au.

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