

About myfuture

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Contents

Section A1 - About myfuture

	Page
A1.1 About myfuture	1
A1.2 Current career philosophies and theory	1
A1.3 Target groups	2
A1.4 myfuture - at a glance	3
A1.4.1 Homepage features	3
A1.4.2 The Facts	4
A1.4.3 My Guide	4
A1.4.4 Resources	4
A1.4.5 Assist Others	5
A1.4.6 Contact Us	5
A1.4.7 Other features	5

A1.1 About myfuture

myfuture.edu.au (referred to as myfuture, web address: **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.

Take a virtual tour of myfuture, available from the homepage.

A1.2 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.

A1.3 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.

A1.4 myfuture - at a glance

A1.4.1 Homepage features

Access to main sections of myfuture is available through the homepage, either by navigating using the top menu bar or clicking within the homepage. A quick way to view what is new or popular within the site is also displayed.

The screenshot shows the myfuture homepage. At the top, there is a dark header with the myfuture logo and tagline "... Australia's career information & exploration service". To the right of the logo is a search bar with a dropdown menu set to "All" and a search button. Below the header is a navigation menu with links for home, my guide, the facts, assist others, events, search, help, and contact us. The main content area features a large green and black logo of a person with arms raised, surrounded by a circular path. To the right of the logo is a main banner with the heading "Wondering what to do in the future?" and the text "myfuture is Australia's career information & exploration service." Below this banner is a paragraph: "You will find current career information, articles and links to thousands of resources to assist you on your career journey. You can also access your My Guide account 24 hours a day, 7 days a week!". Below the banner are three blue panels: "My Guide" (Discover, explore and plan your career today! with buttons for "Sign up to My Guide", "View Tour", and "Sign-in now"), "The Facts" (Looking for information to plan your career? Find occupation profiles, courses, job seeking tips, articles, videos and more. with a "View the Facts" button), and "Assist Others" (Are you a career advisor, teacher or parent? Access our extensive resources and information to help you assist others. with a "View Assist Others" button). Below these panels is a "Have You Seen?" section with a sidebar menu for "myfuture News", "Resources", "Quizzes", and "Videos". The main content of this section lists five items with right-pointing arrows: "Explore the new My Guide now!" (Discover the exciting new features available in My Guide 2.0!), "My Guide 2.0 Virtual Tour!" (Find out ways you can get started, discover and experience My Guide 2.0 through the new Virtual Tour!), "How can you highlight your selling points?" (Find out how to effectively highlight your knowledge, skills, education and personal selling points!), "Thinking of changing your job?" (Considering changing your job or career? Find out how to confidently assess your needs and wants, and how you can search effectively in today's job market.), and "Trends of Work" (The world of work is constantly changing. Find out all the facts you need to know about working in today's world.). A blue callout box at the bottom left of the screenshot contains the text: "A snapshot of the feature is provided when clicking on each panel."

A1.4.2 The Facts

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

- ➔ 620 national occupation descriptions, including over 100 videos;
- ➔ 506 industry classes, segmented into 19 industry divisions, 86 industry subdivisions and 214 industry groups;
- ➔ 1400 industry, occupational and employer association contact details;
- ➔ 18200 courses;
- ➔ 1850 education and training providers in over 400 locations;
- ➔ 4150 scholarships offered by 460 organisations; and
- ➔ 208 labour market profiles.

The site contains articles related to career development and planning, employment, job searching, small business and lots more. There are many pages of links to career related resources and job vacancy sites, audiocasts from career experts and much more.

A1.4.3 My Guide

My Guide is an online career exploration tool. It is personalised, interactive and free. Users can create an account and re-visit their information and activities 24 hours a day, 7 days a week. It enables users to develop a career profile, explore career ideas, make decisions about different pathways and create a career plan.

Take a virtual tour of My Guide, available from the myfuture homepage.

A1.4.4 Resources

Many resources have been added to myfuture, and are accessible from The Facts and/or Assist Others, including:

- ➔ myfuture.edu.au and My Guide virtual tours, providing an overview of main features and functionality.
- ➔ The Mini Career Explorer – users can select combinations of work interest areas, learning areas and education and training levels, to display a range of occupation options matching their preferences.
- ➔ MyQuiz – users can access five digital learning objects, two in the Game suite and three in the Exploring suite. Each quiz teaches the user about a key career concept.
- ➔ Bullseye posters – digital versions of the popular 'Do you enjoy or are you good at...' posters, with hyperlinked occupations, are provided for 30 different learning areas to assist users with their career exploration.

A1.4.5 Assist Others

Assist Others, includes articles, professional development resources, career policy and frameworks information, and links to resources within myfuture, including videos, audiocasts and career activities to use in the classroom and other settings.

The comprehensive myfuture Training Kit is also available, with supporting PowerPoint templates for career nights and expos.

A1.4.6 Contact Us

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

A1.4.7 Other features

Other features include Events, Search and Help. New features are released on a regular basis and you can find news about them via the myfuture homepage.