



CAREER SERVICES
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Use Pathfinder to get career ideas and advice that will help you plan your future...

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 - Education / Training Organisations
- ADDRESSES**
 - Address Details

Career Services KiwiCareers is a government-funded website containing New Zealand job, industry and training information, and links to relevant websites. For other career information or guidance freephone [Career Services CareerPoint](#) or visit one of our [Career Centre](#)



CAREER SERVICES
rapuara

Annual Report

for the year ended 30 June 2004

Vision

All New Zealanders will value and use the best career information, advice and guidance to achieve their life goals, which will enhance their contribution to our society.

Mission

To be New Zealand's leader in career information, advice and guidance through the delivery of innovative services and high quality policy advice.

Strategic Position

Career Services is uniquely placed to help New Zealanders succeed in a knowledge-based society and a rapidly changing labour market. The way individuals manage their careers is a key contributor to their economic and social well-being. This benefits individuals, employers and society as a whole. By assisting individuals to make maximum use of their capabilities, Career Services plays a key role in contributing to New Zealand's growth in the global economy.





Annual Report of
Career Services
for the year ended 30 June 2004

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“It gave me courage to get out there and find out more information as to where I’m heading.”

Take off to Tertiary! user



Highlights at a glance

Performance

- 527,875 New Zealanders received career information and advice from Career Services.
- 95% of clients were satisfied with the information and advice they received and 97% were satisfied with tailored career planning.

Informed decision-making

- ‘Pathfinder,’ the web-based guidance and career planning tool, was successfully launched on KiwiCareers, on time and within budget.
- The “Take off to Tertiary!” initiative was expanded to include targeted workshops and television advertising.
- Use of tertiary resources was high, with almost 15,000 people visiting the tertiary section of the website, 1,800 people participating in online chats and 180,000 resources distributed.
- More than 90 at-risk youth in three locations were assisted with their transition to tertiary education and/or employment through the pilot programme Youth Pathways – He Ara Rangatahi.

Industry leader

- Chief Executive Lester Oakes was elected as a Vice President of the International Association for Educational and Vocational Guidance.
- Reviews of international career information, advice and guidance systems by the OECD, European Union and World Bank were released. The reviews create an excellent benchmark for assessing New Zealand’s provision of information, advice and guidance.
- Career Services successfully secured funding to provide professional support and resources for the Ministry of Education project ‘Designing Careers’, which assists young people in 75 pilot schools to make the transition from school to further education and work.

Career Services profile

Role of Career Services

Career Services is a Crown Entity established in 1990 under the provisions of the Education Act 1989 and the Education Amendment Act 1993. It is governed by a ministerially appointed Board.

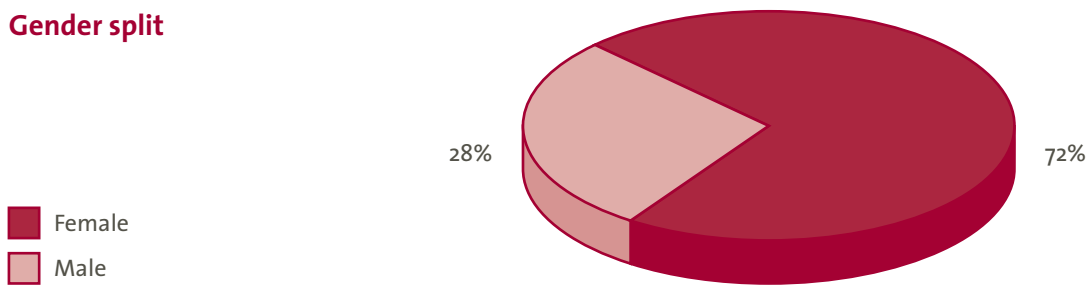
Career Services is New Zealand's leading provider of career information, advice and guidance.

Career Services aims to assist in the achievement of education, training and employment goals through the provision of high quality information, advice and guidance services.

Size and structure of Career Services

Career Services has 152 staff, made up of 103 staff in 16 CareerCentres nationwide; 25 staff in Career Information Resources; and 24 staff at the National Office. The geographic spread of branches allows for quality services to be provided to rural and urban schools and individuals, by staff strongly linked to local networks.

Gender split

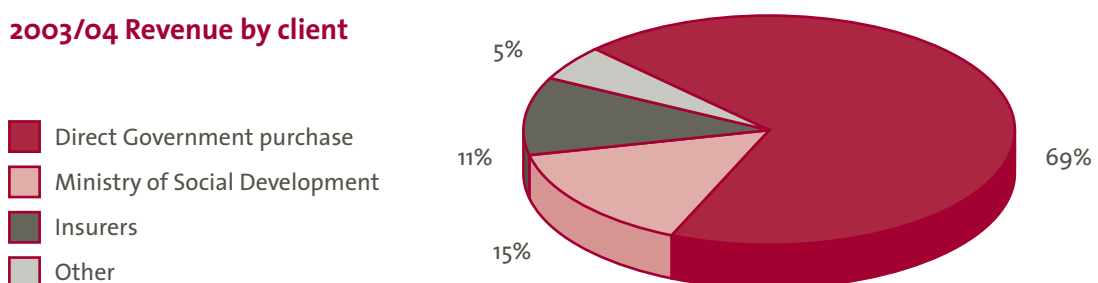


Funding and revenue

Career Services received funding and revenue totalling \$12.8m from two main sources in 2003/04:

1. Annual Purchase Agreement with the Government; and
2. Commercial career planning activity with a range of clients, principally the Ministry of Social Development, insurers, schools, business organisations and individuals.

2003/04 Revenue by client



Range of services

Career Services has three main access channels for delivery of services to clients. These are:

- Via the Internet (through KiwiCareers);
- Face to face (through CareerCentres);
- By telephone (through CareerPoint).

Our services, broken down by market segment, are listed below.

Individuals, the general public, schools and tertiary education providers receive:

- Career information and advice through the CareerPoint freephone number and local CareerCentres;
- Career information through the KiwiCareers website;
- Local up to date labour market information;
- Information on tertiary education decision-making;
- Assistance with setting career, job and training goals;
- Help developing career plans and actual steps to take towards achieving career goals;
- Assistance with CV preparation;
- Job search strategies and coaching.

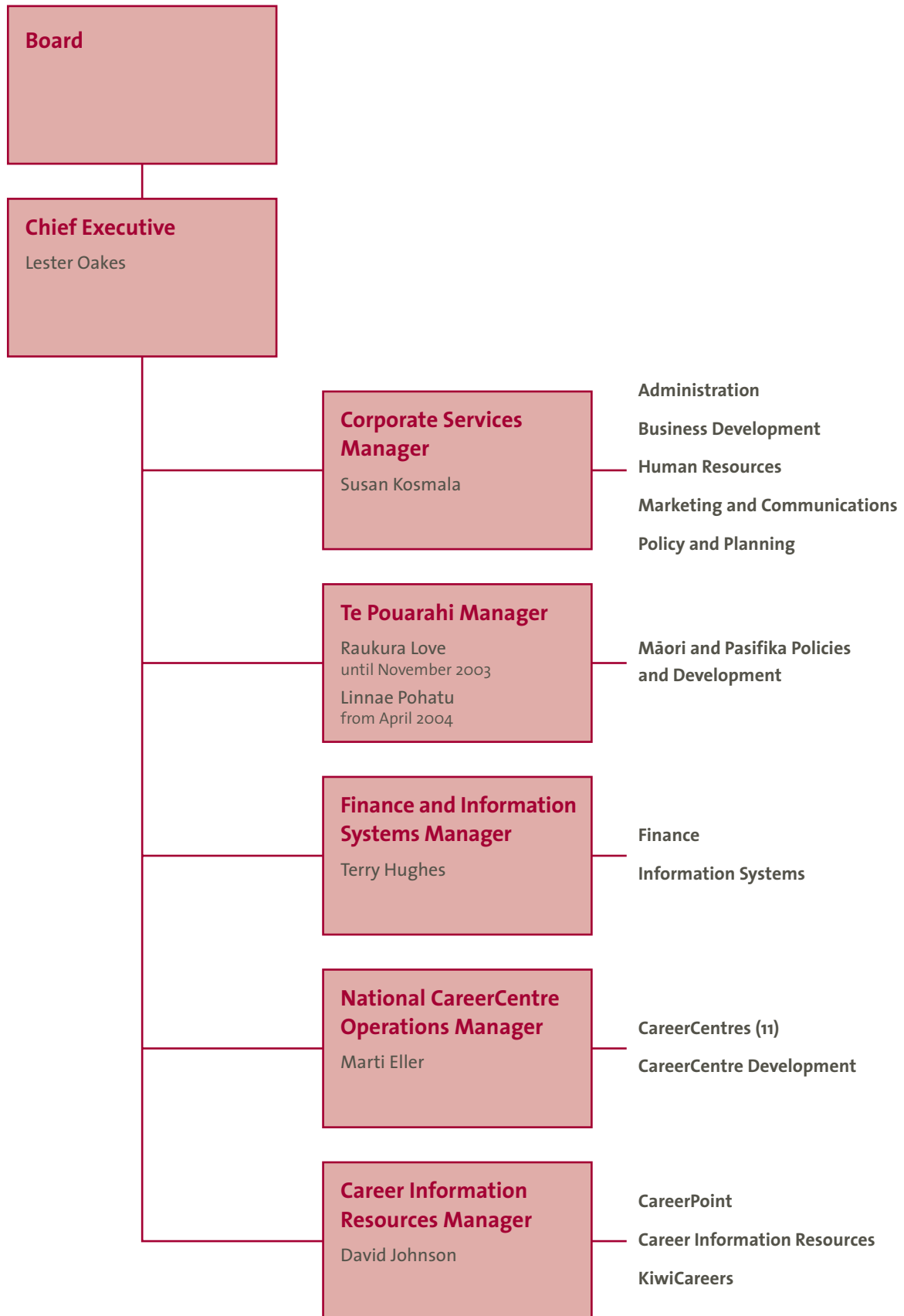
Government and private sector organisations receive:

- Occupational assessment and work preparation for clients with injuries;
- Career planning;
- Outplacement services;
- Change management workshops;
- Career development for staff.

Students and influencers receive:

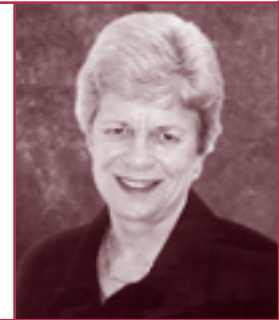
- Career workshops for senior and junior Māori and Pasifika secondary school students;
- Awareness raising through Teachers As Career Educators (TACE) workshops for Year 7 and 8 teachers, and Parents As Career Educators (PACE) workshops for Year 7 and 8 students' parents;
- Skill and knowledge enhancement workshops, including a focus on Māori teacher/educator roles;
- Induction training for new career advisors;
- School consultation visits;
- Community outreach visits;
- Career resources and associated training for schools, including CareerQuest and The Real Game.

Organisational structure



Chair's report

Career Services continues to grow and develop while maintaining its high standard of career information, advice and guidance.



At Career Services we have spent a great deal of time improving the outcomes focus of our Purchase Agreement by aligning our outputs with more outcome-focused groupings. Those in turn have been aligned with the new evaluation programme in order to prove the value and worth of what we do. Career Services is increasingly looking at who uses our services and ensuring that we ascertain the value of our products and services to schools, other groups and individuals.

This year Career Services has established a number of collaborative agreements with other organisations to help smooth the way for people making decisions about tertiary study and further education and training. Through our collaboration with education.au in Australia and other local organisations, we have produced an effective and interactive online guidance programme called KiwiCareers Pathfinder for the use of all New Zealanders. This is just one example of how we can work together to develop resources to help people make the important decisions in their lives.

Career Services has secured funding to play a major role in the implementation of the Designing Careers pilot, which will commence at the start of 2005. Funds were also secured to support next year's development of a programme that will assist people arriving in New Zealand to match their skills with the local labour market and to make informed decisions about study and employment in this country.

During the year ahead, Career Services will be looking at how to manage its growth as an organisation and how to better deliver its services and products. Considerable work this year has been done to integrate the different business units within Career Services and bring them together to work more effectively as a whole.

KiwiCareers will be working on the development of a data management system to support the enhancement of the website. Further developments will also be a focus for the KiwiCareers website, including a skills-matching tool and better access to labour market information. CareerPoint will be consolidating its direction and looking at how it will support Pathfinder users.

One of the main focuses for Career Services next year will be the implementation of the Designing Careers pilot, and the smooth running and enhancement of the support and advice services for people using Pathfinder. From these two large projects will stem a flow of work around their implementation and resultant changes within the organisation. Time will be spent evaluating the use of our new and current products and services.

Work will also go into promoting Pathfinder to New Zealanders, particularly amongst school students and teachers, and within the wider career practitioner community.

Behind the scenes our Board continues to support Career Services with its strong governance. However, as with all boards there comes a time when terms of office expire. I would like to thank Tracey Tangihaere, Jeanette Aker, Chris Pickrill and David Steele for their contributions to the Board. I look forward to working with Liz Welch and Brent Kennerley and the new skills they will bring to the Board. I would like to thank all Board members for their consistent support throughout the year. I look forward to working with them in the coming year.

Sadly, Career Services lost two valued staff members this year. In November Raukura Love, Te Pouarahi, Māori Manager for Career Services passed away, and in June, we lost Lillian Walters from Finance. It was a very difficult time for Career Services staff to lose such valuable members of its close-knit family. I would like to take this opportunity to acknowledge the contributions both of these outstanding women made to the organisation.

I would also like to take this opportunity to acknowledge the commitment, passion and skills of all management and staff. I wish to express my appreciation of the support given to Career Services by a wide range of government departments, community groups, agencies, advisors and collaborative partners, both here and overseas.

At Career Services we have successfully secured funding for new services, which further reflects the Government's confidence in our ability to deliver quality services that are of real value to New Zealanders.

I have pleasure in submitting this Annual Report and the Financial Statements for the year ended 30 June 2004.

A handwritten signature in black ink that reads "Patricia McKelvey MBE". The signature is written in a cursive style.

Patricia McKelvey MBE
Board Chair

18 October 2004

Board membership

Current Board members bring a wealth of commercial experience to Career Services, as well as extensive career planning knowledge and expertise drawn from their involvement in a wide variety of areas.

Patricia McKelvey, Board Chair, joined the Board in 1996. A consultant in education and sport, Patricia is also a Director of Electra Ltd, Chair of the Local Government Industry Training Organisation Board, a member of the Social Security Appeal Authority, a member of the Colleges of Education Accreditation Committee, a council member of Victoria University, and a member of Barnardos National Council.

Jeffery Beaumont, Deputy Chair, joined the Board in 1999. Jeffery is a Director of George Jeffery & Co. Ltd and the Federation Building Ltd. He is a past President of the Printing Industries Federation of New Zealand and the Wellington Regional Employers' Federation. Previously Jeffery was Council Chair of The Open Polytechnic of New Zealand, and has also held positions on the Boards of the New Zealand Employers' Federation and the Association of Polytechnics New Zealand.

Maria Humphries joined the Board in 1996. Maria is an Associate Professor at the University of Waikato in Hamilton where she has taught and researched career management and development for over a decade. Maria has been one of several international advisors for the Australian Journal of Career Development and the International Career Journal. She designed and leads the first fully online postgraduate qualification in the management of not-for-profit organisations. In association with this work she is especially interested in the career experiences of people in community organisations and the ways their work enhances well-being in New Zealand.

Brent Kennerley joined the Board in August 2003, and continues to be an Audit Committee member. Brent is a chartered accountant and assurance partner with Grant Thornton in Wellington. He is passionate about the not-for-profit sector and developed the inaugural Grant Thornton Not-for-Profit Survey in 2003, as well as presenting the "Business Issues for Not-for-Profit Organisations" seminar series in 2002 and 2004 in conjunction with the New Zealand Institute of Chartered Accountants.

Tracey Tangihaere joined the Board in 2001. Tracey runs her own business providing management and governance advice to a broad range of clients specialising in Māori/Iwi economic and social development. Tracey is also a Director of a natural product company exporting niche products in highly specialised markets in the UK and Japan. Tracey completed her term on the Board at the end of June 2004.

Liz Welch joined the Board in August 2003. She is Principal of Queen's High School in Dunedin, a school with a strong tradition of recognising the importance of careers advice in the curriculum. Liz has been a member of the Otago Employment Trust, the Mayors' Task Force for Jobs group in Dunedin, and belongs to the Principals' Council of the New Zealand Post Primary Teachers' Association Te Wehengarua. She is also a member of the New Zealand Qualifications Authority Advisory Committee.

Jeanette Aker, Chris Pickrill and David Steele completed their terms at the end of July 2003.

“The overall setup of the website is very informative and quick to access. I think that the information that I found was very useful too, as it is helping me decide what courses to take...”

KiwiCareers user



Chief Executive's report

This year has seen Career Services continue to respond to growing demand for quality career information, advice and guidance from a community that is increasingly aware of the significance and value of informed learning and career decision-making.



Over recent years, we have been going through a period of considerable growth, undertaking new and exciting challenges while maintaining our high quality delivery of products and services to an increasing number of New Zealanders.

Last year's international reports by the Organisation for Economic Cooperation and Development (OECD), the European Union and World Bank, which contrast career guidance policies in 36 countries, have shaped clear outcomes for the work that we do at Career Services. The findings of these reports have been real drivers in the reorganising and refocusing of what we deliver, how we deliver it and the difference it makes to the people who use it.

The reports also form the basis of our policy work and we are working with other agencies to look at how the results of these reports can be applied to New Zealand. The reports have given us some very strong international evidence that we are heading in the right direction. We are very pleased with how Career Services stacks up internationally in terms of delivering our services. The reports also hone and highlight the areas that we can improve and add weight to the work that we are already doing. In addition to maintaining "business as usual", a number of significant new initiatives have also been undertaken.

Informed decision-making

Our work continues in the area of informed decision-making initiatives. With increased career and learning options, people need to know *how* to make better decisions with the information they receive.

Our focus has been to assist people with making better *informed* decisions, and in doing so we have sought to provide them with the impartial information and advice they need to be able to do this. We have a range of tools to assist people to make better informed decisions.

Pathfinder, our new online guidance programme, which is available through the KiwiCareers website, was launched by the Minister of Education in July 2004. This programme is tailored to assist and guide people to make informed choices and plan their careers. People can maintain and review the development of their career plan over their lifetime.

Pathfinder is the first phase of a two-year project to futureproof KiwiCareers. Development of Pathfinder was a \$1.2 million project and involved staff from all areas of Career Services. It was delivered on budget and on time.

The second phase of futureproofing KiwiCareers will involve a new design and the development of a data management system that will enhance site functionalities, including better access to the labour market information and search tools on KiwiCareers.

Our Informed Tertiary Education Decision-making initiatives contribute primarily to Objective 21 of the Tertiary Education Strategy, which states that we must "equip learners to make informed choices about career and learning options". Pathfinder sits right at the heart of achieving this objective.

We have also developed a range of information events, paper and Internet-based resources and an online chat facility to assist people with their tertiary education decisions.

The Countdown to Action Guide is a new resource that assists students to work through the process of making informed study and training decisions.

We have also run television advertisements to inform people about where they can go to get career information and advice to assist them with making decisions about their future after secondary school.

All our CareerCentres delivered events aimed at providing impartial information to a diverse range of intending tertiary students. For example, Christchurch CareerCentre trialled a co-ordinated approach with StudyLink looking at how both organisations could work together to provide a better service for students. The co-ordinated programme involved working in secondary schools with both StudyLink and Career Services promoting their messages and establishing a connection with students, while minimising the impact on the schools.

Informed decision-making plays a vital role in the Government's Youth Transitions strategy. Our Youth Pathways–He Ara Rangatahi pilot contributed to this by helping 90 at-risk youth in three central locations in New Zealand to make informed decisions to assist with their transition from secondary education to tertiary education or employment.

Catering for diversity

One of our key aims at Career Services is to open up our products and services to all citizens, which is in line with recommendations in the OECD report to ensure greater diversity in the types of services that are available to a wide range of people. Accordingly, we have reached many facets of the community including Māori and Pasifika people, refugees and migrants, people in rural locations, schools and people returning to or remaining in the workforce, by providing accessible information to help them make informed decisions about post secondary school training and education and/or future employment.

Rural communities

We continue our involvement with the Heartlands project, which is led by the Ministry of Social Development and aimed at increasing government services to rural communities. CareerPoint, KiwiCareers and our CareerCentres have been promoted in the Heartland centres as leading contacts for career information, advice and guidance. With the introduction of Pathfinder, we have also enabled more rural clients to access career guidance and information.

Refugees and migrants

In the Manukau CareerCentre, significant work has been done in schools to focus on the specific career development needs for young refugees. In other centres we are developing formal relationships with local refugee and migrant centres.

Our CareerPoint staff have also developed resources that add value to interactions with refugees and migrants. These resources outline key organisations, community schemes and government programmes that can assist refugees and migrants who are making the transition into New Zealand society.

We were successful in securing a budget bid that will enable us to provide individual and group services to refugees and migrants next year. These services will help refugees and migrants to better understand the New Zealand work environment and what they need to be prepared for.

“Having come from a different country, I am trying to understand which course or career option would be suitable as per my overseas qualification and overseas experience and relevant career situations here along with acceptances. The online chat was helpful in confirming some views that I have.”

Migrant CareerPoint user

“They gave me a heap of information that I didn't have. I was able to look into what I wanted to do further. Gave me a good outline of where I was heading and what I wanted to do.”

CareerPoint caller



Pasifika

Accessibility is a function of acceptability in Pasifika communities and we are ensuring that these communities are aware of our generic services. Over the last two years we have increased the levels of usage of our services in Pasifika communities.

Through our Community Outreach work we are linking these communities with our people and the self-help resources that allow better accessibility to career information, advice and guidance.

“I thought it was good having a look at other Pasifika Islanders’ careers and what they achieved, and what they felt life was like at an age like us.”

Pasifika student

Māori

A focus this year has been building our internal Māori capabilities to deliver Māori programmes. We can now confidently say that we have the capability across the organisation and the staff in each of our centres to deliver appropriate programmes.

Government organisations are now becoming more outcome-focused. Māori communities will begin to look at those tangible deliverables and how we contribute to the development of Māori as they fit with Government objectives and outcomes.

Through our contact with these communities, we will enhance the accessibility of career information, advice and guidance for Māori.

“The knowledgeable and motivated facilitators were positive role models and encouraged us and made us proud to be Māori.”

Māori high school student

Linking policy and practice

By providing accurate and impartial career information, advice and guidance to New Zealanders, through our three delivery arms – CareerPoint, KiwiCareers and our CareerCentres – we are helping people to think creatively about their skills, interests and career options.

Our delivery arms are the oil in the careers engine. By using our services, people make the connection between their skills, interests and values, and job opportunities in the current labour market. We are a catalyst for enhancing the process of matching people’s skills to job opportunities.

Over 500,000 people have received information and advice from Career Services this year. A recent survey conducted shows that 87% of the people surveyed had already taken, or planned to take, action with the information and/or advice they had received.¹

1. This figure is the weighted average of evaluation results from CareerCentres, CareerPoint and KiwiCareers.

Our CareerCentres continue to deliver on government purchase contracts, as well as a range of contracts with other groups, including Work and Income and ACC. This delivery has increasingly been in collaboration with other organisations, for example the co-delivery of tertiary workshops with StudyLink in the Canterbury region.

Through the development of Pathfinder, KiwiCareers has established a wide range of collaborative relationships with other organisations for the benefit of all citizens. The project has involved the establishment and running of both content and technical advisory groups with representatives from significant government departments, including Ministry of Education, Department of Labour, and the Tertiary Education Commission. The Pathfinder project team is also working with industry representative groups such as the Career Practitioners' Association of New Zealand (CPANZ), the Careers and Transition Education Association (Aotearoa) (CATE), and the New Zealand Association of Counsellors (NZAC). Internationally, the project has involved the collaboration of KiwiCareers with education.au in Australia. Members of these organisations have assisted the team by providing feedback on project developments.

Career Services has also worked collaboratively with other organisations at a policy level. We have been actively involved in the Growth and Innovation Framework, which is steered by the Ministry of Economic Development and works closely with the Department of Labour and the Ministry of Education. This framework aims to deliver the long-term sustainable growth necessary to improve the quality of life of all New Zealanders.

We also successfully developed a collaborative budget bid with the Ministry of Education to pilot career education in schools through the Designing Careers initiative.

We have been represented on several working parties within the education and government sectors, and we have had input into the key documents and strategies produced. As a small and relatively focused organisation, Career Services is able to contribute practical experience to these strategies and offer a pragmatic viewpoint in debates.

Career Services as an industry leader

With the creation and management of lifelong guidance systems, the OECD report recommends that policy makers develop “stronger structures for strategic leadership”.

We have worked hard to pull the industry closer together, particularly with our work alongside CPANZ, CATE and other similar agencies. In particular, this year the development of KiwiCareers Pathfinder in collaboration with education.au in Australia has enhanced our international standing.

The existence of key, highly visible products like KiwiCareers and CareerPoint, stand as strong statements of our industry leadership. Our Career Services website is also a popular go-to place for career industry information.

This year we have aired a series of television advertisements to promote the value of career information, advice and guidance and how it can be accessed. This has also been promoted through brochures and the sponsorship of events such as expos and conferences.

Our industry magazine Career Edge is well received and we are seeing an increasing number of people downloading it from the website. The magazine provides a useful vehicle for communicating commentary and wider industry information.

Attendance at international conferences and forums by myself and other staff has further enhanced our profile, and the feedback we have received reflects the high regard with which our services are held on the international careers stage.

Career Services was represented at the Australian Association of Career Counselling (AACC) national conference in Coolangatta. We presented a workshop on the indigenous models of career development, which looked at how we can best provide services for our indigenous clients.

Strengthening the whare

We have managed our finances prudently and come in on budget with tasks and initiatives. This year has been about getting it right. We have actively managed our finances throughout the year and focused on minimising risk through the systems we have in place and a regular review process.

We continue to invest strongly in our staff and their development, and we are increasingly firming up the key training areas required for different parts of our organisation.

Our induction programme has been revamped and we are running additional inductions to account for the increased level of recruitment brought about by the growth in our products and services.

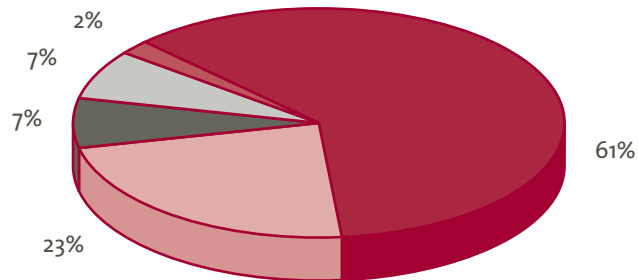
We have maintained our strong practices in Equal Employment Opportunities and completed a stock take of all work-life balance initiatives, including a reduced hours model for employees returning to work after parental leave. The reduced hours programme allows employees to build up their hours when returning to work after having children. We have also developed flexible work hours to accommodate family commitments for staff.

This year we have begun developing a Career Management Strategy, which aims to provide a career coaching model for Career Services' employees and will run alongside the performance appraisal process. This approach models some of the practices that we espouse along with our careers advice to others.

We continue to update our Human Resources policies and practices. This year saw the implementation of the new Holidays Act and we are reviewing our remuneration system.

2003/04 Ethnicity breakdown

- New Zealander
- Māori
- Pasifika
- European
- Other



We have continued to expand our base of Māori staff, certainly within the CareerCentres and the frontline of the organisation. The quality of skills and knowledge that these staff members bring to the organisation only strengthens our ability to provide accessible career information, guidance and advice to all New Zealanders.

Overall, Career Services has enjoyed a rewarding year with over half a million people using our range of services.

The development of Pathfinder is an example of real innovation in career guidance; we have effectively and imaginatively provided a wider group of New Zealanders with access to career guidance.

The year ahead will see us providing new services and building stronger relationships with schools through the Designing Careers pilot, and continuing to embrace the challenge of empowering all New Zealanders with the skills and information they need to make informed learning and career decisions.

Lester Oakes
Chief Executive

18 October 2004

“It’s helped me to become a lot more goal focused, comfortable in the way I want to go. Clarified the direction in what I was heading. I didn’t want to spend a lot of money in a course that I didn’t think was relevant.”

CareerCentre user



Governance philosophy

Role of the Board

The Minister has appointed a governing Board. The Board's governance responsibilities include:

- Communicating with the Minister and other stakeholders to ensure their views are reflected in Career Services' planning;
- Delegating responsibility for achievement of specific objectives to the Chief Executive;
- Monitoring organisational performance towards achieving objectives;
- Accounting to the Minister on plans and progress against these objectives;
- Maintaining an effective internal control system.

Board membership

Board members are appointed by the responsible Minister. The Board is composed of members who have diverse skills and experience to bring a wide range of thought to bear on governance issues. Once appointed, all members are required to act in the best interests of Career Services.

Connection with stakeholders

The Board acknowledges its responsibility to keep in touch with stakeholders and in particular, to remain cognisant of the responsible Minister's expectations.

Division of responsibility between the Board and management

A key to the efficient running of Career Services is that there is a clear division between the roles of the Board and management. The Board concentrates on setting policy and strategy, then monitors progress toward meeting those objectives. Management is concerned with implementing policy and strategy. The Board clearly demarcates these roles by ensuring the delegation of responsibility and authority to the Chief Executive is concise and complete.

Accountability

The Board holds monthly meetings (excluding December) to monitor progress toward its strategic objectives and to ensure that the affairs of Career Services and its subsidiaries are being conducted in accordance with the Board's policies.

Conflicts of interest

The Board maintains an interests register and ensures Board members are aware of their obligations to declare interests.

Board Finance and Audit Committee

Career Services operates a finance and audit committee made up of the Chair, Deputy Chair, a Board member and the Chief Executive. The committee is supported by the Finance Manager and the Accountant, who is its Secretary. This group meets monthly (January excepted) in advance of Board meetings, to provide an in-depth review of the financial reports and any Board papers that have a significant financial impact. Issues reviewed might include major purchases, audit reports, financial policies and budget papers. The audit committee also meets at least annually with the external auditors independently of the management members/officials to obtain direct assurance concerning the financial systems and controls in Career Services.

Internal audit

While many of the Board's functions have been delegated, the overall responsibility for maintaining an effective internal control system ultimately rests with the Board. Internal controls include the policies, systems and procedures established to provide assurance that specific objectives of the Board will be achieved. The Board and management have acknowledged their responsibility by signing the Statement of Responsibility on page 22 of this report.

Career Services has an internal audit function, which is responsible for monitoring its internal control system and the quality and reliability of financial and other information reported to the Board. Internal Audit operates independently of operational management and reports its findings directly to the Board's Finance and Audit Committee. Internal Audit liaises closely with the external auditors, who review the internal control system to the extent necessary to support their audit opinion.

Risk management

The Board acknowledges that it is ultimately responsible for the management of risks to Career Services. The Board regularly reviews risks as part of its strategic planning process and ensures that risks, along with risk management strategies, are clearly outlined in the Career Services' Statement of Intent.

Legislative compliance

The Board acknowledges its responsibility to ensure the organisation complies with all legislation. The Board has delegated responsibility to the Chief Executive for the development and operation of a programme to systematically identify compliance issues and ensure that all staff are aware of legislative requirements that are particularly relevant to them.

Ethics

The Board has adopted a code of ethics, which forms part of all staff employment agreements. Monitoring compliance with ethical standards is done through such means as monitoring trends in complaints and disciplinary action, internal audit reports, and any reports or indications that show non-conformance with the principles espoused in the code of ethics.

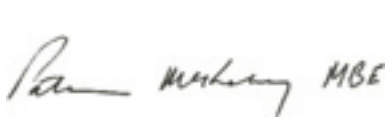
Good corporate citizenship involves Career Services acknowledging that it is a member of one or more communities outside of itself. It must also make a commitment to act in a manner consistent with the social mores and accepted rights and responsibilities of all citizens of those communities.

Statement of responsibility

for the year ended 30 June 2004

In terms of section 42 of the Public Finance Act 1989:

- The Board and management of Career Services accepts responsibility for the preparation of financial statements and the judgments used in them;
- The Board and management of Career Services accepts responsibility for establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of financial and non-financial reporting;
- In the opinion of the Board and management of Career Services the annual Financial Statements for the year ended 30 June 2004 fairly reflect the financial position and operations of Career Services.



Patricia McKelvey MBE
Board Chair

18 October 2004



Lester Oakes
Chief Executive

18 October 2004



Terry Hughes
Chief Financial Officer

18 October 2004

AUDIT REPORT

TO THE READERS OF CAREER SERVICES' FINANCIAL STATEMENTS FOR THE YEAR ENDED 30 JUNE 2004

The Auditor-General is the auditor of Career Services. The Auditor-General has appointed me, Ajay Sharma, using the staff and resources of Audit New Zealand, to carry out the audit of the financial statements of Career Services, on his behalf, for the year ended 30 June 2004.

Unqualified opinion

In our opinion the financial statements of Career Services on pages 25 to 44:

- comply with generally accepted accounting practice in New Zealand; and
- fairly reflect:
 - Career Services' financial position as at 30 June 2004;
 - the results of its operations and cash flows for the year ended on that date; and
 - its service performance achievements measured against the performance targets adopted for the year ended on that date.

The audit was completed on 18 October 2004, and is the date at which our opinion is expressed.

The basis of the opinion is explained below. In addition, we outline the responsibilities of the Board and the Auditor, and explain our independence.

Basis of opinion

We carried out the audit in accordance with the Auditor-General's Auditing Standards, which incorporate the New Zealand Auditing Standards.

We planned and performed our audit to obtain all the information and explanations we considered necessary in order to obtain reasonable assurance that the financial statements did not have material misstatements, whether caused by fraud or error.

Material misstatements are differences or omissions of amounts and disclosures that would affect a reader's overall understanding of the financial statements. If we had found material misstatements that were not corrected, we would have referred to them in the opinion.

Our audit involved performing procedures to test the information presented in the financial statements. We assessed the results of those procedures in forming our opinion.

Audit procedures generally include:

- determining whether significant financial and management controls are working and can be relied on to produce complete and accurate data;
- verifying samples of transactions and account balances;
- performing analyses to identify anomalies in the reported data;
- reviewing significant estimates and judgements made by the Board;
- confirming year-end balances;
- determining whether accounting policies are appropriate and consistently applied; and
- determining whether all financial statement disclosures are adequate.

We did not examine every transaction, nor do we guarantee complete accuracy of the financial statements.

We evaluated the overall adequacy of the presentation of information in the financial statements. We obtained all the information and explanations we required to support the opinion above.

Responsibilities of the Board and the Auditor

The Board is responsible for preparing financial statements in accordance with generally accepted accounting practice in New Zealand. Those financial statements must fairly reflect the financial position of Career Services as at 30 June 2004. They must also fairly reflect the results of its operations and cash flows and service performance achievements for the year ended on that date. The Board's responsibilities arise from the Public Finance Act 1989.

We are responsible for expressing an independent opinion on the financial statements and reporting that opinion to you. This responsibility arises from section 15 of the Public Audit Act 2001 and section 43(1) of the Public Finance Act 1989.

Independence

When carrying out the audit we followed the independence requirements of the Auditor-General, which incorporate the independence requirements of the Institute of Chartered Accountants of New Zealand.

In addition to the audit we have carried out an assurance related assignment in the area of tender management for the procurement of information systems assets. This assignment was compatible with the Auditor-General's independence standards. Other than the audit and this assignment, we have no relationship with or interests in Career Services.



Ajay Sharma, Audit New Zealand
On behalf of the Auditor-General, Wellington, New Zealand

Matters relating to the electronic presentation of the audited financial statements

This audit report relates to the financial statements of the Career Services for the year ended 30 June 2004 included on Career Services' website. The Board is responsible for the maintenance and integrity of the Career Services' website. We have not been engaged to report on the integrity of the Career Services' website. We accept no responsibility for any changes that may have occurred to the financial statements since they were initially presented on the website.

We have not been engaged to report on any other electronic versions of the Career Services' financial statements, and accept no responsibility for any changes that may have occurred to electronic versions of the financial statements published on other websites and/or published by other electronic means.

The audit report refers only to the financial statements named above. It does not provide an opinion on any other information which may have been hyperlinked to/from these financial statements. If readers of this report are concerned with the inherent risks arising from electronic data communication they should refer to the published hard copy of the audited financial statements and related audit report dated 18 October 2004 to confirm the information included in the audited financial statements presented on this website.

Legislation in New Zealand governing the preparation and dissemination of financial statements may differ from legislation in other jurisdictions.

Statement of accounting policies

for the year ended 30 June 2004

Reporting entity

Career Services is a Crown Entity in terms of the Public Finance Act 1989 and was established under the Education Act 1989.

The following financial statements report on the activities of Career Services for the year ended 30 June 2004.

These statements have been prepared in accordance with the Public Finance Act 1989.

The trading name is Career Services *rapuara* and is referred to in this report as Career Services.

Measurement basis

The measurement base is historical cost.

Accounting policies

Budget figures

The budget figures are those approved by the Board at the beginning of the financial year.

The budget figures have been prepared in accordance with generally accepted accounting practice and are consistent with the accounting policies adopted by the Board for the preparation of the financial statements.

Revenue

Revenue is recognised when earned and is reported in the financial period to which it relates.

Cost allocation

Direct costs are charged to specific outputs based on the productive hours recorded on staff time sheets.

Indirect costs are allocated to output classes on the basis of time recorded by staff on output activities.

Definition of Terms:

- Productive hours are hours recorded by task and activity which make up the output classes;
- Direct costs are costs which are causally linked to output classes;
- Indirect costs are all other costs which include financial and administration costs, computer systems and depreciation.

For the year ended 30 June 2004, indirect costs accounted for 28% of Career Services' total costs (2003: 24%).

Receivables

Receivables are stated at expected net realisable value, after providing for doubtful and uncollectable debts.

Inventories

Publications inventories are valued at the lower cost or net realisable value.

Leases

Career Services leases office premises. As all risks and ownership are retained by the lessor, these leases are classified as operating leases. Operating lease costs are expensed in the period in which they are incurred.

Fixed assets

All fixed assets are recorded at cost less accumulated depreciation.

Depreciation

Depreciation is provided on a straight line basis at rates which will write off the cost of the assets, less the estimated residual values, over their estimated useful lives. The useful lives of the major classes of assets have been estimated as follows:

- Office equipment, 3–4 years;
- Computer systems, 3 years;
- Motor vehicles, 4 years;
- Leasehold improvements over the useful life of the lease.

Office furniture and fittings less than \$1,500, office equipment items less than \$1,000 and leasehold improvements less than \$5,000 are expended in the year of purchase.

Provision for employee entitlements

Provision is made in respect of Career Services' liability for annual leave, long service leave and retirement/resigning leave. Liability for annual leave has been calculated on an actual entitlement basis at current rates of pay, while the other provisions have been calculated on an actuarial basis based on the present value of expected future entitlements.

Financial instruments

Career Services is party to financial arrangements as part of its everyday operations. These are accounts payable, accounts receivable, cash at bank and investments. Revenue and expenses in relation to all financial instruments are recognised in the Statement of Financial Performance. All financial instruments are recognised in the Statement of Financial Position when a contractual obligation has been established. No off-balance sheet instruments have been entered into.

Goods and Services Tax (GST)

All monetary values are stated exclusive of GST except receivables and payables.

Statement of cash flows

Cash means cash balances on hand, held in bank accounts, demand deposits and other highly liquid investments in which Career Services invests as part of its day-to-day cash management. Operating activities include cash received from all revenue sources of Career Services and record the cash payments made for the supply of goods and services. Investing activities are those activities related to the acquisition and disposal of non-current assets. Financing activities are those activities that relate to changes in the debt and equity structure of Career Services.

Commitments

Future payments are disclosed as commitments when a contractual obligation arises to the extent that they are equally unperformed obligations. Commitments related to employment contracts are not disclosed.

Contingent liabilities

Contingent liabilities are disclosed at the point at which the contingency is evident.

Foreign currency

All foreign currency transactions have been converted into New Zealand dollars at the spot rate at the date of transaction.

Changes in accounting policies

There have been no changes in accounting policies since the prior financial year. All accounting policies have been applied on a basis consistent with those used last year.

Statement of financial performance

for the year ended 30 June 2004

	Notes	Actual 2003-04 \$000	Budget 2003-04 \$000	Actual 2002-03 \$000
Revenue				
Direct Government Purchase		8,785	8,779	7,972
Interest		163	120	119
Other revenue	1	4,026	3,450	3,710
Total Revenue		12,974	12,349	11,801
Expenses				
Employment		7,437	6,994	6,576
Other expenses	6	3,913	3,891	3,835
Occupancy expenses		953	775	764
Depreciation	4	573	600	548
Board fees and honorarium	5	53	51	51
Audit fees and other services	2	36	38	30
Bad and doubtful debts	3	3	-	(6)
Total Expenses		12,968	12,349	11,798
Net Surplus/(Deficit) for the year		6	nil	3

The accompanying accounting policies and notes form an integral part of these financial statements.

Statement of movements in equity

for the year ended 30 June 2004

	Actual 2003-04 \$000	Budget 2003-04 \$000	Actual 2002-03 \$000
Taxpayers' equity as at 1 July	1,968	2,061	1,965
Net surplus/(deficit)	6	-	3
Total recognised revenues and expenses for the year	6	-	3
Capital injection	1,204	1,200	-
Taxpayers' equity as at 30 June	3,178	3,261	1,968

The accompanying accounting policies and notes form an integral part of these financial statements.

Statement of financial position

as at 30 June 2004

	Notes	Actual 2003-04 \$000	Budget 2003-04 \$000	Actual 2002-03 \$000
Total equity		3,178	3,261	1,968
Current assets				
Cash and bank	7	2,280	1,683	2,053
Inventory		32	50	56
Receivables and prepayments	8	758	430	403
Total		3,070	2,163	2,512
Non-current assets				
Fixed assets	4	2,197	2,597	1,211
Total assets		5,267	4,760	3,723
Current liabilities				
Payables and accruals	9	1,107	864	942
Taxes due and payable	10	210	51	121
Revenue received in advance		338	200	317
Provision for employee entitlements	11	404	352	339
Total		2,059	1,467	1,719
Non-current liabilities				
Provision for employee entitlements	11	30	32	36
Total liabilities		2,089	1,499	1,755
Net assets		3,178	3,261	1,968

The accompanying accounting policies and notes form an integral part of these financial statements.

Statement of cash flows

for the year ended 30 June 2004

	Notes	Actual 2003-04 \$000	Budget 2003-04 \$000	Actual 2002-03 \$000
Cash flows from operating activities				
Cash was provided from:				
Contract services and fees		3,675	3,474	3,749
Interest		163	120	119
Government contracts		8,790	8,779	7,972
Total		12,628	12,373	11,840
Cash was disbursed for:				
Supplies and services		(4,739)	(4,695)	(4,441)
Personnel		(7,382)	(7,122)	(6,563)
GST (net)		78	80	81
Total		(12,043)	(11,737)	(10,923)
Net cash operations inflows/(outflows) from operating activities	12	585	636	917
Cash flow from financing activities				
Cash was provided from:				
Capital injection		1,204	1,200	-
Net cash operations inflows/(outflows) from financing activities		1,204	1,200	-
Cash flows from investing activities				
Cash was provided from:				
Fixed asset sales		23	5	41
Cash was paid for:				
Fixed assets purchase	4	(447)	(672)	(424)
KiwiCareers upgrade	4	(1,138)	(1,200)	-
Net cash inflows/(outflows) from investing activities		(1,562)	(1,867)	(383)
Net increase/(decrease) in cash held		227	(31)	534
Plus opening cash brought forward		2,053	1,714	1,519
End of period cash carried forward	7	2,280	1,683	2,053

The accompanying accounting policies and notes form an integral part of these financial statements.

Statement of commitments

as at 30 June 2004

	Actual 2003-04 \$000	Actual 2002-03 \$000
As at 30 June 2004 non-cancellable operating lease commitments were as follows:		
• Not later than one year	634	487
• Later than one year and not later than two years	509	429
• Later than two years and not later than five years	828	924
• Later than five years	-	147
• Total	1,971	1,987
Other non-cancellable capital contracts		
At balance date Career Services had entered into non-cancellable contracts for the provision of services.		
Commitments under these contracts are as follows:		
• Not later than one year (vehicles)	217	nil
• Total	217	nil

The accompanying accounting policies and notes form an integral part of these financial statements.

Statement of contingent liabilities

as at 30 June 2004

There were no other contingent liabilities as at 30 June 2004 (2003: nil).

The accompanying accounting policies and notes form an integral part of these financial statements.

Notes to the financial statements

for the year ended 30 June 2004

	Actual 2003-04 \$000	Actual 2002-03 \$000
1 Other revenue		
Contract services and fees	3,785	3,380
Commercial products	248	322
Rental recoveries	-	2
Gain/(Loss) on sale	(7)	6
Total	4,026	3,710

2 Audit fees		
Statutory audit – external audit	31	30
– other services	5	-
Total	36	30

3 Bad and doubtful debts		
Bad debts written off	-	2
(Decrease)/increase in doubtful debts provision	3	(8)
Total	3	(6)

	Office Equipment \$000	Computer Systems \$000	Motor Vehicles \$000	Leasehold Implements \$000	TOTAL
4 Fixed assets					
At acquisition value or expense					
Balance as at 1 July 2003	415	1,512	624	393	2,944
Purchases for the year	137	1,425	23	-	1,585
Disposals and adjustments	(47)	(278)	(19)	(22)	(366)
Balance as at 30 June 2004	505	2,659	628	371	4,163
Less accumulated depreciation					
Balance as at 1 July 2003	258	1,001	270	204	1,733
Depreciation for the year 2004	57	313	153	50	573
Disposals and adjustments	(45)	(253)	(20)	(22)	(340)
Balance as at 30 June 2004	270	1,061	403	232	1,966
Net book value as at 30 June 2004	235	1,598	225	139	2,197
Net book value as at 30 June 2003	157	511	354	189	1,211
Depreciation for the year 2003	60	320	120	48	548

During the year, Government made a capital injection of \$1.204m to fund the online Pathfinder project and data management system. At the end of the year, the Pathfinder project was completed.

5 Board fees

	Actual 2003-04 \$000	Actual 2002-03 \$000
P McKelvey	24	21
C Pickrill	-	7
J Beaumont	8	6
J Acker	-	4
B Kennerley	8	-
E Welch	5	-
D Steele	-	7
M Humphries	5	4
T Tangihaere	3	2
Total	53	51

6 Other expenses

This includes \$37,200 for overseas travel (2003: \$17,500)

7 Cash and bank

Petty cash	9	6
Westpac Banking Corporation Current Account	12	117
Westpac Banking Corporation Ready Access Account	109	30
Short term deposits	2,150	1,900
Total	2,280	2,053

All short term deposits were either with Westpac Banking Corporation or The National Bank. As at 30 June 2004 short term deposits were for an average of 71 days (2003: 65 days) with a weighted average interest rate of 5.8% pa (2003: 5.42%).

8 Receivables and prepayments

Contract services and fees	743	383
Prepayments	7	10
Interest	15	14
	765	407
Provision for doubtful debts	(7)	(4)
Total	758	403

9 Payables and accruals

Supplies and services	1,037	876
ACC premium accrued	54	41
Employee related accruals	16	25
Total	1,107	942

10 Taxes due and payable

	Actual 2003-04 \$000	Actual 2002-03 \$000
Fringe Benefit Tax	18	18
PAYE	71	61
GST	121	42
Total	210	121

11 Provision for employee entitlements

Annual leave	350	295
Retirement and resigning leave	66	66
Long service leave	18	14
Total	434	375
Current	404	339
Non-current	30	36
Total	434	375

12 Reconciliation of the net surplus to net operating cash flow

Net Surplus/(deficit)	6	3
Add non cash items:		
Bad and doubtful debts	(3)	(9)
Increase/(decrease) in non-current employee entitlements	(6)	0
Depreciation	573	548
	564	539
Add/(less) movements in other working capital items:		
(Increase)/decrease in accounts receivable	(355)	37
Increase/(decrease) in revenue in advance	21	66
(Decrease)/increase in operating accounts payable	164	223
(Increase)/decrease in GST	79	66
Increase/(decrease) in current employee entitlements	65	25
(Decrease)/increase in taxes payable	10	5
(Increase)/decrease in inventory	24	(41)
	8	381
Add/(less) item classified as investing activity:		
(Profit)/Loss on sale of non-current assets	7	(6)
	7	(6)
Net cash inflows/(outflows) from operating expenses	585	917

13 Financial instruments

Credit risk

In the normal course of its business Career Services incurs credit risk from trade debtors and transactions with financial institutions. There are no significant concentrations of credit risk. Career Services has a credit and debt collection policy which is used to manage this exposure.

Career Services places funds on short term deposits with registered banks.

The fair value of other financial instruments is equivalent to the carrying amount disclosed in the Statement of Financial Position.

14 Interest rate risk

Career Services has no significant exposure to interest rate risk (refer note 7).

Particular investments and exposure to any one financial institution is limited and in accordance with Career Services investment policy.

15 Related party

Career Services is a Crown Entity. Contracts with the Ministry of Education were for \$8.78m (2003: \$7.97m) which was 68.6% of total revenue for the year ended 30 June 2004 (2003: 67.6%). All other transactions with other public sector entities are at arm's length and in the normal course of business.

No severance payments have been paid to Board members during 2003/2004 (2002/03: Nil).

Career Services purchased a tax opinion from Grant Thornton costing \$2647. Subsequently Brent Kennerley, a partner, joined the Career Services Board. These services were supplied on normal commercial terms.

16 Subsidiary companies

In 1997/98 Career Services purchased two non-trading companies: Career Services Ltd and Career Services *rapuara* Ltd for name protection purposes. The \$1 share capital of each company is held in trust equally by the Chief Executive and the Finance and Information Services Manager.

17 Senior management remuneration in excess of \$100,000 pa

Total Remuneration and Benefits \$000	Number of Employees 2004	Number of Employees 2003
180-190	1	1
160-170	nil	nil
110-120	2	nil
100-110	1	3

The Chief Executive's remuneration and benefits is in the \$180,000–\$190,000 band (2003: \$180,000–\$190,000 band).

18 Significant variances to budget

Revenue and expenditure were both within 5% of budget, the increased contract revenue was offset by increased delivery costs.

19 Subsequent events

There have been no events subsequent to balance date which affect the information disclosed in these financial statements.

Consolidated statement of cost of services

for the year ended 30 June 2004

Output class 1

Services purchased by the Minister of Education

	2003/04 Actual \$000	2003/04 Budget \$000	2002/03 Actual \$000
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Output 1

Development and promotion of a national career information system

Revenue	1,864	1,837	1,837
Expenditure	2,094	1,837	1,860
Surplus/(Deficit)	(230)	nil	(23)

Output 2

Provision of career information, advice and guidance

Revenue	6,595	6,623	4,637
Expenditure	6,567	6,623	4,715
Surplus/(Deficit)	28	nil	(78)

Output 3

Training and development of people who influence student career decision-making

Revenue	-	-	1,309
Expenditure	-	-	1,175
Surplus/(Deficit)	nil	nil	134

Output 4

Provision of information to the Crown

Revenue	319	318	189
Expenditure	220	318	228
Surplus/(Deficit)	99	nil	(39)

Output class 1 consolidated

	2003/04 Actual \$000	2003/04 Budget \$000	2002/03 Actual \$000
All Ministry Outputs			
Revenue	8,778	8,779	7,972
Expenditure	8,881	8,779	7,978
Surplus/(Deficit)	(103)	nil	(6)

Output class 2

Career planning and related services

Revenue	4,032	3,484	3,702
Expenditure	4,087	3,604	3,820
Surplus/(Deficit)	(55)	(120)	(118)

Output classes consolidated

	2003/04 Actual \$000	2003/04 Budget \$000	2002/03 Actual \$000
All Outputs			
Revenue	12,810	12,263	11,674
Expenditure	12,968	13,383	11,798
Surplus/(Deficit)	(158)	(120)	(124)
Net Non-Output Related Revenue	164	120	127
Surplus/(Deficit) as per the Statement of Financial Performance	6	nil	3

Statement of service performance

Output Class 1: Provision of information and advisory services

Output 1: National Career Information System

This output includes the development and promotion of an independent, nationwide, Internet-based career information system (KiwiCareers), which provides New Zealanders with access to comprehensive and accurate career, labour market and training information.

Output measures

Quantity measures	Performance quantity target	Result achieved	Comment
Central KiwiCareers web pages produced (these pages assist users to find and access the information they are seeking).	900 – 1,000	1,530	Achieved
Career information items produced.	900 – 1,000	967	Achieved
Web pages or descriptions produced in Māori.	900 – 1,000	957	Achieved
Web links to external organisations maintained.	3,000 – 4,000	8,594	Achieved
Programmes of study listed in KiwiCareers maintained.	5,000 – 6,000	6,808	Achieved
Regionally produced labour market items included in KiwiCareers.	600	603	Achieved
Three to five year occupational and industry outlook projections produced.	650 – 750	709	Achieved
Development work for a skills sort and online career guidance and planning function for KiwiCareers is progressed as per project plan.	Update provided each quarter	Pathfinder successfully developed and launched. Phase two of the KiwiCareers enhancement is on track as per the project plan.	Achieved

Quality measures	Performance quality target	Result achieved	Comment
Satisfaction with the information users receive from KiwiCareers.	95%	89%	Slightly below target

Timeliness measures	Performance timeliness target	Result achieved	Comment
Percentage of time KiwiCareers can be accessed by users.	100%	100%	Achieved
Timeframes for the first year of the development of a skills sort and online career guidance and planning function for KiwiCareers, as defined in the project plan, will be met.	100%	Timeframes met	Achieved

Output 2: Provision of career information, advice and guidance

This output provides for accurate, impartial local and national career information, advice and guidance to New Zealanders. Special emphasis is placed on the training and development of people who influence career decision-making, both in schools and in the community. Groups targeted by the different services provided include Māori, Pasifika, intending tertiary students, refugees and migrants, 'at risk' youth and long term unemployed. Services are aimed at providing professional, informed and interpretive assistance that maximises the value of career information, advice and guidance to individuals and groups.

Output measures

Quantity measures	Performance quantity target	Result achieved	Comment
People who receive career information and/or advice via CareerPoint or CareerCentres.	50,000 – 60,000	74,651	Achieved
New Zealand users who receive career information via the KiwiCareers website.	250,000 – 300,000	453,224	Achieved
Iwi/community groups who receive a session(s) on the value and role of career information, advice and guidance and how to access services on behalf of clients.	180 – 220	222	Achieved
Targeted people (as per target groups) who receive a tailored career planning service.	5,000	5,163	Achieved
Senior Māori secondary students (Taiohi Tu, Taiohi Ora) who attend a career awareness workshop.	1,700 – 1,900	1,763	Achieved
Junior Māori secondary students (Te Whakamana Taitamariki) who attend a career awareness workshop.	1,700 – 1,900	1,911	Achieved

Quantity measures	Performance quantity target	Result achieved	Comment
Senior Pasifika secondary students who attend a career awareness workshop.	450 – 550	755	Achieved
Junior Pasifika secondary students who attend a career awareness workshop.	450 – 550	537	Achieved
Ongoing development and promotion of information and services to aid informed tertiary education decision making.	Update provided each quarter	Update provided	Achieved
Secondary schools receive support that adds value to a school's capacity to deliver a career education programme.	250 – 300	305	Achieved
Year 7 and 8 schools receive support that adds value to a school's capacity to deliver a career education programme.	50	54	Achieved
Teachers as Career Educators (TACE) workshops delivered to identified Year 7 and 8 schools (including the distribution of a class set of Planit books to all teachers attending the workshop).	180 – 190	193	Achieved
Workshops delivered that focus on enhancing teacher and career advisor roles in delivering career education and guidance including the following focus areas: <ul style="list-style-type: none"> • career skill and knowledge training for teachers; • enhancing Māori teacher/educator roles involving career mentoring and guidance to students; • induction training for newly appointed staff with careers responsibilities and careers staff who require training. 	70	75	Achieved

Quantity measures	Performance quantity target	Result achieved	Comment
Parents as Career Educator (PACE) seminars delivered to parents of low decile, remote and high Māori roll secondary schools.	35	39	Achieved
Parents as Career Educator (PACE) seminars delivered to parents of students in selected Year 7 and 8 schools from decile 1 to 4, in a way appropriate to Māori attendees.	20	19	One below target due to some cancellations. Delivery of PACE is very reliant on school time-tabling which has caused difficulties in organising events.
Young people who participate in 3 youth pilots aimed at improving the transition from school to further education, training or employment, delivered in accordance with the project plan.	3 pilots (updates on each project will be provided quarterly)	Updates provided	Achieved
Promotional updates delivered for CareerQuest and The Real Game.	2	2	Achieved
Annual CareerQuest upgrades provided to secondary schools in early 2004.	400 – 450	456	Achieved

Quality measures	Performance quality target	Result achieved	Comment
Satisfaction with information and advice provided by Career Services (via CareerPoint and CareerCentres).	95%	95 %	Achieved
Satisfaction with tailored career planning services provided by Career Services.	95%	97%	Achieved
Satisfaction with schools and community support services provided by Career Services.	95%	96%	Achieved
First year evaluation of services aimed at improving tertiary education decisions is developed and undertaken.	Progress reported each quarter	Update provided	Achieved

Timeliness measure	Performance timeliness target	Result achieved	Comment
Services provided in this output will be delivered in the timeframes agreed with schools and communities.	100%	100%	Achieved

Outcomes measures	Performance outcome target	Result achieved	Comment
Career Services will be continuing its ongoing programme of evaluation of the qualitative outcomes of its work. This year a major focus was the Tailored Career Planning programme, in particular, building on the previous evaluation (2001/02) and the ACNielsen research (1999) into the outcomes of career intervention. The purpose of this evaluation is to obtain robust information about the outcomes obtained by clients with an emphasis on more qualitative information. In addition Career Services will be following through on the introduction of CareerQuest and The Real Game to schools and beginning to assess the impact of our increased emphasis on informed tertiary decision-making.	Evaluation undertaken	Evaluations completed	Achieved

Output 3: Policy contributions and advice to Minister

This output provides for responses to requests for information from the Minister, parliamentary committees, or agents of the Minister regarding service provision. This includes providing quality policy advice relating to career information, advice and guidance to the Minister, Ministry of Education and other government agencies and working collaboratively with other government agencies.

Outcome measures

Quantity measures	Performance quantity target	Result achieved	Comment
Requests for advice and/or correspondence drafted on behalf of the Minister and Ministry of Education.	50	61	Achieved
Contributions to the policy work of other government agencies actioned (including attending policy meetings).	60	104	Achieved

Quality measure	Performance quality target	Result achieved	Comment
Regular feedback received from the Minister's office and Ministry of Education regarding their satisfaction with advice and correspondence provided.	Feedback received and acted upon	All feedback acted on appropriately	Achieved
All policy advice will meet the quality characteristics as described in the Cabinet manual.	100%	100%	Achieved

Timeliness measure	Performance timeliness target	Result achieved	Comment
Requests for advice and/or correspondence drafted actioned within the specified timeframes.	100%	100%	Achieved

To access the products and services of Career Services:

Click onto KiwiCareers: www.kiwicareers.govt.nz

Visit CareerCentres: phone 0800 109 901

Freephone CareerPoint: 0800 222 733

- 1 Whangarei CareerCentre
- 2 North Shore City CareerCentre
- 3 Manukau City CareerCentre
- 4 Hamilton CareerCentre
- 5 Tauranga CareerCentre
- 6 Rotorua CareerCentre
- 7 New Plymouth CareerCentre
- 8 Gisborne CareerCentre
- 9 Napier CareerCentre
- 10 Palmerston North CareerCentre
- 11 Wellington CareerCentre
- 12 Nelson CareerCentre
- 13 Greymouth CareerCentre
- 14 Christchurch CareerCentre
- 15 Dunedin CareerCentre
- 16 Invercargill CareerCentre



Career Services National Office
Level 4, CMC Building
89 Courtenay Place
PO Box 9446
Wellington

Phone: (04) 801 5177

Fax: (04) 801 5161

Email: careers@careers.govt.nz

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