

ANNUAL REPORT
FOR THE YEAR ENDED 30 JUNE 2010



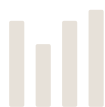
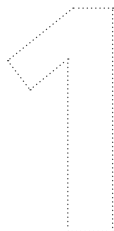
2009/10

*seek the path that's right for you
rapua te ara tika mōu ake*

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HIGHLIGHTS AT A GLANCE

SECTION



Over the year we reached around 310,000 New Zealanders through our web-based services (total NZ-based web visits = 2.6 million)

Over the year we reached:

- around 310,000 New Zealanders through our web-based services (total NZ-based web visits = 2.6 million)
- around 250,000 school students, through our work with 355 schools
- around 90,000 people, through our information, advice, guidance and capability-building services.

Our clients are accessing more targeted and tailored self-help tools and services:

- Tools and services on our website include:
 - dedicated Māori and Pasifika sections
 - revised and improved CareerQuest (online questionnaire)
 - a new Educators and Practitioners section, tailored for teachers and career counsellors
 - interactive tools such as CV4Me (online decision-making tool), My Career Space (e-portfolio account) and many more.

And we made an impact:

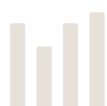
- over 75% of clients said we made a difference to them
- 62% of key influencers helped someone make a decision about a job or training after attending one of our skills-building sessions
- 89% of clients would recommend our website to others
- 94% of clients said we met their needs
- 86% of clients would use us again.

We had phenomenal success with the International Careers Conferences:

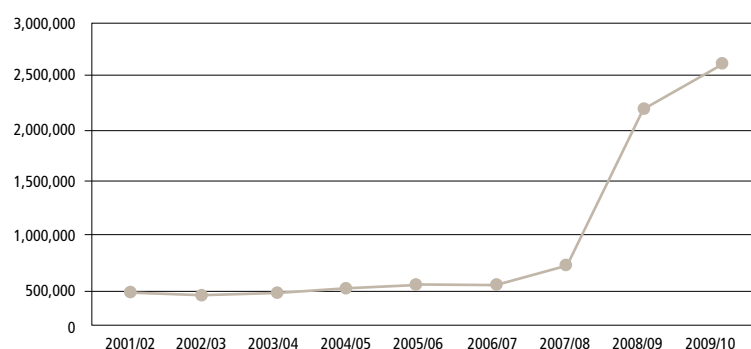
- largest international careers conference ever held in Australasia with over 800 delegates
- International Careers Symposium resulting in the formation of a Pacific Careers Network

PERFORMANCE OVER TIME

In recent years, we have invested in developing web-based tools and resources for New Zealanders (such as online CV tools and skill-matching tools). This investment has paid off with a *five-fold increase* in New Zealand-based visits over the decade. The success of the website highlights our ability to respond to the needs of New Zealanders by providing innovative and timely resources that can be accessed at a time and place of their choosing.



NZ-BASED WEBSITE VISITS 2001/02 TO 2009/10



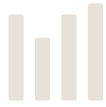
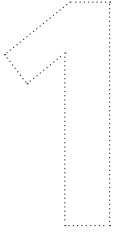
Throughout our history, we have responded to New Zealanders' needs using the latest technological developments. Some of the key events are highlighted below along with the year of introduction:

- **1990** – Face to face guidance for individuals with a career consultant.
- **1998** – Website providing information on jobs and planning a career.
- **2000** – 0800 telephone service giving information and advice on careers.
- **2002** – Online chat enabling clients to have real-time online conversations with a career advisor.
- **2007** – Texting to help young people, in particular, to request information from a career advisor.
- **2008** – Phone guidance making it easier for people in remote locations, or with mobility or child care issues, to access career guidance services.
- **2009** – Targeted web sections: Māori and Pasifika, Educators and Practitioners and My Career Space.
- **2010** – Web Guidance and revised Career Quest.

These developments have enabled us to reach out to more New Zealanders, of all ages and at all stages of their career.

PERFORMANCE OVER TIME

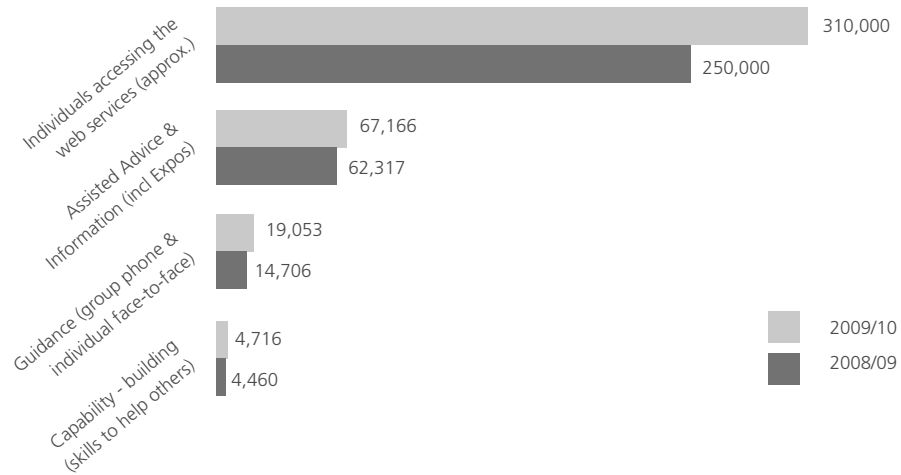
SECTION



DEMONSTRATING VALUE FOR MONEY

While our overall income was lower than for 2008/09, we still managed to deliver more services.

Reaching many more New Zealanders

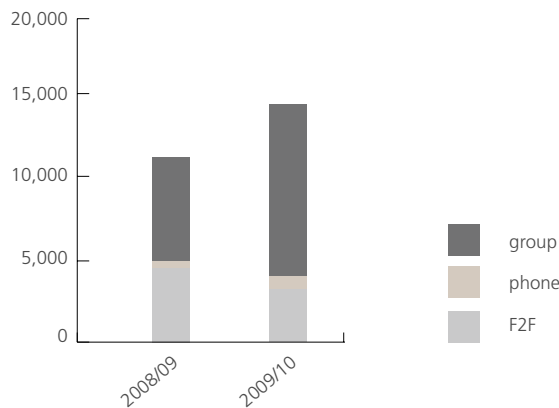


This graph shows how the volume of services we deliver increased during 2009/10, relative to the previous year. Web usage increased by 21%. Other services increased by 11%

Our strategy has been to assess people's needs when they contact us and refer them to the most cost effective service that will meet those needs. Most people can be assisted through the self-help web-based services. Greater use of phone services and group career planning sessions has also enabled us to reach more people.

Guidance Services

Number of Services



The volume of our guidance services has increased relative to the previous year, as we have shifted to the more cost effective delivery methods of group guidance and phone guidance. Clients whose needs are best met through individual, face-to-face guidance are still able to access that service.

CHAIRPERSON'S REPORT



The past year has seen Career Services embed its strategic goal of helping many more New Zealanders become career literate. We have done this through utilising technology to provide assistance to more people in cost-effective ways, particularly through our website and 0800 contact centre and by delivering our services in a group setting, and by working through schools, communities and families. We have achieved this in the context of a challenging economic environment.

A key highlight for the organisation was hosting the Fifth International Symposium on Career Development and Public Policy, and the International Careers Conference 'Transforming Careers – Unleashing Potential'. The symposium saw the establishment of a Pacific Careers Network for Pacific nations which heightened careers awareness and the exchange of career development strategies within the group.

Feedback from our clients indicates that we are making a positive difference, helping them make career decisions and meeting their career planning needs.

Our annual external evaluation results have been very positive and we have exceeded many of the results we achieved in 2008/09.

We have maintained the focus on careers through our work in supporting wider government policies and strategies, such as the Youth Guarantee, Ka Hikitia – the Māori Education Strategy – and the Pacific Education Plan.

There will soon be significant change at the governance and management levels with the recent appointment of a new Chief Executive and four new Board members. I would therefore like to take this opportunity to thank and congratulate Lester Oakes, the outgoing Chief Executive, for his contribution to Career Services over the past 20 years.

Under his leadership over the last 12 years, the organisation has developed into an internationally-recognised agency which is ready to face the challenges and opportunities of the future.

This platform underpins the key focus and opportunity for the new Board and Chief Executive building on our strategic direction.

I would also like to acknowledge the significant leadership contribution made by the outgoing Chair, Kaye Turner, and the major contributions of outgoing Board members, Trudie McNaughton, Marjo Lips-Wiersma and Deputy Chair, Brent Kennerley.

On behalf of my Board colleagues and the Chief Executive, it is my pleasure to submit this Annual Report and the Financial Statements for the year ended 30 June 2010.

Arthur Graves
Board Chair
01 November 2010

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I would like to take this opportunity to thank and congratulate Lester Oakes, the outgoing Chief Executive, for his contribution to Career Services over the past 20 years.

CAREER SERVICES' BOARD MEMBERSHIP

As at 30 June 2010



Pictured above, standing are: Trudie McNaughton, Arthur Graves and Carl Pascoe. Seated in front are Marjolein Lips-Wiersma, Brent Kennerley, Kaye Turner and Tina Wehipeihana-Wilson.

Kaye Turner (Board Chair) was appointed in September 2006. Kaye is an educational consultant with extensive academic and management experience in tertiary education. She is the Chair of the MIT Council, and Deputy Chair of the Unitec Council.

Brent Kennerley, Deputy Chair, joined the Board in August 2003. Brent is Chair of the Board Finance and Risk Committee. He is a chartered accountant and 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' currently in its fourth year. Brent has presented a variety of courses in the not-for-profit sector for both the firm and in conjunction with the New Zealand Institute of Chartered Accountants.

Arthur Graves joined the Board in July 2006. He is the Deputy Chief Executive of Whitireia Community Polytechnic. Arthur has been active in numerous leadership roles in both education and sport throughout his career, including Chairperson of the NZ Secondary Principals' Council, Education West Coast and Chairman of both Canterbury Cricket and the Victory Park Board (Lancaster Park).

Carl Pascoe joined the Board in January 2005. He is a self-employed consultant based in Christchurch. He has previously been a member of the Equal Opportunities Tribunal, Chair of the Nelson Bays Regional Employment and Access Council and a branch manager for IHC. Carl was until December 2009 a ministerial appointee to the Christchurch Polytechnic Institute of Technology and is currently a director of a number of private sector companies.

Tina Wehipeihana-Wilson

(Ngāti Tukorehe, Ngāti Raukawa, Muaupoko) joined the Board on 1 January 2005. She is a member of the Board Finance and Risk Committee. Tina is the Managing Director of Tem Corp Ltd, providing financial management and business consultancy services to Māori organisations. She is a Board member of the Funding Information Service and the Lotteries Grants Board. She chairs the Finance and Risk Committee for Funding Information Service. Tina is particularly interested in the ongoing economic, cultural and social development and upskilling of Māori.

Dr Marjolein Lips-Wiersma joined the Board in July 2006. Marjolein is a senior lecturer at Canterbury University's Department of Management, where her academic interests focus on career development and management, aligning personal and organisation values and purpose beyond profit.

Trudie McNaughton joined the Board in July 2004. She is currently the Pro Vice-Chancellor (Equity) at The University of Auckland and a Board member of the National Research Centre for Growth and Development. Trudie was the Executive Director of the Equal Employment Opportunities Trust from 1992 to 2003. She is a former member of the Human Rights Review Tribunal and NACEW (National Advisory Council on the Employment of Women).

From 20 September 2010, Board membership will comprise Arthur Graves (Chair), Bill Noble (Deputy Chair), Carl Pascoe, Tina Wehipeihana-Wilson, Chris Meade, Murray Ward and Markerita Poutasi.

CHIEF EXECUTIVE'S REPORT



In my final year at Career Services I am proud to report a year marked by innovation and service improvements. We significantly changed the way we engaged with our clients through a needs analysis framework contributing to better service delivery. Phone guidance has been embedded into our core business. We are delivering much more group work and our web-based services have expanded even further. We have adapted our services to meet New Zealand's changing social and economic environment including taking our services where the career need exists. Recently, we proudly celebrated 20 years of the extraordinary Career Services journey.

Our website services continue to grow in functionality and popularity and last year we achieved over 2.6 million web visits by New Zealanders. We added new targeted online sections for career educators and practitioners, Māori and Pasifika. Our focus on user testing, refinements and innovation paid off. Our clients continue to be highly satisfied with the website's usability, with 92% telling us our online content is useful and meaningful.

Youth are a key priority group for us. Our work with schools and in the tertiary sector, and our targeted services, mean we are well-placed to support the Youth Guarantee. We introduced school-dedicated half-day workshops for Māori and Pasifika students (known as MP3). This approach allows for a wider catchment of students and is designed to meet the student needs for each particular school.

Over the year, we provided group career planning workshops to nearly 6,000 Māori and Pasifika students. Our aim is to ensure relevant career planning services to these communities reflecting cultural responsiveness, and consistency through best practice. We want to continue instilling deep cultural pride in young Māori and Pasifika learners to elevate their confidence and aspiration levels. At Career Services we firmly believe that NCEA achievement is a critical part of a young person's journey, their *career malaga*.

The successful Whānau Decision-Making project delivered in conjunction with Te Puni Kōkiri and the Ministry of Education gave us new insights and understanding about career decision-making in whānau and community. This leaves us well positioned to support Whānau Ora. A significant outcome was the model for engaging and working with whānau in career decision-making, Te Tūkirunga.

A highlight of the year was hosting a world-class International Careers Conference, which attracted over 800 delegates, and the Fifth International Careers Symposium, which attracted 76 delegates from 23 countries. Our international linkages continue, with a close association with the International Centre for Career Development and Public Policy (ICDPP) and the International Association for Educational and Vocational Guidance (IAEVG).

Our organisation has performed exceptionally well over the past year. We have proved our efficiency and service value to New Zealanders through substantial improvements to our productivity measured by staff commitment to the change in strategic focus, and increased use of technology-based services.

Career Services was awarded the IPANZ award for managerial excellence in 2009.

I am fortunate to have led an organisation that has done so much to meet a wide spectrum of career needs innovatively and cost-effectively in its continual quest to reach more and more New Zealanders.

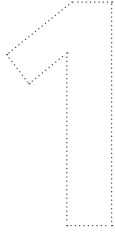
Lester Oakes
Chief Executive
01 November 2010

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WHO WE ARE

SECTION



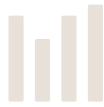
OUR ROLE

Career Services is a Crown agent, established on 23 July 1990 under the Education Act 1989 and the Education Amendment Act 1993. We are New Zealand's careers experts, providing information, advice and guidance so people can make informed decisions about their career and learning paths. While we have a particular focus on supporting young people, our advice and resources are available for people of all ages, at all stages of their careers.

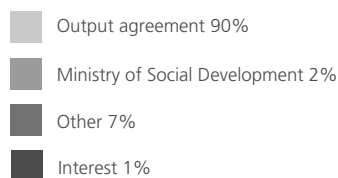
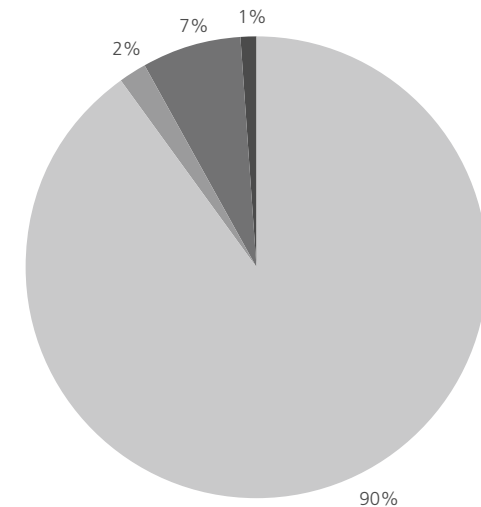
FUNDING AND REVENUE

Career Services received funding and revenue totalling \$16.824 million (excluding GST) in 2009/10 from the following sources:

1. Output Agreement with Government.
2. Other contract revenue from a range of clients, principally the Ministry of Social Development (MSD).
3. One off revenue from conferences:
International Careers Conference
International Symposium.



FUNDING AND REVENUE 2009/10



WHAT WE DO

Our services are designed to enable people to self-manage their careers throughout their lives. A key part of this vision is to ensure New Zealanders know when and how to access career information and services as well as supporting others through better career conversations. By using a range of channels, people can access our services in their own time and in a way that best meets their needs. We are Government's independent expert on careers.

We work with anyone in New Zealand interested in career information: school students and their families; young people interested in further study or an apprenticeship; workers looking for a career change or wanting to update their skills; Māori and Pasifika families and communities; people facing redundancy; and recent migrants wanting to know more about working in New Zealand. We help people to navigate through these transition points and through the changing world of work.



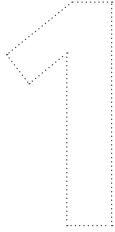
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Our information, resources and services are provided under these four areas:

- 1. Web-based services** provide individuals and influencers with:
 - up-to-date, comprehensive and accurate job, industry, course and training and labour market information
 - targeted career information and tools for educators and career practitioners and personal stories (real-life accounts about people's careers)
 - online career tools such as CV4Me (CV Wizard)
 - secure e-portfolios known as My Career Space
 - up-to-date and timely messages via social media networks.
- 2. Assisted advice** is delivered through our network of regional offices and our 0800 advice line which provides general career information. We provide advice about careers, jobs and training courses. Through a needs assessment system we ensure referral to in-depth guidance services if callers' needs can't be met in other ways:
 - webchat
 - a texting service for requesting career information
 - follow-up calls to check whether people need further information or help, an opt-in appointment reminder service and a tips of the day service
 - 80% said that Advice Line met their needs.
- 3. Guidance services** are delivered through a range of channels (telephone, email, online chat, texting and in person) which enable us to maximise accessibility as well as assist people to interpret career information. This assistance includes:
 - customised career planning (in a group setting) delivered to secondary school Māori and Pasifika students, prospective tertiary students, migrants and refugees
 - customised career planning assistance (also known as guidance) delivered to individuals in person, over the telephone and now through web guidance.
- 4. Capability-building services** are activities that aim to raise the skills of stakeholders and influencers. This includes:
 - delivering information sessions to influencers on the value and role of career information, advice and guidance and how they can support others making career decisions and having career conversations
 - building capability of others (e.g. schools, workplaces, whānau/aiga/families and communities) to increase their awareness and support for career education.

WHAT WE DO

SECTION



Exchange of information and inclusion of important tertiary information in the website has been excellent.

Victoria University 2010

Over the past year a significantly different way of engaging with our clients has been the needs assessment approach. Much of our telephone advice and guidance services has been successfully underpinned by this assessment process. Due to its success, we are moving towards streamlining this model in our everyday services.

MAJOR INITIATIVES

BTATTDM (Better Tertiary and Trade Training Decision-Making)

The BTATTDM project was a four-year project that started in 2006 with the goal of developing as a 'one-stop-shop' to make better informed tertiary and trade training decisions. A recent 2010 survey showed that 100% of external stakeholders who responded indicated Career Services has made significant improvements in the quantity and quality of linkages to and use of tertiary-related information from other government agencies. All respondents would recommend Career Services to someone who needs help in making an informed tertiary, trade training or career decision.

"Exchange of information and inclusion of important tertiary information in the website has been excellent." Victoria University 2010

Whānau Decision-Making Project

The Whānau Decision-Making pilot programme's success positions us well to contribute to the Whānau Ora initiative. The programme worked with 40 Māori whānau from the Manawatu and Whakatu (Nelson) regions in 2009. It was a joint partnership led by Career Services, with the Ministry of Education and Te Puni Kōkiri. The pilot's findings are now integrated into the work we do, notably group guidance programmes for Māori. A key outcome of the pilot was the development of the Whānau Career Guidance model, Te Tūkirunga.

The aims of the pilot programme were two-fold:

- to learn more about the decision-making of Māori whānau in relation to careers
- to identify effective approaches for career practitioners in assisting Māori whānau to make career decisions (with a particular focus on the career decision-making of rangatahi or young people within the whānau).

Leveraging off the success of the Whānau Decision-Making pilot programme, the next phase of this project will focus on rangatahi (young people).

STRATEGIC LINKAGES AND PRIORITIES

1. Raise awareness so that more New Zealanders are using our services

We have worked very hard to raise our profile through a variety of different media, focusing on cost-effective means such as online advertising and social media. We have expanded our technological channels to include the popular social media site Twitter. We have adjusted where and how we engage with our clients to become more visible in community facilities such as the public libraries and Citizens Advice Bureaux. We have promoted our services via links on external websites (e.g. www.seek.co.nz), through regular television appearances in June's Just the Job, Māori Television's Te Karere and advertising in free media such as community newspapers.

In 2009 we contracted The Buzz Channel to assess awareness of Career Services with internet users – young people, and adults with children. The survey found 58% of respondents who said they were aware of us and had visited our website. This was a pleasing result, showing that our marketing strategy is reaching our targeted audiences.

We continue to interact and converse with more New Zealanders about their career choices via national expos such as the Coke Careers Expo event which attracts many young New Zealanders and job seekers. We are increasingly moving our services into community spaces and delivered a high volume of community CV planning and critique workshops.

Promoting the value of career development and the benefits of our services has always been an essential part of what we do. We have strong relationships with the key national and regional organisations and groups that operate in the employment, tertiary and trade, and schools sectors.

2. Expand services provided through the website and phone to help more New Zealanders help themselves and channel clients to guidance services when needed

We have implemented a needs analysis approach to our core services: phone, web chat guidance and face-to-face. This has allowed our resources and personal assistance to be more directed to clients who need more assistance.

Users are able to store user worksheets and CV development work in a safe online account (e-portfolio) called My Career Space.

We have added new sections on the website for Māori and Pasifika including real-life stories, video clips, cultural career planning activities and resources in Te Reo.

3. Expand self-help services and resources for schools and provide support to build careers education in schools

Our work with schools builds on the approach developed through the CPaBL (Creating Pathways and Building Lives) work that was undertaken during 2007 and 2008. This includes ensuring that career education is not the sole responsibility of the career advisor but shared by the entire school community (senior management, principal, board of trustees and guidance networks).

Our career development framework is focused on supporting young people to develop the career management knowledge, behaviours and skills they need to make successful career decisions throughout their lives. During 2009/10, we established a dedicated Career Education Lead Team (CELT) to develop the career education approach in schools. This specialised team has worked at a national level based on a Best Evidence Synthesis and on former CPaBL project outcomes. The CELT team undertook the following initiatives in 2009/10:

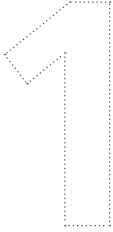
- implemented the schools hotline service
- developed module resources for delivery
- provided intensive support to 59 schools



We have strong relationships with the key national and regional organisations and groups that operate in the employment, tertiary and trade, and schools sectors.

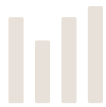
STRATEGIC LINKAGES AND PRIORITIES

SECTION

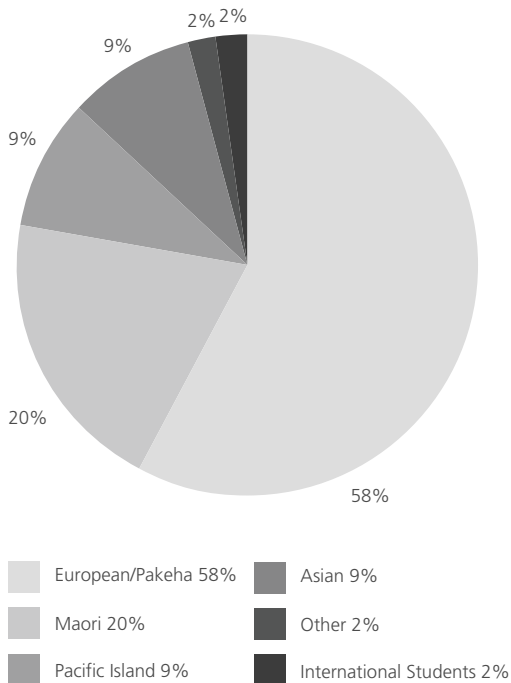


Career education in schools is underpinned by international research that has also influenced policy making in OECD countries.

- introduced an e-newsletter aimed at supporting the professional development of the teaching community including boards of trustees.



ETHNICITY OF STUDENTS AT SCHOOL WE WORKED WITH 2009/10



Over the year, we worked with 355 schools to support them in embedding career education throughout the school and helping students build the skills to make career related decisions. The total number of students attending these schools was 251,222. The graph above shows the ethnic breakdown of students at schools we assisted.

As a result of the former BTATDM project, an Educators and Practitioners section on our website was created and regularly updated.

The launch of the Educators and Practitioners web section (2009) responded to a crucial need of providing quality resources and support materials to teachers and educators in designing career education programmes for their students.

There has been an overwhelming response by teachers and educators to the 'career theory and models' information in the career practice and professional development section of our website. Teachers have responded positively to the career development guidelines to build effective career education programmes for their students. The Educators and Practitioners section provides advice on:

- working with students
- planning career education
- professional development for teachers and
- engaging with parents and community.

Career education in schools is underpinned by international research that has also influenced policy making in OECD countries.

4. Develop new approaches and services to assist young people to make smart learning and career decisions, including a focus on their parents and influencers

Proving popular with our young clients are our interactive programmes such as the revised CareerQuest. This online decision-making questionnaire is rapidly shaping up to be one of the most visited sections on the website. This is an interactive tool that helps match users' interests with potential career pathways. This is complemented by My Career Space which gives users the ability to save their worksheet results and findings in a safe online account. This is also proving useful for storing CV planning from our CV4Me function.

The Parents, Family and Whānau section is continually updated with tips and advice about how to support career conversations in the home. Targeted resources, such as those for Māori and Pasifika, incorporate distinct cultural elements in career planning (e.g. cultural identity and affirmation) thus making career decision-making a meaningful and supportive process for them. We also piloted a channel enabling a young person (or parent) to conveniently access career assistance. Web Guidance has grown from our Web Chat service. Web Guidance allows a client to have a career conversation with a consultant in

'real time'. Clients now have a range of cost-effective ways (phone, online or face-to-face) to receive personal career guidance in a mode that best suits them.

Forty whānau in Whakatu (Nelson) and the Manawatu were assisted through the Whānau Decision-Making pilot programme. The programme aimed to learn more about the decision-making of Māori whānau in relation to careers and identify effective approaches for career practitioners in assisting Māori whānau to make career decisions (with a particular focus on rangatahi or young people within the whānau). The pilot revealed the importance of building effective rapport with Māori to understand their needs in depth. Whānau also suggested working with smaller groups of rangatahi more regularly over a period of time to create more meaningful dialogue and engagement on career aspirations. The pilot programme was a partnership between Career Services, Ministry of Education and Te Puni Kōkiri and agencies are currently considering how the programme findings will be used to deliver effective services to Māori whānau.

A successful outcome of the former BTATTDM initiative was the targeted web sections that students (and families) engage with for improving subject choice and career conversations in the home. For young Pasifika people, this is known as Career Malaga (Pasifika Journey). This has been largely promoted as a 'follow-up' or homebased resource to help a student participant explore key insights gained from a major school career planning event (e.g. MP3, SPACPAC, So'o and Fono). Its primary goal was to extend student career learnings beyond these career planning events. Career Malaga is culturally specific, and is metaphorical of the Pasifika journey – the past, the present and future achievements and challenges of its people. It helps generate family conversations in the home about a young person's reflections on their best subjects, interests, strengths and aspirations with parents/guardians whilst further aided by their school career advisor.

All parties are asked to show active participation in the student's career development by discussing and completing goal review and sign-off sections together. www.careerservices/pasifika/resourcesandlinks

5. Strengthen the evidence base for our work to prove the impact and shape improvements to services

Our annual external evaluation results have given us a rich source of information to help us further refine our services and understand our clients better. Our evaluators have also provided a library of verbatim comments from our users, which is proving powerful and insightful.

Evaluations of My Career Space, CV4Me and telephone guidance indicated that all products were very well received by New Zealanders. The revised online questionnaire, CareerQuest, is proving very successful with all age groups, and has one of the highest numbers of visits to date as a career decision-making tool.

We were committed to improving evidenced-based outcomes for Māori and Pasifika. During May 2010 we established a review framework to evaluate the scope and quality of work achieved. It will also measure how our work has met our strategic priorities for Māori and Pasifika. The review criteria form a basis for developing best practice guidelines and building an evidence base for our future work. The criteria support a newly formed inventory of current services specifically targeted to Māori and Pasifika clients.

The international conference meant a range of international research was presented in New Zealand and we continue to draw on these international sources.

There has been a key shift in career guidance as described below. The approach acknowledges the evolution of career decision-making from "a point in time decision-making process" to "an approach that builds the capability of people to act more effectively in building and navigating their career journey".



A successful outcome of the former BTATTDM initiative was the targeted web sections that students (and families) engage with for improving subject choice and career conversations in the home.

STRATEGIC LINKAGES AND PRIORITIES

SECTION



Career decision guidance	Career development guidance
Linear, single-destination orientation – help people to make an informed decision.	Dynamic, change, growth orientation help people to learn to live well as citizens.
What do you want to be when you grow up? Separation of paid work from rest of life.	Who might you become? What kind of life do you want? Paid work and life roles connected.

6. Respond to emerging needs of businesses and workers

We offered career planning services to staff who had been made redundant in a range of business and government agencies. This included assisting with CVs and helping employees to identify their transferable and interviewing skills.

7. External relationships

We have built on our external relationships with key government partners. For instance, we have networked and created strong links with other government agencies to improve Māori and Pasifika career and employment outcomes, particularly for rangatahi (young people) through ministry collaboration. This includes the Ministry of Education (Māori and Pasifika), Ministry of Pacific Island Affairs (MPIA), Te Puni Kōkiri (TPK) and the Tertiary Education Commission (TEC).

We recognise that Whānau Ora is an inclusive approach to providing services and opportunities to families across New Zealand. We also understand that Whānau Ora requires multiple government agencies to work together with families rather than separately with individual family members. Although the initiative has a Māori-centred approach, it provides opportunities to support non-Māori families in need which we will maximise through deeper community delivery.

Leveraging off the success of the Whānau Decision-Making pilot programme 2009/10, the next phase of this project will focus on rangatahi or young people. The completion of our work and findings from the Whānau Decision-Making pilot programme directly align with the purpose, aspirational goals and outcomes of the Whānau Ora approach.

As a result of this work we know that all whānau have career aspirations for their children and that they expect swift assistance when they have a career need. This work has also well prepared us to support the Whānau Ora initiative, particularly the opportunity to work with whānau with high needs – a priority group within Whānau Ora and of which career planning needs have been identified. Although we do not have the capacity to deal with everyone's needs, our technology-based services and decentralised office network means that we do have the capability to meet whānau needs in a timely manner which may be of interest to Whānau Ora providers. The most effective contribution we can make will be to work in a capability-building capacity, utilising our integrated delivery model and including the use of Te Tūkirunga, our whānau career guidance model to upskill people and providers who are working directly with whānau.

We are launching into collaborative research to examine the nature of career decision-making of Pasifika youth and families. Building on the successes of Whānau Decision-Making there is a planned Pacific Families (Aiga) Decision-Making project to be piloted over the next year. We are well positioned to offer careers thinking and networks to the Pacific Youth Pathways project. The project will be supported externally by the Ministry of Pacific Island Affairs and the Ministry of Education.

INTERNATIONAL LINKAGES

Conference and Symposium

We continue to build on the successes of the Fifth International Symposium on Career Development and Public Policy and the International Careers Conference, Transforming Careers – Unleashing Potential proudly hosted by us in November 2009. As a result, we have generated international interest with our successes and evidence work to support the development of career intervention programmes abroad.

The symposium had representatives from 23 countries including Pacific countries for the first time. One of the significant outcomes of the event was the establishment of a Pacific Careers network. Over 800 delegates attended the conference with the overwhelming majority reporting a very positive impression of the event. A key outcome of the symposium was the close network established with our neighbouring Pacific countries. Several Pasifika representatives attended the international symposium in Wellington in November 2009. According to the Pacific representatives the event provided an opportunity to share resources to build a stronger regional infrastructure around career education research and practice in the Pacific region. As a result of the symposium the provisional vision for the network is to:

“Provide Pacific People with a better quality of life”

A communiqué produced by the network agreed on the following general objectives and functions:

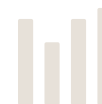
- support, enable, facilitate policy development in careers guidance, advisory and careers development
- better co-ordinate relevant activities currently scattered in various government ministries in each Pacific Island country
- customise services to each country’s career development needs.

INTERNATIONAL ORGANISATIONS

We have maintained working relationships with a number of international organisations, including the International Association for Educational and Vocational Guidance and the International Centre for Career Development and Public Policy (ICCDPP). From April 2010, we have had an active association with ICCDPP through hosting its director, Dr John McCarthy, within Career Services National Office. Through such linkages we continue to promote the role of career information, advice and guidance, and stay abreast of developments abroad to enhance our services in New Zealand.

“It’s great to bring the centre here because it’s a mark of respect for the international reputation of New Zealand’s Career Services. It has a tremendous standing and is known for its innovation worldwide – it does a lot of things very, very well.”

Dr John McCarthy



Wellington hosted symposium and conference:

- Representatives from 23 countries
- over 800 delegates

CONTRIBUTION TO EDUCATION SECTOR STRATEGIES

SECTION



Policy initiative	Led by	Career Services' actions/milestones
Youth Guarantee	Ministry of Education	Continue to work with MOE to find ways to build upon the model of a school-wide approach to career education. We are supporting Government's Youth Guarantee programme by providing information about courses through our website and 0800 contact centre and through policy input.
Tertiary Education	Ministry of Education	Supported the Tertiary Education Strategy through our group workshops for prospective tertiary students and wider partnerships with tertiary institutions.
Ka Hikitia	Te Puni Kōkiri	Provision of relevant, unbiased information on providers. Support TPK and other agencies to build on existing career decision-making work with Māori. Consider and pilot new approaches to support Māori students and their whānau to make decisions about future education choices. Evaluate the effectiveness of these approaches.
PEAP Pacific Economic Action Plan	Ministry of Pacific Island Affairs	Milestone One: Enhanced information and access to Pacific scholarships on MPIA website. Pacific role models section linked to Career Services webpage.
PEP Pasifika Education Plan	Ministry of Education	Goal 6: Strengthen Pasifika students' presence and engagement in schooling through working relationships that are focused on raising achievement. Goal 9: Increase educational success for young Pasifika people with more achieving qualifications at Level 4 and above by age 25.

CAREER SUPPORT FOR SPECIFIC SECTORS AND GROUPS

YOUNG PEOPLE

We reached thousands of young New Zealanders through the use of technology whilst supporting the professional practice of career educators and practitioners. This was the primary goal of the former Better Tertiary and Trade Training Decision-Making (BTATDM) for young people (16-29 years) which ran for four years. The project addressed the growing government and student investment in tertiary education and trade training. It was crucial that this investment translated into a high-performing economy through a highly skilled and functioning workforce. Effective career decision-making and completion of tertiary study are fundamental to these outcomes.

We continued to improve and build on our web-based career development tools and resources. In particular, we focused on maintaining and improving web content and usability. Key web developments included:

- My Career Space
- CV4Me
- targeted web sections:
 - Māori and Pasifika sections
 - Educators and Practitioners
 - School Students and Leavers
 - Parents and Family/Whānau
- real-life slide shows
- search function
- enhanced course and training information
- enriched job information.

Our website was enhanced to better reflect the needs of young people. The Educators and Practitioners section is continually updated to provide practitioners with tools to assist them in working with young people and devising career plans. The ongoing success of the CV4Me tool reflects the importance of starting the career planning process at an early stage with young people. There is a secure online space for users called My Career Space to store activity results/findings and CV development. We have also increased the number of courses

and scholarships that are listed on the website, and introduced a series of personal profiles of people talking about their careers, and the steps they took in choosing their careers.

The overall success of the tools and information on the website is reflected in the increase in the number of people accessing our website. In this financial year, our website usage increased from 2,150,488 to 2,612,689 – an increase of nearly 21%, and 92% of clients surveyed indicated their satisfaction with accessing online information that was useful and meaningful on the website. A number of reasons can be posited for this increase including a greater number of young people using the internet, an improved layout and navigation of the website and the success of our online advertising.

We also completed a significant review of international research to better understand how education and learning theories can support effective career education in schools.

SCHOOLS

The Career Education and Guidance in New Zealand Schools approach continues to be embedded in the national education framework. We were able to deliver ongoing advice and teacher professional development to identified state sector schools and customised one-to-one career planning to some students. The framework offers advice and support to schools on providing effective career education and guidance in Years 7–13. Constantly changing patterns of work and education worldwide make it essential that every school student has access to career education and guidance that is future-focused and personalised. This has immediate and long-term benefits for individuals and for New Zealand.

Career Education and Guidance in Schools directly addresses New Zealand's National Education Goals (NEGs):

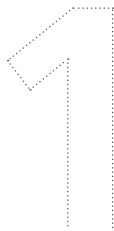
- to “enable all students to realise their full potential as individuals, and to develop the values needed to become full members of New Zealand's society” (NEG 1)



Our website was enhanced to better reflect the needs of young people. The Educators and Practitioners section is continually updated to provide practitioners with tools to assist them in working with young people and devising career plans.

CAREER SUPPORT FOR SPECIFIC SECTORS AND GROUPS

SECTION



Our new range of products and services for schools has been very popular and well utilised by career advisors and teachers in creating career education programmes for their schools and acquiring career theory knowledge.

- to develop “the knowledge, understanding and skills needed by New Zealanders to compete successfully in the modern, ever-changing world” (NEG 3).

The framework describes competencies as the basis for suggested learning outcomes in career education. Schools can use the competencies and their knowledge of students’ acquisition of them to design learning programmes that are appropriate to the developmental stages of their students and inclusive of their cultural identities, values and contexts.

Career management competencies

Developing self-awareness

- Competencies that enable young people to understand themselves and the influences on them.

Exploring opportunities

- Competencies that enable young people to investigate opportunities in learning and work, and relate them to themselves.

Deciding and acting

- Competencies that enable young people to make and adjust their plans, to manage change and transition, and to take appropriate action.

In 2009/10, we established a dedicated Career Education Lead Team (CELT) to develop the approach to career education in schools at a national level based on the Best Evidence Synthesis and on the outcomes of the CPaBL project (Creating Pathways and Building lives). CELT undertook the following:

- implemented the schools hotline service
- introduced an e-newsletter aimed specifically at schools
- developed module resources for delivery
- intensive schools support
- introduced a new Educators and Practitioners section on www.careers.govt.nz.

Our new range of products and services for schools has been very popular and well utilised by career advisors and teachers in creating career education programmes for their schools and acquiring career theory knowledge.

However, the web content also extends support and guidance to the wider career development community – “anyone working in the careers field”. The Educators and Practitioners section contains resources, useful links, research, articles, career management tools and information on career events, best practice and professional development.

FAMILIES AND COMMUNITY CAPABILITY

Career Services has been providing career information, advice and guidance to family and community groups for many years. The focus of our work with families and communities is on supporting young people to develop career development capability. By supporting this group of key influencers they are able to:

- understand and use knowledge and information about career, study, work and life, to positively influence young people
- have supportive, engaging and empowering conversations with the young people within their circle of influence
- support their young people to develop key competencies in relation to their learning and work decisions
- recognise when more specialised help is needed.

2009/10 was a foundation building year for the research and evidence base of our capability building (or skills development) work with schools, families and communities to make effective choices and transitions. It was a high-priority development and delivery area for Career Services, as it is seen as a cost-effective approach to working with many more New Zealanders.

This year we:

- piloted an action research-based approach for effective group guidance with whānau. This was a pilot run by Career Services, MOE and Te Puni Kōkiri in 2009. The aim of the programme was to understand more about the decision-making of Māori whānau in relation to careers and identify effective approaches for career practitioners in assisting Māori whānau

- piloted capability building programmes with tertiary and youth providers. This has had a strong uptake in the Northland region, Auckland and Whangarei.

The focus of our assisted advice in 2009/10 has been to build a better understanding of:

- the effectiveness of assisted advice
- the outcomes that we are seeking from assisted advice
- how the needs assessment process fits with assisted advice
- the value of a follow-up to guidance service to clients.

CAREER DEVELOPMENT THROUGH GUIDANCE

We invested significantly in expanding our guidance offer through cost-effective, technology-enabled means. For example, we:

- established a phone guidance service
- developed effective practice standards for face-to-face and phone guidance
- designed and piloted a group guidance service for Māori
- designed the web chat guidance service
- developed quality standards for effective practice for all guidance work and specific standards for face-to-face and phone guidance.

MĀORI AND PASIFIKA

This year we reached 5,895 Māori and Pasifika students through our customised career planning group events. These are Taiohi Tū Taiohi Ora and Te Whakamana Taitamariki (career hui), MP3, Career Malaga, SPACPAC, Fono and So'o.

Evaluations for Māori and Pasifika indicated that these events instilled a strong sense of motivation among the students to stay in school, and/or pursue other learning options.

Underpinning our services to Māori and Pasifika are our internal Māori and Pasifika strategies. The two strategies provide key priorities that shape our direction and level of engagement.

The key themes of our Māori and Pasifika strategies are to:

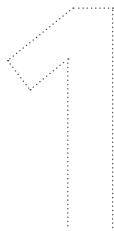
- establish and maintain meaningful relationships and active partnerships to increase understanding of how we can support the career aspirations of Māori and Pasifika and provide career guidance to achieve their potential
- ensure the development and nature of our services and resources are underpinned by professional career practice that is culturally appropriate and delivered by staff who engage with Māori and Pasifika to meet their career management aspirations and needs
- ensure that policy, service and resource development is informed by research, evaluation and experience that ensures Māori and Pasifika career planning needs are effectively and appropriately met.

To support our strategic priorities, we have been active participants in and contributors to key government policy developments such as:

- Ka Hikitia – Māori Education Strategy – which specifically refers to the development of career planning models for rangatahi and their whānau
- Pasifika Education Plan – we are contributing to two goals that focus on strengthening Pasifika student presence and engagement in schools, and increasing
- Pasifika parents', families' and communities' engagement in education and partnerships with schools that are focused on achievement
- Pacific Economic Action Plan – we are contributing to the education goal which aims for "High Pacific Achievement at all levels of the education system, resulting in a highly skilled workforce". To assist under this goal, we have increased website content under the Pasifika section. This includes profiling Pasifika people in different fields of work. We are also assisting with the Pacific Women's Economic Development Plan by profiling more Pasifika women in our website in targeted fields of work

CAREER SUPPORT FOR SPECIFIC SECTORS AND GROUPS

SECTION



Nearly 77% of our clients report that we have made *some, quite a big or a big difference* to what they are doing in their lives.

- Pacific Youth Pathways Project Plan – supporting the Ministry of Pacific Island Affairs (MPIA) with proposed research on Pacific academic aspirations and influences for both students and their parents. Therefore, we are committed to lifting the achievement levels and employment outcomes for Pacific students as Pasifika youth work their way through the schooling system in New Zealand.

MIGRANTS AND REFUGEES

We continued our work supporting the New Zealand Settlement Strategy through providing customised career support to migrants and refugees with residency status in New Zealand. In the last financial year, we delivered to 1,555 group participants, 1,020 one-to-one planning sessions and 37 phone guidance to migrants. The aim of our support is to assist migrants and refugees to understand how they can use their skills and experience in New Zealand and to provide other career guidance support as needed.

In 2010 significantly more migrants and refugees “feel better prepared for jobs” (72% compared with 55% in 2009). Furthermore, significantly more are satisfied with service delivery regarding “staff genuinely being interested and wanting to help” (90% compared with 78% in 2009), being more “comfortable to ask questions they might have” (95% compared with 83% in 2009) and “staff addressed reason for attending” (82% compared with 66% in 2009).

STAKEHOLDERS AND INFLUENCERS

As part of our work to build capability and development among key stakeholders and influencers (e.g. other government agencies and family/whānau), we deliver information sessions to groups highlighting our services and the importance of good career planning. We have delivered sessions to a diverse range of organisations including professional associations (e.g. members of the Careers and Transition Education Association), parents and whānau, libraries, inter-governmental labour market forums and community organisations.

This year we have been actively involved with assisting the Ministry of Social Development (MSD) to support workers facing redundancy. Given the challenging economic environment, a number of organisations have downsized and we have been involved in providing specialist careers guidance. We also provided dedicated information on our website for workers facing redundancy and working through change.

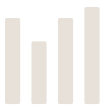
KEY EVALUATION RESULTS

- 77% of clients said we made a difference to them
- 95% of clients find our information and advice useful
- 94% of clients said we met their needs
- 86% of clients would use us again
- 89% of clients would recommend our website to others
- 62% of key influencers helped someone make a decision about a job or training after attending one of our skills building sessions.

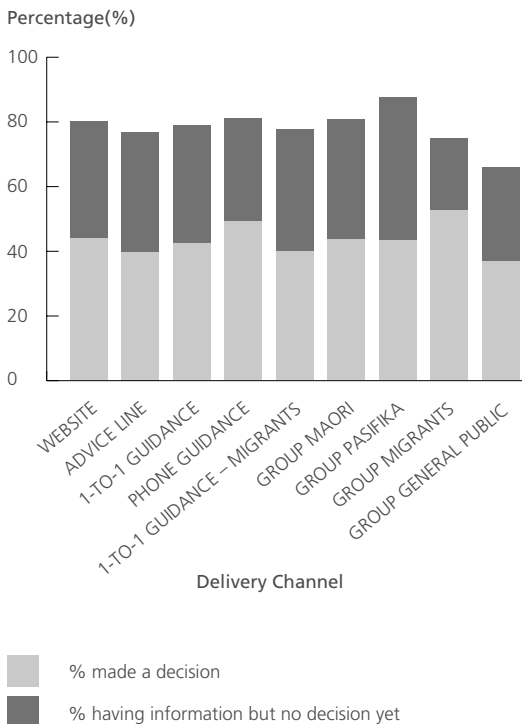
Overwhelmingly we have met the needs of our clients and our information is useful to New Zealanders. Nearly 77% of our clients report that we have made *some, quite a big or a big difference* to what they are doing in their lives.

This year we asked our clients whether they made a decision based on the information and advice they received from us, and what the outcome of that decision was. The results give us a benchmark for future years and allow us to gauge the longer-term impact of our services.

We found that 78% of our clients have either already made a career decision or have the information they need to make a career decision after using our services. Where clients have made a decision, a majority of them have either enrolled or are going to enrol into a training course or are looking for jobs in a career of their choice.



CLIENTS' DECISION-MAKING ABILITIES



Clients come to us for a variety of reasons including help with preparing a CV, identifying a match between their skills, interests, jobs, careers and advice on tertiary study.

Perhaps the strongest indication of how well we are performing comes from our clients themselves. Here is a selection of quotes from our clients:

"I had no direction in life and wasn't sure what I wanted to do, and Career Services helped put me on the right track. I now know which career path I wish to take and am in the process of turning that dream into a reality."
(Website user)

"It has helped us, we called the 0800 number and they give me the information, they answered all my questions, helped me to find a job." (Advice line caller)

"The lady told me where to go on the expo I was looking for information in the agricultural sector. The information I received helped me get a job." (Group Māori client)

"It's given me more confidence in reaching my goal. Like for Island kids we have goals, but there is that stereotype thing, and with that they [Career Services] help you feel that you can make it." (Group Pasifika client)

Our challenge is to build upon the success of this year and ensure that even more clients have the confidence to make career decisions and achieve their career goals.

Better Tertiary and Trade Training Decision-Making initiative (BTTATDM)

Overall, the consensus of key external stakeholders in 2010 is that they are satisfied with the level of information they are receiving and have a good understanding of the initiative (89%).

Most external stakeholders believe that their engagement with the initiative is positively contributing to their work (78%).

All respondents would recommend Career Services to someone who needs help in making an informed tertiary, trade training or career decision (100%).

Stakeholders also agree that the investment in enhancing Career Services into a one-stop-shop is providing value for money (89%).

All key external stakeholders surveyed indicated Career Services is making significant improvements in the quantity and quality of linkages to and use of tertiary-related information from other government agencies (100%).

INTERNAL CAPABILITY

SECTION



ORGANISATIONAL DESIGN AND BUSINESS PROCESS IMPROVEMENT

In 2009/10 there was a concerted focus on realigning our business environment to enable greater reach of services to New Zealanders. New functions were created, existing functions structured to improve connections between service development and delivery, business processes transformed and new quality assurance standards introduced. New services are being delivered, efficiencies are being gained, the cost of services reduced and productivity has improved.

PEOPLE CAPABILITY

We have enhanced internal people capability through targeted recruitment and selection to vacancies. We have also invested significantly in internal training and support for team leaders and front line staff in new ways of working. Quality standards for internal training are in place and all training is evaluated to ensure that learning outcomes are achieved.

Staff turnover has been at a healthy low level and all vacancies have been filled with high-calibre candidates, ensuring organisational health and capability to deliver.

GOOD EMPLOYER (EEO)

Career Services' employment practices meet the requirements of section 118 of the Crown Entities Act 2004 to be a good employer. We aim to have a diverse workforce capable of delivering effective services to our priority client groups and to provide an employment environment where each individual can contribute to the best of their potential. We monitor staff engagement, turnover and the workforce makeup including EEO target groups. We use the good employer elements as a framework for equal employment opportunities initiatives.

Good employer element	Achievements
Leadership, accountability and culture	<ul style="list-style-type: none">• Te Pouārahi representation in senior management• Year-long 'leadership in action' training programme delivered to all team leaders. Programme included positive leadership and effectively leading Māori and Pacific staff• Te Reo, tikanga and Treaty of Waitangi training• EEO responsibilities in position descriptions
Recruitment, selection and induction	<ul style="list-style-type: none">• All new staff received local and national induction• Māori and Pacific staff retention plan developed and implemented• Diversity requirements for appointment panels in place
Employee development, promotion and exit	<ul style="list-style-type: none">• Development plans for all staff• Career development programme in place
Flexible work practices and design	<ul style="list-style-type: none">• Flexible work options available

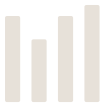
Good employer element	Achievements
Fair remuneration, recognition and employment conditions	<ul style="list-style-type: none"> • A range of non-monetary benefits implemented • Performance development framework provides performance recognition.
Maintaining a positive work environment (including preventing and dealing with harassment and bullying)	<ul style="list-style-type: none"> • Standards of integrity and conduct training included in induction • Any allegations or complaints dealt with promptly
Maintaining a healthy and safe workplace	<ul style="list-style-type: none"> • Local and national health and safety information and training • Staff representatives in place and trained

**DIVERSITY PROFILE
AS AT 30 JUNE 2010**

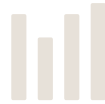
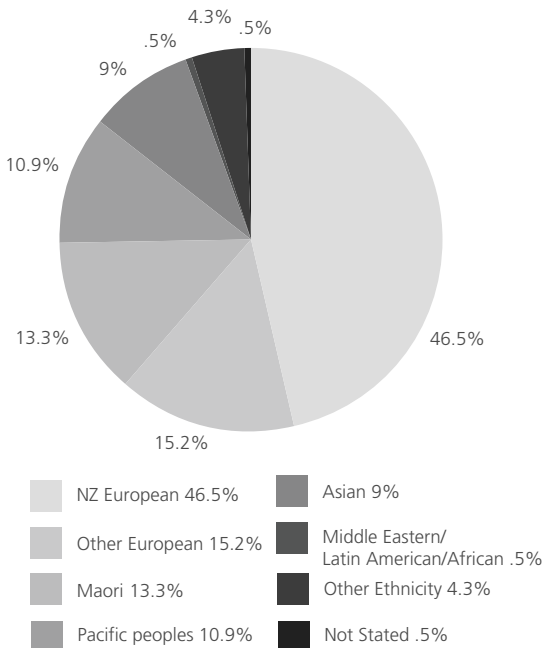
Career Services has 156 individual permanent staff or 146.5 full time equivalents (FTEs).¹

DISABILITY

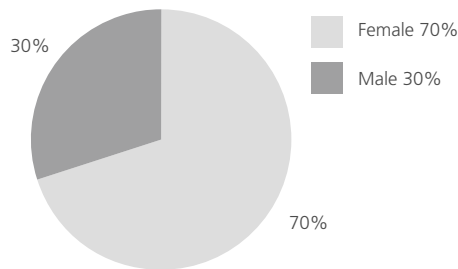
Three percent of staff declared a physical, sensory or other type of disability¹.



ETHNICITY OF STAFF AS AT 30 JUNE 2010



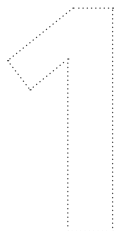
GENDER OF STAFF AS AT 30 JUNE 2010



¹ This is permanent staff only. The diversity profile in the Annual Report as at 30 June 2009 also included fixed term employees.

INTERNAL CAPABILITY

SECTION



SUPPORTING MĀORI AND PASIFIKA POTENTIAL

Career Services promotes Māori and Pasifika engagement through our Māori and Pasifika reference groups. Our reference groups provide advice and feedback to the organisation on matters pertaining to these groups.

Our Māori and Pasifika strategies provide the direction for engaging with Māori and Pasifika both externally and internally. One of the key priorities within the strategies is to:

“Ensure strong organisational capability that supports us to confidently engage with Māori and Pasifika individuals and communities to meet their career management competencies, aspirations and needs.”

To achieve this priority, Māori competencies are integrated into our performance management system and capability frameworks. Positive uptake of the Māori competencies training has lifted awareness for all staff and is contributing to a positive work environment for Māori. To assist staff to feel confident when engaging with Māori when delivering our services, each staff member participates in Te Reo and Tikanga and Treaty of Waitangi training.

Work with past members of the Pasifika Reference Group has resulted in the development of an action plan to ensure that Pasifika staff are engaged and making the most of their career development opportunities.

SOUND INFORMATION TECHNOLOGY SYSTEMS

We have rolled out a new network which offers significant operational savings and enables staff to set up a community presence at short notice. The network structures are in place and are being rolled out progressively to coincide with each Career Services office receiving the new voice over Internet Protocol (IP) service allowing all staff to be on the same telephone system.

Significant work has been carried out on the Education Commons Network (ECN). The ECN allows Tertiary Education Commission (TEC), Ministry of Education (MOE), New Zealand Qualifications Authority (NZQA) and Career Services to share connectivity costs to our

co-located data centre in Kapiti. The ECN also allows the four organisations to share services, the first of which is storage. The ECN steering group has been working closely with the Department of Internal Affairs' Government Technology Service (GTS), which has a mandate from Cabinet to encourage Information and Communication Technology (ICT) shared service across government agencies. The ECN is the most advanced example of cross agency collaboration and leadership in this area, and therefore the source of many learnings for the Department of Internal Affairs.

We are actively contributing, along with sector partners, to progressing shared sector authentication services through participation and membership of the Education Sector ICT.

RISK MANAGEMENT

The Risk Management Strategy provides Career Services with the ability to monitor and manage any risks in our organisation. The levels of risk are reviewed and reported quarterly under five core categories:

- Strategic: relating to Career Services' ability to achieve its goals
- Financial: relating to a loss of assets or income
- Operational: relating to ongoing delivery processes
- Compliance: relating to compliance with laws, regulations and internal processes
- Reputation: relating to damage to Career Services' external reputation and profile.

The former BTATTDM project had its own risk register which was monitored and reported against monthly to the internal sponsor and project steering group.

In addition, the Board's Finance and Risk Committee monitors and reviews potential risk that may impact on the organisation's performance and recommends appropriate action to the Board.

CAREER SERVICES' PERFORMANCE IMPROVEMENT ACTIONS

Action: Increase efficiency and improve services to the public through Career Services' new service delivery approach.

Short-term deliverables (2009/10)	Progress as at 30 June 2010
Online guidance available to selected clients.	Design and in-house testing of this new service commenced in the fourth quarter. The service went live with clients from 1 July 2010 with an evaluation scheduled for the end of the first quarter of 2010/11.
Web-based needs assessment model is live.	By 1 July 2010 needs assessment was embedded within phone and web-based assisted advice. In the first quarter of 2010/11 development will commence for a simple Get Started tool on the website for clients to self-assess their needs.
All phone guidance clients are receiving follow-up contact.	This is now being embedded into business as usual with a further cohort of staff being trained in December 2010.
Methodology for calculating unit costs has been reviewed and finalised.	Completed. Unit cost information was provided in the fourth quarterly report to the Minister.
Group guidance and locally based phone guidance are available in all areas.	Group and phone guidance are now available in all areas. During 2009/10, 68% of clients receiving guidance did so in a group setting.
The volume of individual face-to-face guidance is tracking downwards, and is only offered through needs assessment.	The needs assessment process is in place for phone- and web-based assisted advice, and will be embedded in face-to-face assisted advice services by the end of the first quarter of 2010/11. The volume of individual face-to-face guidance reduced from 6,905 in 2008/09 to 6,020 in 2009/10, a reduction of 13%, with clients being directed instead to the more cost-effective group and phone deliveries.
The volume of phone guidance has increased significantly.	To 30 June 2010, there were 945 phone guidance sessions.
From Term 1 2010: Schools hotline is supporting secondary schools' delivery of career education outcomes.	We have had very low uptake on the hotline, with a very small volume of calls. We will promote the service more explicitly to see if we can increase volume numbers.

INTERNAL CAPABILITY

SECTION



Action: Improve the effectiveness of our services over the medium term.

Short-term deliverables (2009/10)	Progress as at 30 June 2010
Measures to track clients' progress developed by 31 December 2009 and included in our current Output Agreement.	<p>Our progress against the following measures is recorded below:</p> <ul style="list-style-type: none">• whether a client has made a decision after seeing Career Services:<ul style="list-style-type: none">◦ 44% of our clients have made a decision after seeing Career Services◦ a further 34% of our clients have the information they need but have not made a decision yet• whether a client is in work or study:<ul style="list-style-type: none">◦ 74% of our clients are in work or study• if a client is not in work or study, the length of time out of work or study:<ul style="list-style-type: none">◦ 6% of clients less than three months◦ 7% of clients three to six months◦ 5% of clients seven to twelve months◦ 3% of clients one to two years◦ 5% of clients over two years• The difference that we have made to a client:<ul style="list-style-type: none">◦ 77% of our clients said that we made some, quite a big or a big difference to them.

Action: Make further savings to administration expenditure and other overheads.

Short-term deliverables (2009/10)	Progress as at 30 June 2010
Administrative savings (e.g. reducing the travel budget through greater use of technology) identified by 31 January 2010.	We have made administration savings of \$110,000 compared to the same period last year. Savings have been made across the full range of administrative areas, including travel costs.
Savings through cross sector initiatives and collaborative approaches such as IT procurement identified by 30 June 2010.	<p>We are in the process of rolling out a new network which offers major operational savings and enables staff to set up community presence at anytime. The network structures are in place and are being rolled out to coincide with each Career Services office receiving the new voice over IP service allowing all staff to be on the same telephone system.</p> <p>Further work has been carried out on the Education Commons Network (ECN). The ECN allows TEC, MOE, NZQA and Career Services to share connectivity costs to our co-located data centre in Kapiti. The ECN also allows the four organisations to share services, the first of which is storage. The ECN steering group has been working closely with the Department of Internal Affairs's Government Technology Service (GTS), which has a mandate from Cabinet to encourage ICT shared service across government agencies. The ECN is the most advanced example of cross agency collaboration and leadership in this area, and therefore the source of many learnings for the Department of Internal Affairs.</p>

NEW ORGANISATIONAL STRUCTURE

(as at 30 June 2010)

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GOVERNANCE PHILOSOPHY

ROLE OF THE BOARD

Career Services is governed by a ministerially-appointed Board who are responsible for:

- 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 Minister of Education. Appointments are made based on members having the appropriate skills and knowledge to enable the functions of the Board to be carried out competently.

CONFLICTS OF INTEREST

The Board maintains an interests register and ensures Board members are aware of their obligation to declare interests as specified under the Crown Entities Act 2004 section 151(1).

BOARD FINANCE AND RISK COMMITTEE

Career Services operates a Finance and Risk Committee made up of the Board Chair and two other nominated Board members. During 2009/10 Brent Kennerley chaired the Finance and Risk Committee. The committee is supported by the Finance Manager and the Accountant, who is its secretary. This group meets at least eight times a year in advance of Board meetings, to provide an in-depth review of the financial reports and any Board papers that have a potential organisational risk or performance impact.

The committee also meets at least once a year with external auditors, independently of the officials, to obtain direct assurance concerning the financial systems and controls in Career Services.

INTERNAL AUDIT

The Board has overall responsibility for maintaining effective internal control systems. Internal controls include the policies, systems and procedures that have been established to ensure that specific objectives will be achieved. This responsibility is acknowledged through the signed Statement of Responsibility which can be found on page 31 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 Risk Committee. Internal Audit liaises closely with the external auditors, who review the internal control system to the extent necessary to support their audit opinion.

ACCOUNTABILITY

The Board meets up to 10 times a year to monitor the progress made towards its strategic objectives and to ensure that Career Services' work and activities are aligned with Board direction.

Board members also undertake an annual whole of Board self-review. This enables them to evaluate specific areas such as purpose, performance, conformance and culture and identify areas for development.

RISK MANAGEMENT

The Board is ultimately responsible for the management of risk to Career Services. Risks are monitored on a regular basis as part of the strategic planning process. This ensures that risk management processes and strategies are reviewed and clearly outlined in Career Services' Statement of Intent.

GOVERNANCE PHILOSOPHY

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LEGISLATIVE COMPLIANCE

The Board is committed to carrying out its legislative duties as outlined in the Crown Entities Act 2004.

The Chief Executive has delegated responsibilities from the Board to develop systems and programmes to identify compliance issues and ensure all staff are aware of their legislative requirements.

The Board is also responsible for ensuring that Career Services is appropriately resourced and staffed to provide the services that are outlined in our Output Agreement. Furthermore, the Board aims to be a good employer as defined in the State Sector Act 1988. Activities undertaken relating to the 'good employer' criteria are outlined in the Internal Capability and the EEO and Diversity sections of this Annual Report.

STATEMENT OF RESPONSIBILITY

For the year ended 30 June 2010

Requirements under the Crown Entities Act 2004 section 155:

- The Board and management of Career Services accept responsibility for the preparation of financial statements and statement of service performance and for the judgements made in them.
- The Board and management are responsible for establishing and maintaining systems 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 and statement of service performance for the financial year ended 30 June 2010 fairly reflect the financial position and operations of Career Services.



Arthur Graves
Board Chair

01 November 2010



Tina Wehipeihana-Wilson
Board Member

01 November 2010

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TO THE READERS OF CAREER SERVICES' FINANCIAL STATEMENTS AND STATEMENT OF SERVICE PERFORMANCE FOR THE YEAR ENDED 30 JUNE 2010

The Auditor General is the auditor of Career Services. The Auditor General has appointed me, Phil Kennerley, using the staff and resources of Audit New Zealand, to carry out the audit on her behalf. The audit covers the financial statements and statement of service performance included in the annual report of Career Services for the year ended 30 June 2010.

UNQUALIFIED OPINION

In our opinion:

- The financial statements of Career Services on pages 34 to 54:
 - comply with generally accepted accounting practice in New Zealand; and
 - give a true and fair view of:
 - Career Services' financial position as at 30 June 2010; and
 - the results of its operations and cash flows for the year ended on that date.
- The statement of service performance of Career Services on pages 55 to 60:
 - complies with generally accepted accounting practice in New Zealand; and
 - gives a true and fair view of, for each class of outputs:
 - its standards of delivery performance achieved, as compared with the forecast standards outlined in the statement of forecast service performance adopted at the start of the financial year; and
 - its actual revenue earned and output expenses incurred, as compared with the forecast revenues and output expenses outlined in the statement of forecast service performance adopted at the start of the financial year.
 - Based on our examination Career Services kept proper accounting records.

The audit was completed on 1 November 2010, and is the date at which our opinion is expressed.

The basis of our opinion is explained below. In addition, we outline the responsibilities of the Board of Directors 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 the audit to obtain all the information and explanations we considered necessary in order to obtain reasonable assurance that the financial statements and statement of service performance 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 and statement of service performance. If we had found material misstatements that were not corrected, we would have referred to them in our opinion.

The audit involved performing procedures to test the information presented in the financial statements and statement of service performance. We assessed the results of those procedures in forming our opinion.

AUDIT REPORT

For the year ended 30 June 2010

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 of Directors;
- confirming year-end balances;
- determining whether accounting policies are appropriate and consistently applied; and
- determining whether all financial statement and statement of service performance disclosures are adequate.

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

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

RESPONSIBILITIES OF THE BOARD OF DIRECTORS AND THE AUDITOR

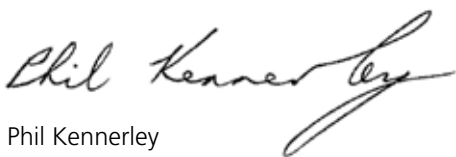
The Board of Career Services is responsible for preparing the financial statements and statement of service performance in accordance with generally accepted accounting practice in New Zealand. The financial statements must give a true and fair view of the financial position of Career Services as at 30 June 2010 and the results of its operations and cash flows for the year ended on that date. The statement of service performance must give a true and fair view of, for each class of outputs, Career Services' standards of delivery performance achieved and revenue earned and expenses incurred, as compared with the forecast standards, revenue and expenses adopted at the start of the financial year. The Board of Career Services' responsibilities arise from the Crown Entities Act 2004.

We are responsible for expressing an independent opinion on the financial statements and statement of service performance and reporting that opinion to you. This responsibility arises from section 15 of the Public Audit Act 2001 and the Crown Entities Act 2004.

Independence

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

Other than the audit, we have no relationship with or interests in Career Services.



Phil Kennerley
Audit New Zealand
On behalf of the Auditor-General
Wellington, New Zealand

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MATTERS RELATING TO THE ELECTRONIC PRESENTATION OF THE AUDITED FINANCIAL STATEMENTS AND STATEMENT OF SERVICE PERFORMANCE

This audit report relates to the financial statements and statement of service performance of Career Services for the year ended 30 June 2010 included on Career Services' website. Career Services' Board is responsible for the maintenance and integrity of Career Services' website. We have not been engaged to report on the integrity of Career Services' website. We accept no responsibility for any changes that may have occurred to the financial statements and statement of service performance since they were initially presented on the website.

The audit report refers only to the financial statements and statement of performance named above. It does not provide an opinion on any other information which may have been hyperlinked to or from the financial statements and statement of service performance. 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 statement of service performance as well as the related audit report dated 1 November 2010 to confirm the information included in the audited financial statements and statement of service performance presented on this website.

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

STATEMENT OF COMPREHENSIVE INCOME

For the year ended 30 June 2010

	Notes	Actual 2009/10 \$000	Budget 2009/10 \$000	Actual 2008/09 \$000
Revenue				
Crown revenue	2	15,082	15,082	16,169
Interest income		172	118	285
Other revenue	3	1,570	1,500	1,179
TOTAL REVENUE		16,824	16,700	17,633
Expenses				
Employment costs	4	10,789	11,000	11,595
Occupancy expenses		1,168	1,239	1,200
Depreciation and amortisation expense	9,10	644	750	803
Board fees and honorarium	19	97	105	102
Other expenses	5	4,369	4,356	4,323
TOTAL EXPENSES		17,067	17,450	18,023
TOTAL COMPREHENSIVE LOSS FOR THE YEAR		(243)	(750)	(390)

Explanations of significant variances against budget are detailed in note 25.

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

STATEMENT OF FINANCIAL POSITION

As at 30 June 2010

	Notes	Actual 2009/10 \$000	Budget 2009/10 \$000	Actual 2008/09 \$000
Current Assets				
Cash and cash equivalents	6	3,311	1,898	3,915
Debtors and other receivables	7	180	94	183
Inventories	8	37	32	20
TOTAL CURRENT ASSETS		3,528	2,024	4,118
Non-Current Assets				
Property, Plant and Equipment	9	829	1,012	586
Intangible assets	10	459	1,100	978
Total non-current assets		1,288	2,112	1,564
TOTAL ASSETS		4,816	4,136	5,682
Liabilities				
Current liabilities				
Creditors and other payables	11	919	593	1,426
Taxes due and payable	12	102	170	225
Employee entitlements	13	850	1,003	843
Provisions	14	100	70	86
TOTAL CURRENT LIABILITIES		1,971	1,836	2,580
Non-current liabilities				
Employee entitlements	13	28	30	42
TOTAL LIABILITIES		1,999	1,866	2,622
NET ASSETS		2,817	2,270	3,060
Equity				
General funds		2,817	2,270	3,060
TOTAL EQUITY		2,817	2,270	3,060

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

STATEMENT OF MOVEMENT IN EQUITY

For the year ended 30 June 2010

	Notes	Actual 2009/10 \$000	Budget 2009/10 \$000	Actual 2008/09 \$000
Balance at 1 July		3,060	3,020	3,450
Total Comprehensive loss for the year		(243)	(750)	(390)
TOTAL RECOGNISED INCOME AND EXPENSE		2,817	2,270	3,060
BALANCE AT 30 JUNE		2,817	2,270	3,060

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

STATEMENT OF CASH FLOWS

For the year ended 30 June 2010

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	Notes	Actual 2009/10 \$000	Budget 2009/10 \$000	Actual 2008/09 \$000
Cash flows from operating activities				
Receipts from Crown revenue		15,082	15,082	16,169
Interest received		172	118	285
Receipts from other revenue		1,361	1,522	1,449
Payments to suppliers		(5,810)	(5,872)	(5,345)
Payments to employees		(10,743)	(11,000)	(11,925)
GST (net)		(118)	0	50
NET CASH FROM OPERATING ACTIVITIES	15	(56)	(150)	683
Cash flows from investing activities				
Receipts from sale of property, plant and equipment		26	50	92
Purchase of property, plant & equipment		(488)	(600)	(160)
Purchase of intangible assets		(86)	(600)	(296)
Disposal of investment		0	0	0
NET CASH FROM INVESTING ACTIVITIES		(548)	(1,150)	(364)
Net increase/(decrease) in cash and cash equivalents		(604)	(1,300)	319
Plus cash and cash equivalents at beginning of year		3,915	3,199	3,596
END OF PERIOD CASH CARRIED FORWARD	6	3,311	1,898	3,915

The GST (net) component of operating activities reflects the net GST paid to the Inland Revenue Department (IRD). The GST (net) component has been presented on a net basis, as the gross amounts do not provide meaningful information for financial statement purposes.

The net GST paid to the IRD includes the GST relating to investing activities.

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

NOTES TO THE FINANCIAL STATEMENTS

NOTE 1: STATEMENT OF ACCOUNTING POLICIES FOR THE YEAR ENDED 30 JUNE 2010

Reporting entity

Career Services is a Crown Entity in terms of the Crown Entities Act 2004 and was established under the Education Act 1989. As such Career Services' ultimate parent is the New Zealand Crown.

Career Services' primary objective is to provide public services to the New Zealand public, as opposed to that of making a financial return. Accordingly, Career Services has designated itself as a public benefit entity for the purposes of New Zealand Equivalents to International Financial Reporting Standards (NZ IFRS).

The following financial statements report on the activities of Career Services for the year ended 30 June 2010 and were approved by the Board on 27 October 2010.

Basis of preparation

Statement of compliance

The financial statements of Career Services have been prepared in accordance with the requirements of the Crown Entities Act 2004, which includes the requirement to comply with New Zealand generally accepted accounting practice (NZ GAAP).

The financial statements comply with NZ IFRS and other applicable Financial Reporting Standards, as appropriate for public benefit entities.

The accounting policies set out below have been applied consistently to all periods presented in these financial statements.

Measurement basis

The financial statements have been prepared on a historical cost basis.

Functional and presentation currency

The financial statements are presented in New Zealand dollars and all values are rounded to the nearest thousand dollars (\$000). The functional currency of Career Services is New Zealand dollars.

Significant accounting policies

Revenue

Revenue from the supply of goods and services is measured at the fair value of consideration received. Revenue from the supply of goods is recognised when the significant risks and rewards of ownership have been transferred to the buyer.

Revenue from the supply of services is recognised at balance date on a straight line basis over the specified period for the services unless an alternative method better represents the stage of completion of the transaction.

Revenue from the Crown

Career Services is primarily funded through revenue received from the Crown, which is restricted in its use for the purpose of Career Services meeting its objectives as specified in the Statement of Intent.

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

NOTES TO THE FINANCIAL STATEMENTS

SECTION

2

Interest

Interest income is recognised using the effective interest method.

Sale of publications

Sales of publications are recognised when the product is sold to the customer.

Provision of services

Revenue derived through the provision of services to third parties is recognised in proportion to the stage of completion at the balance sheet date. The stage of completion is assessed by measuring the services performed to date as a percentage of total services to be performed.

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 on a straight line basis over the term of the lease in the statement of financial performance.

Information about lease provisions and commitments are provided in note 14 and note 16 respectively.

Cash and cash equivalents

Cash and cash equivalents include cash on hand and term deposits held at call with domestic registered banks with original maturities of three months or less.

Debtors and other receivables

Debtors and other receivables are initially measured at fair value and subsequently measured at amortised cost using the effective interest method, less any provision for impairment.

Impairment of a receivable is established when there is objective evidence that Career Services will not be able to collect amounts due according to the original terms of the receivable. Significant financial difficulties of the debtor, probability that the debtor will enter into bankruptcy and default in payments are considered indicators that the debtor is impaired.

The amount of the impairment is the difference between the asset's carrying amount and the present value of estimated future cash flows, discounted using the original effective interest rate. The carrying amount of the asset is reduced through the use of an allowance account, and the amount of the loss is recognised in the statement of financial performance. When the receivable becomes uncollectible, it is written off against the allowance account for receivables.

Investments

At each balance date Career Services assesses whether there is any objective evidence that an investment is impaired.

Bank deposits

Investments in bank deposits are initially measured at fair value plus transaction costs.

For bank deposits, impairment is established when there is objective evidence that Career Services will not be able to collect amounts due according to the original terms of the deposit. Significant financial difficulties of the bank, probability that the bank will enter into bankruptcy and default in payments are considered indicators that the deposit is impaired.

Inventories

Inventories held for distribution, or consumption in the provision of services, that are not issued on a commercial basis are measured at the lower of cost and current replacement cost.

Where inventories are acquired at no cost or for nominal consideration, the cost is the current replacement cost at the date of acquisition. The replacement cost of the economic benefits or service potential of inventory held for distribution reflects any obsolescence or any other impairment. Inventories held for sale or use in the production of goods and services on a commercial basis are valued at the lower of cost and net realisable value. The cost of purchased inventory is determined using the weighted average cost method.

The write-down from cost to current replacement cost or net realisable value is recognised in the statement of financial performance in the period when the write-down occurs.

Property, plant and equipment

Property, plant and equipment asset classes consist of computer equipment, leasehold improvements, office equipment and motor vehicles.

Property, plant and equipment are shown at cost less any accumulated depreciation and impairment losses.

At each balance date Career Services reviews the useful lives and residual values of its property, plant and equipment. Assessing the appropriateness of useful life and residual value estimates of property, plant and equipment requires Career Services to consider a number of factors such as the physical condition of the asset, expected period of use of the asset by Career Services and expected disposal proceeds from the future sale of the asset.

The carrying values of all assets are reviewed at each balance date to ensure that those values are not materially different from fair value.

Additions

The cost of an item of property, plant and equipment is recognised as an asset only when it is probable that future economic benefits or service potential associated with the item will flow to Career Services and the cost of the item can be measured reliably.

Where an asset is acquired at no cost, or for a nominal cost, it is recognised at fair value when control over the asset is obtained.

Disposals

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount of the asset. Gains and losses on disposals are included in the statement of financial performance.

Subsequent costs

Costs incurred subsequent to initial acquisition are capitalised only when it is probable that future economic benefits or service potential associated with the item will flow to Career Services and the cost of the item can be measured reliably.

The costs of day-to-day servicing of property, plant and equipment are recognised in the statement of financial performance as they are incurred.

NOTES TO THE FINANCIAL STATEMENTS

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Depreciation

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

- Office equipment, three to five years 33%-20%
- Computer systems, three to four years 33%-25%
- Motor vehicles, four years 25%
- Leasehold improvements, over the useful life of the lease.

Fixed assets costing more than \$2,500 are capitalised. All other fixed assets costing less than \$2,500 are to be expensed as 'minor assets' in the year of purchase. These asset thresholds are reviewed annually and approved by the Board.

Intangible assets

Software acquisition and development

Acquired computer software licences are capitalised on the basis of the costs incurred to acquire and bring to use the specific software.

Costs that are directly associated with the development of software for internal use by Career Services are recognised as an intangible asset. Direct costs include the software development, employee costs and an appropriate portion of relevant overheads.

Staff training costs are recognised as an expense when incurred.

Costs associated with maintaining computer software are recognised as an expense when incurred.

Costs associated with the development and maintenance of Career Services' website are recognised as an expense when incurred. Major new developments enhancing the website's service potential are capitalised.

The carrying amounts of intangible assets are disclosed in note 10.

Amortisation

The carrying value of an intangible asset with a finite life is amortised on a straight line basis over its useful life. Amortisation begins when the asset is available for use and ceases at the date that the asset is de-recognised. The amortisation charge for each period is recognised in the statement of financial performance.

The useful lives and associated amortisation rates of major classes of intangible assets have been estimated at three to four years.

Impairment of non-financial assets

Property, plant and equipment and intangible assets that have a finite useful life are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount may not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable amount. The recoverable amount is the higher of an asset's fair value less costs to sell and value in use.

Value in use is the depreciated replacement cost for an asset where the future economic benefits or service potential of the asset are not primarily dependent on the asset's ability to generate net cash inflows and where Career Services would, if deprived of the asset, replace its remaining future economic benefits or service potential.

If an asset's carrying amount exceeds its recoverable amount, the asset is impaired and the carrying amount is written down to the recoverable amount.

Creditors and other payables

Creditors and other payables are initially measured at fair value and subsequently measured at amortised cost using the effective interest method.

Provision for employee entitlements

Short-term employee entitlements

Employee entitlements that Career Services expects to be settled within 12 months of balance date are measured at undiscounted nominal values based on accrued entitlements at current rates of pay. These include salaries and wages accrued up to balance date, annual leave earned, but not yet taken at balance date, retiring and long service leave entitlements expected to be settled within 12 months and sick leave.

Career Services recognises a liability for sick leave to the extent that compensated absences in the coming year are expected to be greater than the sick leave entitlements earned in the coming year. The amount is calculated based on the unused sick leave entitlement that can be carried forward at balance date; to the extent Career Services anticipates it will be used by staff to cover those future absences.

Career Services recognises a liability and an expense for bonuses where it is contractually obliged to pay them.

Long-term employee entitlements

Entitlements that are payable beyond 12 months, such as long service leave and retirement leave, have been calculated on an actuarial basis.

The calculations are based on:

- likely future entitlements accruing to staff, based on years of service, years to entitlement, the likelihood that staff will reach the point of entitlement and contractual entitlements information
- the present value of the estimated future cash flows.

The discount rate is based on the weighted average of interest rates for government stock with terms to maturity similar to those of the relevant liabilities. The inflation factor is based on the expected long-term increase in remuneration for employees.

Superannuation schemes

Defined contribution schemes

Obligations for contributions to KiwiSaver and the State Sector Retirement Savings Scheme are accounted for as defined contribution superannuation schemes and are recognised as an expense in the statement of financial performance as incurred.

Provisions

Career Services recognises a provision for future expenditure of uncertain amount or timing when there is a present obligation (either legal or constructive) as a result of a past event, so that it is probable that expenditures will be required to settle the obligation and a reliable estimate can be made of the amount of the obligation.

NOTES TO THE FINANCIAL STATEMENTS

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Provisions are measured at the present value of the expenditures expected to be required to settle the obligation using a pre-tax discount rate that reflects current market assessments of the time value of money and the risks specific to the obligation. The increase in the provision due to the passage of time is recognised as a finance cost.

Goods and Services Tax (GST)

All items in the financial statements are presented exclusive of GST, except for receivables and payables, which are presented on a GST inclusive basis. Where GST is not recoverable as input tax then it is recognised as part of the related asset or expense.

The net GST paid to or received from the IRD, including the GST relating to investing activities, is classified as an operating cash flow in the statement of cash flows.

Commitments and contingencies, if any, are disclosed exclusive of GST.

Income tax

Career Services is a public authority and consequently is exempt from the payment of income tax. Accordingly, no charge for income tax has been provided for.

Budget figures

The budget figures are derived from the Statement of Intent as approved by the Board at the beginning of the financial year. The budget figures have been prepared in accordance with NZ IFRS, using accounting policies that are consistent with those adopted by Career Services for the preparation of the financial statements.

Cost allocation

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

Indirect costs are allocated to outputs 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 outputs.
- Direct costs are costs which are causally linked to outputs.
- Indirect costs are all other costs which include financial and administration costs, computer systems and depreciation.

For the year ended 30 June 2010, direct costs accounted for 68% of Career Services' total costs (2009: 64%).

There have been no changes to the cost allocation method since the date of the last audited statements.

Critical accounting estimates and assumptions

In preparing these financial statements Career Services has made estimates and assumptions concerning the future. These estimates and assumptions may differ from the subsequent actual results. Estimates and assumptions are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances. The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are discussed below.

Property, plant and equipment useful lives and residual value

At each balance date Career Services reviews the useful lives and residual values of its property, plant and equipment. Assessing the appropriateness of useful life and residual value estimates of property, plant and equipment requires Career Services to consider a number of factors such as the physical condition of the asset, expected period of use of the asset by Career Services and expected disposal proceeds from the future sale of the asset.

An incorrect estimate of the useful life or residual value will impact the depreciation expense recognised in the statement of financial performance, and carrying amount of the asset in the statement of financial position.

Career Services minimises the risk of this estimation uncertainty by:

- physical inspection of assets
- asset replacement programmes
- review of second hand market prices for similar assets
- analysis of prior asset sales.

Career Services has not made significant changes to past assumptions concerning useful lives and residual values.

Retirement and long service leave

Note 13 provides an analysis of the exposure in relation to estimates and uncertainties surrounding retirement and long service leave liabilities.

NOTE 2: REVENUE FROM CROWN

Career Services has been provided with funding from the Crown for the specific purposes of Career Services as set out in its founding legislation and the scope of the relevant government appropriations. Apart from these general restrictions, there are no unfulfilled conditions or contingencies attached to government funding (2009: Nil).

	2009/10 \$000	2008/09 \$000
Crown revenue	15,082	15,668
Other Crown revenue (Migrant Levy funding)	-	501
TOTAL CROWN REVENUE	15,082	16,169

NOTES TO THE FINANCIAL STATEMENTS

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NOTE 3: OTHER REVENUE

	2009/10 \$000	2008/09 \$000
Contract services and fees	760	1,138
Commercial products	18	38
Gain on sale of property, plant and equipment	-	3
International conference and symposium	792	-
TOTAL	1,570	1,179

During the 2009/10 financial year, Career Services hosted an international conference and symposium. Due to more attendees than expected, the international conference and symposium generated \$292,000 more revenue than the Statement of Intent budgeted revenue of \$500,000. Accordingly, the direct cost for the international conference and symposium increased by \$160,000 more than the budgeted \$500,000, which generated a one-off net income of \$132,000 for the 2009/10 financial year. Please note the direct cost for the international conference and symposium does not include Career Services' overhead.

NOTE 4: EMPLOYMENT COSTS

	2009/10 \$000	2008/09 \$000
Salaries and wages	10,032	11,210
Employer contributions to defined contributions plans	318	308
Increase/(decrease) in employee entitlements (note 13)	(7)	(331)
Other employment costs	446	408
TOTAL	10,789	11,595

Defined contributions plans include those of KiwiSaver, the State Sector Retirement Savings (SSRSS) and the Government Superannuation Fund (GSF).

NOTE 5: OTHER EXPENSES

	2009/10 \$000	2008/09 \$000
Audit fees for financial statement audit	38	37
Audit-related fees for assurance and related services	-	5
Staff travel	514	443
Loss on sale of property, plant and equipment	180	0
Website development expenses	2	217
Inventories consumed	28	81
Consultancy	1,208	1,234
Additional provision make good	14	17
Communication expenses	666	663
Marketing expenditure	647	600
Other expenses	1,072	1,026
TOTAL OTHER EXPENSES	4,369	4,323

The audit-related fees were for an independent quality assurance review of the Better Tertiary and Trade Training Decision Making initiatives.

NOTE 6: CASH AND CASH EQUIVALENTS

	2009/10 \$000	2008/09 \$000
Cash on hand and at bank	196	241
Cash equivalents - term deposits	3,102	3,660
- accrued interest on term deposits	13	14
TOTAL CASH AND CASH EQUIVALENTS	3,311	3,915

In accordance with its investment policy, all Career Services' term deposits are short-term with maturity dates of three months or less. Their carrying value approximates fair value. All short-term deposits were either with Westpac Banking Corporation or The National Bank. At 30 June 2010 short-term deposits were for an average of 80 days (2009: 79 days) with a weighted average effective interest rate of 3.90% pa (2009: 3.83%).

NOTE 7: DEBTORS AND OTHER RECEIVABLES

Debtors	2009/10 \$000	2008/09 \$000
Debtors	81	172
Less: Provision for impairment	0	0
Total debtors	81	172
Other receivables		
Prepayment	99	11
Total other receivables	99	11
TOTAL DEBTORS AND OTHER RECEIVABLES	183	180

The carrying value of receivables approximates their fair value.

As at 30 June 2010 and 2009, all overdue debtors have been assessed for impairment and appropriate provisions applied, as detailed below:

	Gross \$000	2009/10 Impairment \$000	Net \$000	Gross \$000	2008/09 Impairment \$000	Net \$000
Not past due	73	0	73	152	0	152
Past due 1-30 days	6	0	6	18	0	18
Past due 31-60 days	1	0	1	1	0	1
Past due 61-90 days	1	0	1	1	0	1
Past due > 90 days	0	0	0	0	0	0
TOTAL	81	0	81	172	0	172

The provision for impairment has been calculated based on expected losses for Career Services' pool of debtors.

Expected losses have been determined based on an analysis of Career Services' losses in previous periods, and review of specific debtors.

At 30 June 2010 Career Services has identified no insolvent debtors (2009: Nil).

NOTES TO THE FINANCIAL STATEMENTS

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NOTE 8: INVENTORIES

	2009/10 \$000	2008/09 \$000
Inventory held for the use in the provision of goods and services	37	20
TOTAL INVENTORIES	37	20

The write down of inventories held for distribution amounted to Nil (2009: nil). No inventories are pledged as security for liabilities.

NOTE 9: PROPERTY, PLANT AND EQUIPMENT

	Office equipment	Computer systems	Motor vehicles	Leasehold improvements	TOTAL
Cost or valuation					
BALANCE AT 1 JULY 2008	480	1,408	710	328	2,926
Additions	0	152	0	8	160
Disposals and adjustments	(28)	(199)	(36)	(3)	(266)
BALANCE AT 30 JUNE 2009	452	1,361	674	333	2,820
Balance at 1 July 2009	452	1,361	674	333	2,820
Additions	2	311	175	0	488
Disposals and adjustments	(155)	(98)	(57)	0	(310)
BALANCE AT 30 JUNE 2010	299	1,574	792	333	2,998
Accumulated depreciation and impairment losses					
Balance at 1 July 2008	425	1,017	375	281	2,098
Depreciation expense	36	182	79	17	314
Eliminate on disposal	(28)	(121)	(26)	(3)	(178)
BALANCE AT 30 JUNE 2009	433	1,078	428	295	2,234
Balance at 1 July 2009	433	1,078	428	295	2,234
Depreciation expense	12	157	35	16	220
Eliminate on disposal	(155)	(95)	(35)	0	(285)
BALANCE AT 30 JUNE 2010	290	1,140	428	311	2,169
Carrying amounts					
At 1 July 2008	55	391	336	46	828
At 30 June and 1 July 2009	19	283	246	38	586
AT 30 JUNE 2010	9	434	364	22	829

Property, plant and equipment asset classes consist of computer equipment, leasehold improvements, office equipment and motor vehicles.

Career Services does not own land or buildings and does not carry out revaluations.

There are no restrictions over the title of Career Services' property, plant and equipment, nor are these assets pledged as security for liabilities.

Property, plant and equipment work in progress balance \$227,000 (2009: Nil)

NOTE 10: INTANGIBLE ASSETS

	Acquired software \$000	Total \$000
Cost		
Balance at 30 June 2008	2,971	2,971
Additions	318	318
Disposals	(74)	(74)
BALANCE AT 30 JUNE 2009	3,215	3,215
Balance at 1 July 2009	3,215	3,215
Additions	85	85
Disposals	(261)	(261)
BALANCE AT 30 JUNE 2010	3,039	3,039
Accumulated amortisation and impairment losses		
Balance at 1 July 2008	1,823	1,823
Amortisation expense	489	489
Disposals	(75)	(75)
Impairment losses	0	0
BALANCE AT 30 JUNE 2009	2,237	2,237
Balance at 1 July 2009	2,237	2,237
Amortisation expense	424	424
Disposals	(81)	(81)
Impairment losses	0	0
BALANCE AT 30 JUNE 2010	2,580	2,580
Carrying amounts		
At 1 July 2008	1,148	1,148
At 30 June and 1 July 2009	978	978
AT 30 JUNE 2010	459	459

Intangible assets' work in progress balance \$100,000 (2009: \$118,000).

There are no restrictions over the title of Career Services' intangible assets, nor are any intangible assets pledged as security for liabilities.

NOTE 11: CREDITORS AND OTHER PAYABLES

	2009/10 \$000	2008/09 \$000
Creditors	493	421
Income in advance	0	300
Accrued expenses	426	705
TOTAL CREDITORS AND OTHER PAYABLES	919	1,426

Creditors and other payables are non-interest bearing and are normally settled on 30-day terms, therefore the carrying value of creditors and other payables approximates their fair value.

NOTES TO THE FINANCIAL STATEMENTS

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NOTE 12: TAXES DUE AND PAYABLE

	2009/10 \$000	2008/09 \$000
Fringe Benefit Tax	4	9
GST	98	216
TOTAL	102	225

NOTE 13: EMPLOYEE ENTITLEMENTS

	2009/10 \$000	2008/09 \$000
Current employee entitlements are represented by:		
Accrued salaries and wages	44	-
Annual leave	745	769
Sick leave	29	29
Retirement and long service leave	32	45
TOTAL CURRENT PORTION	850	843
Non-current employee entitlements are represented by:		
Retirement and long service leave	28	42
TOTAL	878	885

The present value of the retirement and long service leave obligations depends on a number of factors that are determined on an actuarial basis using a number of assumptions. Two key assumptions used in calculating this liability include the discount rate and the salary inflation factor. Any changes in these assumptions will impact on the carrying amount of the liability.

In determining the appropriate discount rate Career Services considered the interest rates on NZ government bonds which have terms to maturity that match, as closely as possible, the estimated future cash outflows. The salary inflation factor has been determined after considering historical salary inflation patterns.

The salary inflation factor used is 3.50% (2009: 4.5%); the average discount rate is 4.64% (2009: 3.5%).

During the 2009/10 financial year, Career Services adopted the Treasury model to calculate the long service leave and retirement leave.

NOTE 14: PROVISIONS

	2009/10 \$000	2008/09 \$000
Current provisions are represented by:		
Lease make-good	100	86
TOTAL PROVISIONS	100	86

Movement for lease make-good provision is as follows:

	2009/10 \$000	2008/09 \$000
Balance at 1 July	86	69
Additional provisions made	14	17
BALANCE AT 30 JUNE	100	86

Lease make good

In respect of a number of its leased premises, Career Services is required at the expiry of the lease term to make good any damage caused to the premises from installed fixtures and fittings and to remove any fixtures or fittings installed by Career Services. In many cases, Career Services has the option to renew these leases, which impacts on the timing of expected cash outflows to make good the premises. The cashflows associated with the lease make-good provision are expected to occur in 31 July 2012.

Information about Career Services' leasing arrangements is disclosed in note 16.

NOTE 15: RECONCILIATION OF NET SURPLUS/(DEFICIT) TO NET CASH FROM OPERATING ACTIVITIES

	2009/10 \$000	2008/09 \$000
Net surplus/(deficit)	(243)	(390)
Add/(less) non-cash items:		
Depreciation and amortisation expenses	644	803
Increase/(decrease) in bad and doubtful debts	0	0
Increase/(decrease) in non-current employee entitlements	(14)	(2)
TOTAL NON-CASH ITEMS	630	801
Add/(less) item classified as investing activity:		
(Gains)/Losses on sale of property, plant and equipment	180	3
TOTAL ITEMS CLASSIFIED AS INVESTING ACTIVITIES	180	3
Add/(less) movements in working capital items:		
(Increase)/decrease in accounts receivable	3	80
(Increase)/decrease in inventories	(17)	24
Increase/(decrease) in revenue in advance	(300)	198
Increase/(decrease) in operating accounts payable	(207)	240
Increase/(decrease) in GST	(118)	51
Increase/(decrease) in taxes payable	(5)	(5)
Increase/(decrease) in current employee entitlements	7	(336)
Increase/(decrease) in provisions	14	17
NET MOVEMENTS IN WORKING CAPITAL ITEMS	(623)	269
NET CASH FROM OPERATING EXPENSES	(56)	683

NOTES TO THE FINANCIAL STATEMENTS

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NOTE 16: CAPITAL COMMITMENTS AND OPERATING LEASES

Capital commitments

Career Services did not have any capital commitments at 30 June 2010 (2009: Nil).

Operating leases as lessee

The future aggregate minimum lease payments to be paid under non-cancellable operating leases are as follows:

	2009/10 \$000	2008/09 \$000
Not later than one year	750	600
Later than one year and not later than five years	911	755
Later than five years	73	0
TOTAL NON-CANCELLABLE OPERATING LEASES	1,734	1,355

Career Services has 15 property leases. None have been sublet.

For the purposes of calculating the non-cancellable operating leases commitment the renewal date has been used as the final date.

Career Services does not have the option to purchase these assets at the end of the lease term.

There are no restrictions placed on Career Services by any of its leasing arrangements.

NOTE 17: CONTINGENCIES

Contingent liabilities

There were no contingent liabilities at 30 June 2010 (2009: Nil).

Contingent assets

Career Services has no contingent assets (2009: Nil).

NOTE 18: RELATED PARTY TRANSACTIONS AND KEY MANAGEMENT PERSONNEL

Related party transactions

Career Services is a wholly owned entity of the Crown. The Government significantly influences the role of Career Services in addition to being its major source of revenue.

Career Services enters into transactions with government departments, state-owned enterprises and other Crown entities. Those transactions that occur within a normal supplier or client relationship on terms and conditions no more or less favourable than those which it is reasonable to expect Career Services would have adopted if dealing with that entity at arm's length in the same circumstances have not been disclosed as related party transactions.

Contracts with the Ministry of Education were for \$15.082 million (2009: \$16.169 million) which was 91% of total revenue for the year ended 30 June 2010 (2009: 92%).

Other than those described above, there have been no transactions between Career Services and any related parties.

Key management personnel compensation

	2009/10 \$000	2008/09 \$000
Salaries and other short-term employee benefits	1,145	1,080
Post-employment benefits	0	0
Other long-term benefits	0	0
Termination benefits	0	0
TOTAL KEY MANAGEMENT PERSONNEL	1,145	1,080

Key management personnel include all Board members, the Chief Executive and the Senior Management Team.

NOTE 19: BOARD MEMBER REMUNERATION

The total value of remuneration paid or payable to each Board member during the year was:

	2009/10 \$000	2008/09 \$000
K Turner (Chairperson)	22	27
A Graves	12	12
M Lips-Wiersma	12	12
B Kennerley	15	15
T McNaughton	12	12
T Wehipeihana-Wilson	12	12
C Pascoe	12	12
TOTAL	97	102

There have been no payments made to committee members appointed by the Board who are not Board members during the financial year.

Career Services has not provided any indemnity during the financial year to any member, office holder or employee.

Career Services has effected Directors and Officers Liability cover during the financial year in respect of the liability or costs of Board members and employees.

No Board members received compensation or other benefits in relation to cessation (2009: Nil).

NOTES TO THE FINANCIAL STATEMENTS

SECTION

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NOTE 20: EMPLOYEE REMUNERATION

	Number of employees 2009/10	Number of employees 2008/09
Total remuneration paid or payable (\$)		
100,000 – 109,999	7	6
110,000 – 119,999	0	0
120,000 – 129,999	2	1
130,000 – 139,999	0	1
140,000 – 149,999	0	0
150,000 – 159,999	1	1
160,000 – 169,999	1	1
270,000 – 279,999	0	0
310,000 – 319,999	1	1
TOTAL EMPLOYEES	12	11

During the year ended 30 June 2010, there was no severance payments made (2008/09: \$17,000).

NOTE 21: EVENTS AFTER BALANCE SHEET DATE

There were no significant events after the balance sheet date.

NOTE 22: CATEGORIES OF FINANCIAL ASSETS AND LIABILITIES

The carrying amounts of financial assets and liabilities in each of the NZ IAS 39 categories are as follows:

	2009/10 \$000	2008/09 \$000
Loans and receivables		
Cash and cash equivalents (note 6)	3,311	3,915
Debtors and other receivables (note 7)	180	183
TOTAL LOANS AND RECEIVABLES	3,491	4,098
Financial liabilities measured at amortised cost		
Creditors and other payables (note 11)	919	1,404
TOTAL FINANCIAL LIABILITIES MEASURED AT AMORTISED COST	919	1,404

NOTE 23: FINANCIAL INSTRUMENT RISKS

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 does not have any significant credit risk exposure to a single counterparty or any group of counterparties having similar characteristics due to the large number of customers included in Career Services' customer base. The credit risk on cash at bank and short-term investments is limited as Career Services spreads its business amongst a number of AA rated counterparties. The credit risk relating to cash at bank and short-term investments is insured by the Government Deposit Guarantee Scheme up to a maximum of \$1,000,000 per depositor per guaranteed institution.

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.

Interest rate risk

Career Services has no significant exposure to interest rate risk.

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

Liquidity risk

Liquidity risk is the risk that Career Services will encounter difficulty raising liquid funds to meet commitments as they fall due. Prudent liquidity risk management implies maintaining sufficient cash, the availability of funding through an adequate amount of committed credit facilities and the ability to close out market positions. Career Services aims to maintain flexibility in funding by keeping committed credit lines available.

In meeting its liquidity requirements, Career Services maintains a target level of investments that must mature within three months or less.

The table below analyses Career Services' financial liabilities into relevant maturity groupings based on the remaining period at the balance sheet date to the contractual maturity date.

	Less than 6 months \$000	Between 6 months and 1 year \$000	Between 1 and 5 years \$000
2008/09			
Creditors and other payables	1,404	0	0
TOTAL	1,404	0	0
2009/10			
Creditors and other payables	919	0	0
TOTAL	919	0	0

NOTES TO THE FINANCIAL STATEMENTS

SECTION

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NOTE 24: CAPITAL MANAGEMENT

Career Services' capital is its equity, which comprises accumulated funds and retained earnings. Equity is represented by net assets.

Career Services is subject to the financial management and accountability provisions of the Crown Entities Act 2004, which impose restrictions in relation to borrowings, acquisition of securities, issuing guarantees and indemnities and the use of derivatives.

Career Services manages its equity as a by-product of prudently managing revenues, expenses, assets, liabilities and general financial dealings to ensure Career Services effectively achieves its objectives and purpose, whilst remaining a going concern.

NOTE 25: EXPLANATION OF SIGNIFICANT VARIANCES AGAINST BUDGET

Explanations for significant variations from Career Services' budgeted figures in the Statement of Intent are as follows:

	SOI Budget \$000	Actual \$000	Variance \$000
Capital expenditure	1,150	573	577
Depreciation and amortisation expense	750	644	106

The underspend on capital was mainly caused by budgeted leasehold improvements that didn't eventuate and a deferral to the next financial year of replacing office equipment, motor vehicles and computer equipment. This was also the main cause for the variance on depreciation.

STATEMENT OF SERVICE PERFORMANCE
CONSOLIDATED STATEMENT OF COST OF SERVICES
FOR THE YEAR ENDED 30 JUNE 2010

SECTION

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OUTPUT CLASS 1
(M26 PROVISION OF INFORMATION AND ADVISORY SERVICES)

Services purchased by the Minister of Education:

During the 2009/10 financial year, Career Services reclassified the outputs into the following four outputs (2008/09: three outputs):

	2009/10 Actual \$000	2009/10 Budget \$000
Output 1 Web-based services		
Revenue	4,050	4,050
Expenditure	4,254	4,050
SURPLUS/(DEFICIT)	(204)	nil
Output 2 Assisted advice services		
Revenue	2,582	2,582
Expenditure	2,704	2,582
SURPLUS/(DEFICIT)	(122)	nil
Output 3 Guidance services		
Revenue	5,550	5,550
Expenditure	5,425	5,550
SURPLUS/(DEFICIT)	125	nil
Output 4 Capability-building		
Revenue	2,900	2,900
Expenditure	3,087	2,900
SURPLUS/(DEFICIT)	(187)	nil
2008/09 Results		
	2008/09 Actual \$000	2008/09 Budget \$000
Output 05:1 Self-help resources		
Revenue	3,709	3,709
Expenditure	3,843	3,709
SURPLUS/(DEFICIT)	(134)	nil
Output 05:2 Personal assistance		
Revenue	9,215	9,215
Expenditure	9,542	9,215
SURPLUS/(DEFICIT)	(327)	nil
Output 05:3 Capability development and influence		
Revenue	3,245	3,245
Expenditure	3,114	3,245
SURPLUS/(DEFICIT)	131	nil

STATEMENT OF SERVICE PERFORMANCE

SECTION

3

OUTPUT CLASS 1 CONSOLIDATED

	2009/10 Actual \$000	2009/10 Budget \$000	2008/09 Actual \$000	2008/09 Budget \$000
All Ministry outputs				
Revenue	15,082	15,082	16,169	16,169
Expenditure	15,470	15,082	16,499	16,169
SURPLUS/(DEFICIT)	(388)	nil	(330)	nil

OUTPUT CLASS 2 (THIRD PARTY CONTRACTS)

Career planning and related services

	2009/10 Actual \$000	2009/10 Budget \$000	2008/09 Actual \$000	2008/09 Budget \$000
All Ministry outputs				
Revenue	1,570	1,500	1,179	1,240
Expenditure	1,597	2,368	1,524	2,320
SURPLUS/(DEFICIT)	(27)	(868)	(345)	(1,080)

OUTPUT CLASSES CONSOLIDATED (INCLUDING THIRD PARTY CONTRACTS)

	2009/10 Actual \$000	2009/10 Budget \$000	2008/09 Actual \$000	2008/09 Budget \$000
All outputs				
Revenue	16,652	16,582	17,348	17,409
EXPENDITURE	17,067	17,450	18,023	18,489
SURPLUS/(DEFICIT)	(415)	(868)	(675)	(1,080)
Net non-output related revenue	172	118	285	300
SURPLUS/(DEFICIT) AS PER THE STATEMENT OF FINANCIAL PERFORMANCE	(243)	(750)	(390)	(780)

OUTPUT CLASS 1 (M26 PROVISION OF INFORMATION AND ADVISORY SERVICES)

Web-based services

We provide web-based information and tools (such as quizzes and wizards) to help people understand their skills and ambitions, find out more about the labour market, explore training and job opportunities and develop career plans and CVs.

Performance Measures	Targets	Result at 30 June 2010	Comment
Outcome:			
% of people using web-based self-help resources who can identify a good match between personal skills and interests and career/job choice.	88%	90%	Achieved A significant proportion of web users are looking for specific job information (49%) and/or help with CVs and job interviews (34%).
Quantity:			
Number of visits from New Zealand-based people accessing web-based career information.	2,000,000	2,612,689	Achieved
Quality:			
% of people accessing online information who find it useful and meaningful.	75%	92%	Achieved
% of people who say website is easy to use.	75%	82%	Achieved

STATEMENT OF SERVICE PERFORMANCE

SECTION

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Assisted advice

We provide advice through our 0800 advice line and our offices, providing people with information about training courses, work and study options. This advisory service also provides feedback on CVs, follow-up to see if people have all the information they need and understand it, and referring people for further guidance if they need it. Text-based and webchat services are also available.

Performance Measures	Targets	Result at 30 June 2010	Comment
Outcome:			
% of people accessing our 0800 advice line have their needs met and know what steps to take next	75%	66%	Not Achieved This result reflects the changes made to Advice Line over the year as part of our strategic direction. Advice Line now provides needs assessment and refers users to our other services if required.
Quantity:			
Number of people receiving information and customised advice	50,000	46,799	Not Achieved This includes 33,147 from Advice line and 13,652 through our offices. (Not included in this total are a further 20,367 we provided with information at career expos). While the number of people receiving information and customised advice is lower than initially expected, a reduction over time is in line with our expectation that more people are able to access the information they need via our website.
Quality:			
Industry standards (grade of service) of timelines and quality are met:			
% of calls answered in 20 seconds.	80%	82%	Achieved
% of calls are abandoned.	<5%	6.9%	Not Achieved We were able to reduce the % of abandoned calls from 11.4% in the first quarter to 4.0% in the 4th quarter. The high % of abandoned calls in the first quarter reflected understaffing in Advice Line at that time, which has since been addressed.
% of people who find the advice they receive meets their needs.	80%	82%	Achieved

Guidance services

We provide group career skills sessions for targeted groups, such as Māori secondary school students, Pasifika students, prospective tertiary students, migrants and refugees.

We also provide face-to-face or telephone guidance with a career consultant for people assessed as needing more in-depth guidance. This helps them understand their learning and career options and develop career decision-making skills.

Performance Measures	Targets	Result at 30 June 2010	Comment
Outcome:			
% of students attending group sessions who have a greater understanding of how to make effective learning and career decisions.	80%	97%	Achieved
% of migrants and refugees attending group sessions who have a better understanding about how to make effective career decisions in a New Zealand context.	80%	79%	Not Achieved
% of people receiving one-to-one guidance who report that they can identify relevant learning and career pathways.	80%	88%	Achieved
Quantity:			
Number of people receiving guidance in a group or one-to-one session	12,000	19,294 Includes 945 people who received phone guidance.	Achieved
Quality:			
% of students who found the group session met their needs.	80%	84%	Achieved
% of migrants and refugees who found the group session met their needs.	80%	82%	Achieved
% of people receiving one-to-one guidance who found the session met their needs.	80%	87%	Achieved

STATEMENT OF SERVICE PERFORMANCE

SECTION

3

Capability-building services

We support schools through customised advice and professional development so they can support young people in making smart career decisions.

We also work with parents and whānau to build their ability to support young people with making learning and career decisions.

Performance Measures	Targets	Result at 30 June 2010	Comment
Outcome:			
% of people attending skills building sessions who feel better able to help others with career decisions.	85%	93%	Achieved
% of schools that found Career Services' resources and/or workshops improved their understanding about career education.	80%	83%	Achieved
% of schools receiving intensive assistance that feel able to deliver more effective career education programmes.	80%	94%	Achieved
Quantity:			
Number of people attending sessions.	3,000	4,361	Achieved
Number of schools receiving assistance.	200	355	Achieved
Number of schools worked with intensively to assist them to develop and implement career education plans.	50	59	Achieved
Quality:			
% of people who found the skills-building sessions met their needs.	80%	96%	Achieved
% of schools that found our assistance met their needs.	80%	94%	Achieved
% of schools that found the intensive assistance met their needs.	90%	94%	Achieved

GLOSSARY

Assisted advice – A short interaction with an individual client that includes a needs assessment.

Effective assisted advice focuses on meeting the client's presenting career need by:

- providing career information and expert, impartial advice that is tailored to the client's context
- encouraging them to take steps following the interaction.

BTATDM (Better Tertiary and Trade Training Decision-Making) – Career Services initiative to develop a 'one stop shop' for current and prospective tertiary and trade students and their influencers to help them make informed decisions about learning and career options.

Career – The combined total of a person's lifelong experiences including their education, different jobs, family life, friendships, community activities and leisure choices.

Career advice – This adds value to the provision of career information in the sense of having that information filtered and explained or compared to alternative options.

Career counselling – This involves an in-depth approach where the client has to work through more complex issues in order to manage their career development. Career counselling includes the provision of career information, advice, guidance and planning to help the client to make positive career choices.

Career development – The lifelong process of managing learning, work, leisure, life roles and transitions in order to move towards a personally satisfying future.

Career guidance – A range of interventions that help people to move from a general understanding of life and work to a specific understanding of the realistic life, learning and work options that are open to them. Career guidance can include career information, advice and planning.

Career information – This is current, independent information about work roles, educational programmes and work opportunities.

Career literacy – Having the knowledge and skills that enable the individual to manage their career throughout their life.

Career Malaga (Pasifika Journey) – a cultural career planning/homebased resource to improve career conversations for Pasifika secondary students and their parents/guardians. 'Malaga' means journey in the Samoan language – it also symbolises the past, present and future journeys of Pasifika people.

Career planning – The process of establishing short-medium or long-term career goals and objectives and defining the specific steps required to achieve them.

CareerQuest – Self-help computer questionnaire used to help clients identify career options made available on the website, www.careers.govt.nz

Clients – Any person, group of persons, organisations or contracting agency that accesses Career Services' information, advice, guidance services or professional support.

GLOSSARY

SECTION

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CV4ME – CV4Me is an interactive online tool that will create a CV for you based on the information you provide.

E guidance – The overarching term that includes any technology enabled guidance methods/media (i.e. phone, text, email, web etc).

Evidence – Data that is used to show the difference that our products and services make, and how well the organisation is performing. Evidence encompasses all outputs from the organisation's research and evaluation activities.

Fono – Career days for senior Pasifika secondary students.

Group guidance – A group of clients working under the guidance of a Career Services consultant to increase their career literacy.

Influencers – All individuals and groups who are influential in an individual's life and who play a role in their career decision-making process.

Informed decision-making – Having enough knowledge and understanding to make sound choices.

Integrated self-help services – A connected set of online career information, advice, guidance and capability building tools and products that are easily accessed and navigated by a client with minimal personal intervention.

Ka Hikitia – Māori Education Strategy which specifically refers to the development of career planning models for rangatahi (younger generation) and their whānau.

Labour market information – Data about the structure and workings of any labour market, and the various factors likely to influence it.

Migrant – A person (and their immediate family members) who is born overseas and holds a residence permit that allows them to reside in New Zealand permanently, or holds a temporary work or student permit.

MP3 – School (cohort) responsive and dedicated Māori and Pasifika career planning group event for Years 9–13.

My Career Space – Electronic portfolio on our website where people can store their CVs and results from quizzes, etc.

Needs assessment – A set of criteria that assesses the client's need and provides them with the list of services they qualify for.

Online guidance – The range of guidance methods offered through forums/discussion boards, wikis, online guidance tools and information.

Refugee – A person (and their immediate family members) who has been recognised by government as having a well-founded fear of being persecuted should they return to their home country. Most refugees are granted a residence permit to allow them to reside in New Zealand permanently.

So'o – Career awareness workshops for junior Pasifika students.

SPACPAC – An inter-agency expo event which celebrates Pacific education, identity and success held in the Canterbury region.

Stakeholders – Any organisation, person or group of people that has a personal or professional interest in any aspect of Career Services' work and that needs to be kept informed about it.

Tertiary Education – Tertiary education comprises all involvement in post-school learning activities. It includes:

- foundation education, such as adult literacy
- certificates and diplomas
- bachelor degrees
- industry training and modern apprenticeships
- adult and community education
- post-graduate qualifications.

Te Tūkirunga – A whānau guidance model for engaging and working with whānau in the career decision-making process.

Trade Training – A form of tertiary education that provides vocational education and training, which may include off-the-job and on-the-job workplace learning for industry trainees and modern apprentices resulting in an NZQA recognised qualification.

Web chat guidance – Direct one-on-one chat or text-based group chat using tools such as instant messengers (e.g. our current solution of Bold Chat) or MiRC. Online guidance will be provided through this medium.

Whānau Decision-Making – He hanga kaupapa a whānau – Assisting whānau to identify steps they can take to achieve the goals that will lead to successful outcomes for their whānau.

Young New Zealanders – All people living in New Zealand aged between 12 and 25.

CAREER SERVICES' OFFICE LOCATIONS



KEY

■ Offices

OFFICES

Kaitaia, Whangarei, Albany, Waitakere, Eden Terrace, Manukau, Hamilton, Tauranga, Rotorua, New Plymouth, Gisborne, Napier, Palmerston North, Wellington, Nelson, Christchurch, Timaru, Dunedin

CENTRAL NORTH

IMPACT OF TECHNOLOGY

The map shows the location of our offices. We plan to reach many more New Zealanders through placing more focus on our technological channels: our website and Advice line contact centre. These channels will give us a virtual reach across New Zealand.

