



UK CAREER  
DEVELOPMENT  
AWARDS

PROGRAMME

2024

**Tuesday 18 June, 6 pm – 11.55 pm**

Museum of Making, Derby

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 Education  
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2024

**Tuesday 18 June**

**6.00 pm:** Drinks reception in the Civic Hall

**6.40 pm:** Through to the Italian Mill for dinner

**6.45 pm:** Welcome from CDI Chief Executive, David Morgan and speech from 2023 UKCDA winner, Kat Millmore-Davies 3

**7.00 pm:** Appetisers

**7.30 pm:** Mains

**8.10 pm:** Desserts, tea and coffee

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**8.10 pm: Awards Ceremony begins**

Public sector Career Development Professional of the year 4

Private/third sector Career Development Professional of the year 6

Career programme – pre-16 education 8

Careers programme – post-16 education 10

Careers Leader of the year 12

**9.00 pm: Break**

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**9.15 pm: Awards Ceremony continues**

Research by a career development professional 14

Use of technology in career development 16

Innovative employer engagement activity 18

Fellowships 20

Rodney Cox Lifetime Achievement Award 22

**10.00 pm: Awards Ceremony closes and dance floor opens**

**11.55 pm: Carriages**



**David Morgan**

*Chief Executive, CDI*

## Join us in celebration at the UK Career Development Awards

I am delighted to welcome you all to this year's UK Career Development Awards ceremony, celebrating the achievements of shortlisted nominees and winners from across the sector.

It is also a chance to recognise the impact that career development has more broadly, linking to our #ValuingCareers campaign to raise the profile of the value career development adds to the economy and society, as well as to individuals.

Following rounds of shortlisting and judging, this year's nominees can be rightly proud of their achievements, and winning can make a real difference to their work. I am pleased that Kat Millmore-Davies is joining us again tonight to share her experience of winning two awards in 2023 and the impact this has had over the past year.

I would like to thank members of the CDI Board and Ethics and Professional Standards Committee, CDI Nations and Regional Representatives and career development experts who gave their time to judge the awards, as well as to our sponsors who support these important awards.

I look forward to celebrating with you this evening.

### **Guest speaker**



**Kat Millmore-Davies**

*UKCDA 2023 award winner*

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## Public sector Career Development Professional of the year

Education Development Trust (EDT) has proudly sponsored this award for the past couple of years and are delighted to be doing so in 2024.

Within the UK Directorate, we operate directly into the education sector from working within Schools with young people, to reaching out to adult careers support services, to sector skills and labour market/employer requirements.

The Careers sector is an important arena in a world whereby unemployment, inactivity and people seeking a work/life balance that having access to the right CIAG is vital; having experienced professionals within our sector will always be a matter of importance to EDT.

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# Congratulations to all those shortlisted!

From everyone at EDT, thank you for all your contributions to the careers sector.





### **Annmarie Wills**

*Working Wales Careers Adviser  
Careers Wales*

Annmarie Wills's work in HMP Swansea has seen Careers Advice and Guidance soar in demand amongst prisoners and in credibility and respect amongst prison staff. Annmarie has been innovative and creative in her work, always going the extra mile to support her customers achieve their potential. Her innovative and novel approach to introduce Welsh Government funded programmes to prisoners in custody is now being rolled out and replicated in other prisons across Wales and has become a key aspect of the ReAct+ delivery in Wales.

Every prisoner helped can potentially change their story and live a crime free life. She absolutely deserves to be credited and praised for her work; we are very lucky to have her in Careers Wales.



### **Deborah Laaff**

*Senior Information, Advice and  
Guidance Development Worker  
Hertfordshire County Council,*

Debbie's motto is "to take good people and make them even better."

Throughout her entire professional career Debbie has been the cornerstone on which to build exceptional careers development initiatives and service delivery.

She has an impressive portfolio of career development capabilities that are creative, inspiring, and inclusive. Her work is innovative, measurable and has lasting positive impact on those she interacts with.

Debbie is generous with her time, energy and expertise and is instrumental in developing career programmes and guidance that enable clients to identify and breakdown the barriers to their own success and create positive outcomes.

Debbie's superpower is bringing people together to collaborate, identify pathways for success, build on good practice and create a world that offers equality, diversity, and inclusion at every opportunity.

Debbie is deserving of the Public Sector Career Development Professional of the year award as she is an exceptionally talented careers professional.



### **Sue Lewis**

*WVPC/Careerpilot Manager  
University of Bath*

Sue Lewis has been instrumental in developing the Lifepilot and Careerpilot careers platforms which enable adults and young people, schools, colleges, careers advisors and parents to get free access to the careers information, advice and tools they need to support effective careers and successful futures.

Sue has worked in education and careers for over 40 years, initially as a teacher, then as project manager at Connexions and since 2008 for the Western Vocational Progression Consortium based at the University of Bath. Sue initially developed Lifepilot, an online career platform to meet the needs of adults, then in 2011, in response to the decline of the Connexions service, developed the Careerpilot careers platform for young people.

Sue continues to be passionate about enabling all young people to develop career management skills to support successful futures and supporting schools and careers professionals by providing high quality careers resources and CPD (Continuous Professional Development) training.

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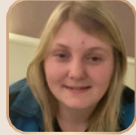
## Private/third sector Career Development Professional of the year

This award recognises the hard work and dedication of private practitioners in their specialised areas, whether that is focusing on helping young clients on their career journey, mid-life career changes, helping professionals advance in their careers or facilitating the return to work as a parent, to name but a few areas.

This award celebrates the tireless energy and passion these practitioners have for their clients and profession, always going above and beyond to make career development more readily available through online and face-to-face sessions, and positively influencing the employment market.







**Sianell White**  
*Employability Lead*  
**The SAMEE charity**

Sianell White is a specialist SEND practitioner for the SAMEE charity and qualified for her IAG Level 6 three years ago. Sianell uses her lived experience and enhanced empathy to provide impartial best practise IAG with SEND young people in both specialist education and mainstream school settings. Sianell has a natural passion for helping raise aspirations for SEND young people, and continually seeks out innovative tools to enhance accessibility with them.

Sianell's ability to flex her professional practise to fit in with the needs of any SEND young person is inspiring, and she has even co-created tools to help them fully engage and truly have their say in the career decision-making process.



**Suzanne Collier**  
*Career Development Consultant*  
**Bookcareers.com**

Suzanne Collier is known as THE person to see if you want to get ahead in book publishing. In 1999 she founded bookcareers.com to help those seeking jobs within book publishing and develop the careers of those already working in publishing. She is currently turning bookcareers.com into an independent careers service for the whole industry. So, if it's a career in book publishing you're after, Suzanne is definitely the person to talk to.

Suzanne's work includes career coaching for both corporate and private clients, a huge amount of employer engagement, job clubs, a weekly careers podcast, careers clinics, videos, public speaking, training courses and research, where her salary research directly influences a billion-pound creative industry. Suzanne is a keen advocate of inclusion and diversity works with a high level of integrity. She promotes RCDP status and shows the real difference that a fully qualified adviser can make to career outcomes.

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## Careers programme – pre-16 education

Into Film is delighted to sponsor the Careers Programme Pre-16 Education Award, which celebrates outstanding careers programmes and the impact they have in enabling young people to make informed choices about their futures. Into Film is the UK's leading charity for film in education and the community. We provide screen industry careers information and advice, thanks to support from the BFI, awarding National Lottery good cause funding.

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# INTO FILM



### TRAINING

Training for careers professionals on the screen industries, job roles and opportunities for young people



### RESOURCES

Resources to inspire young people to consider a career in the screen industries



### GET INTO FILM

Online information, advice and bespoke content specially designed for young people



Find out more about the Into Film offer at:  
[intofilm.org/careers](http://intofilm.org/careers)



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**Jenny Connick**  
*CEO & Founder*  
**Talentino Limited**

**Talentino**

Since 2011, Talentino has dedicated their Career Development work to increasing the probability and possibility of paid employment through improving the quality and relevance of early career development for young people with SEND. Building capability and capacity in schools by providing outstanding training, specialist SEND Careers Resources and CPD through a free annual SEND Careers conference.

Talentino has driven the collective conversation around SEND and early career development nationally and is now seen as the thought leader in this area. Talentino is the national partner for SEND for the Careers and Enterprise Company since 2018; and has a strong relationship with the CDI and the Gatsby Foundation.

When Talentino started, 65% of adults with learning difficulties wanted paid work and the most recent survey in 2023 showed that 86% want a job. Aspirations are rising. Talentino has fundamentally changed the SEND Careers Landscape resulting in 1000s of SEND Careers Titans out there - charge!



**Rebecca Auterson**  
*Head of Careers*  
**Nottingham High School**

**Nottingham High School Infant and Junior School STEAM Club**

Careers have been brought to life for Junior School children through a huge range of STEAM club projects and workshops. Children have explored new ideas and technologies, met with professionals working in STEM and come up with their own designs and inventions. Local businesses have supported the children by enabling them to visit workplaces and present their work, Dragon's Den style, to a business audience. Through showcasing diversity in STEM (with  $\frac{3}{4}$  of professionals who have been involved in the programme being either female or from ethnic minorities) and encouraging the children to be creative in their thinking, we have ensured that increasing numbers of children have participated in STEAM club since its launch. We are particularly pleased to note a tenfold increase in participation by girls over the 3 years of running the programme. We are delighted to have worked alongside other schools and to encourage local businesses to support further schools with similar opportunities.

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## Careers programme – post-16 education

This award recognises the creativity and commitment that is needed to bring career management activities to life and to inspire young people in post-16 education to think about their future career.





**Dan White, Paul Hohn  
and Su Connell**  
*LAG manager / Advisers,  
Information, Advice and  
Guidance Service – Sheffield City  
Council*

**Information, Advice and Guidance  
Service**

The ESF Ambition project worked with some of the hardest to reach and vulnerable young people within the city, all of whom were disengaged from education, employment, or training. The project set out to support these young people back into EET, with the ambition of sustaining long term employment, education, or training.



**Samantha Brown**  
*Satellite Manager & Careers Lead*  
and  
**Jennifer Fawcett-Jones**  
*Curriculum Manager & Careers Lead  
Derwen College*

**Derwen College**

At specialist FE provider Derwen College, we support students to reach their aspirations. For the majority, the goal is employment. Careers information and relevant, meaningful work placements are part of each student's timetable. Work placements are weekly, allowing students and employees to gain the most from partnerships and to learn industry standard work practices.

Initially, students learn work skills in the College's on-site Marketplace – which features a café, restaurant, charity shop, garden centre & gift shop, and mini hotel. Here they are supported by skilled teaching and commercial staff, backed by industry champions who are experts in their fields. As students grow in confidence, they move on to external work placements.

Vocational learning is backed up by a robust careers and employability programme, as well as sessions to enhance skills in independence and travel training.

This college-wide initiative has seen the number of students with SEND who go on to gain work far exceed the national average.



**Traci Rabaca**  
*Senior Operational Manager  
Career Connect*

**Career Connect and The Game Academy**

As part of our Connect To Your Future programme, we worked collaboratively with The Game Academy to deliver a bespoke gaming programme for 19 SEND, at risk of NEET, young people at Oakwood Academy. We developed the programme around existing provision and tailored it to the needs of the young people based on our Key Worker's assessment of individual needs, barriers, and interests.

The programme identified and developed students' existing game-related skills, improved confidence, and raised aspirations. It engaged parents/carers, raising their awareness of the vast potential in digital/gaming. The programme was hugely successful - all participants progressed into positive Education, Employment or Training outcomes afterwards.

Career Connect staff and Oakwood Academy staff gained a greater understanding of how to advise young people on digital/gaming careers, which is crucial to create opportunities and respond to moving trends. We have created a long-term relationship and a successful model which will provide opportunities for years to come.

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## Careers Leader of the year

We are delighted to celebrate impact driven leadership of careers. Leadership of careers is critical in the delivery of a strategic careers development plan, and progressive and responsive careers learning journeys that meet the needs of all learners while also driving wider school, special school, and college priorities.

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**Iffat Ahmad**  
*Careers Leader*  
**Batley Girls' High School**

Batley Girls' High School (BGHS) is home to a diverse community of students, who join from 11 years of age and enjoy a holistic education through to age 19 (post-16 at BG6 College). The school is proud to offer young people an educational experience that extends beyond traditional curriculum and are passionate about nurturing a thirst for lifelong learning. The school's vision: 'Every Opportunity for Excellence' - celebrates achievement in every way. 'We believe that each individual student is uniquely talented. We enable our young people to explore their talents to allow them to flourish and become confident young adults who can make the most of their opportunities.' Through dedication to careers education within the school - across the Trust and the local community - the school aims to improve awareness and engagement with all its young people and their families.



**Rebecca Auterson**  
*Head of Careers*  
**Nottingham High School**

In just 3 years, Rebecca has transformed Nottingham High School's Careers Programme from one that inspectors said 'could be improved' to one that has been shortlisted for and won national awards. Students, staff and parents are significantly more confident in actively seeking out opportunities that can help students make informed decisions about their futures. By including the whole school community in developing the programme, she has ensured that her expertise and knowledge has been widely shared. We have seen a doubling of offers of help from alumni and parents year on year, significantly greater inclusion of careers activities within the curriculum and can track those students proactively engaged in managing their futures, providing additional tailored support where required.



**Tim Moody**  
*Careers and Employability Lead*  
**Truro & Penwith College**

As Careers Lead to an outstanding FE institution, it would be easy to assume that students are able to steer themselves. My role is to ensure that career curiosity permeates throughout the student population, ensuring that researching future opportunities is exciting and dare I say it 'cool!' I want Career Zone to represent a professional space that makes a connection between student life and the world of work. Our area Career Zone is more of a concept than a physical place, where vocation and inspiration come together to give insights, meaningful encounters, and realistic notions of what you can become. How values are represented in career and how technology and the environment are key considerations to how we all manage and align ourselves to a vocational journey. Empowerment is key and I want to ensure that navigating pathways through the modern work landscape is supported by impartial, inspiring guidance professionals. Careers Lead is an honour at Truro and Penwith because within Career Zone we help inspire futures.

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## Research by a Career Development Professional

Contributing to the development of the evidence base for our sector should be seen as a core part of every practitioner's role. It is essential that our practice continues to evolve to ensure that what we do is pertinent to the context and the needs of the clients we serve. In recent years practitioner research has taken on a higher profile, and this award celebrates practitioners who have become champions for research.







**Danny Mirza**  
*Lead Consultant*  
Coventry University London

Danny Mirza's research pilot pioneers the integration of generative AI in career development, demonstrating its positive impact on student engagement and career readiness. Launching one of the first initiatives to actively use AI with students, his work offers a model for ethical AI use in higher education. The research underscores the necessity for career professionals to upskill in AI, aligning with student needs and advancing the profession. This nomination reflects his significant contribution and the potential for lasting change in career guidance through innovative AI applications.



**Dr Denise Taylor**  
*Later Life Coach*  
Amazing People

Denise, at 60, embarked on a groundbreaking research journey focusing on the often-neglected stage of life - retirement. Recognizing a gap in evidence-based research, she explored how individuals find meaning post-retirement. Stage 1 involved a systematic review, unveiling personality factors crucial for a positive adjustment. Stage 2, delved into the lived experiences of individuals, revealing themes like curiosity and proactivity.

Denise's work challenges the narrow focus on financial aspects in retirement planning, advocating a deeper consideration of life purpose. The research is now widely available through her book. The extensive outreach through newsletters, radio interviews, and collaboration with organizations underscores the practical impact of her research.

Denise's commitment goes beyond academia, demonstrated by plans for masterclasses, talks, and local groups. As she pursues further research on elderhood and old-old age, this award would not only enhance her credibility but also inspire others to pursue goals and learning at any age.



**William E. Donald**  
*Associate Professor*  
Ronin Institute

Associate Professor William E. Donald is a disabled and housebound academic ranked in the top 2.06% for research impact in the field of career development over the last five years. Will has a unique ability to bridge academia and industry by producing high-quality research that has a real-world impact on career practitioners and their clients. Will's ability to publish extensively in academic journals and practitioner outlets evidences the versatility of his writing and the ability to communicate complex ideas in accessible ways. He has developed an international reputation and recently published a book (2024) and a handbook (2023). Additionally, Will uses his research to inform his own practice of supporting university students, recent graduates, and early career scholars to navigate their careers. Will also advocates for inclusive spaces for knowledge exchange, evidencing a commitment to ensuring diversity of voices in the profession, which is further reflected in his research outputs.

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## Use of technology in career development

This award highlights the important work of online career development and commends the work of individuals who have developed digital technologies that provide a range of approaches for engaging with and addressing, the needs of a wide range of clients (and potentially respond to the training requirements of practitioners who use digital technology to deliver their services).





**Associate Professor  
Deirdre Hughes OBE**  
*Co-Founder and Director  
CareerChat (UK)*

#### Career Chat (UK)

CareerChat UK's pioneering work in the integration of AI chatbots into careers support has made a profound impact, transcending conventional approaches to career development. The development of CiCi, an AI-driven chatbot, stems from collaborative engagements with careers practitioners, ensuring alignment with frontline needs. CiCi the careers chatbot supports personalised career exploration for young people and adults by giving them access to current and relevant careers information in a single place. It lightens the workload of career advisers and improves the quality of careers provision by providing 24/7 impartial and confidential careers information and advice. CiCi promotes inclusivity with translation features and text-to-speech functions, catering to diverse learning preferences. A live dashboard captures user data such as demographics, search patterns, and popular occupations, providing comprehensive analytics to help align service provision with national education standards and frameworks, including the Gatsby benchmarks.



**Gemma Sinclair**  
*Northern Foundation School  
Careers Lead*  
**NHS England North-East and  
North Yorkshire**

#### Found Your Place App

The careers team at NHS England North-East, in collaboration with Find Your Place, have developed the 'Found Your Place' careers app for doctors in the Northern Foundation School. There was a lack of awareness amongst the foundation doctors of local career development opportunities available to them. The Found Your Place app allows the doctors to have a source of readily available and up to date careers information on their smart devices, as well as a communication tool for their Careers Lead to notify them of relevant updates in careers.

The 'Found Your Place' app was developed and designed in 2022. It hosts careers information on all the options available to the doctors after foundation, links to their HR policies and procedures, provides information on courses and conferences in the region and has a section on access to well-being support services.



**Mark Owen**  
*Head of Stakeholder Services*  
**Careers Wales**

#### Careers Wales – Career City

Careers City is a bilingual resource developed to support primary schools to embed careers and work-related experiences (CWRE) across the curriculum in a fun, engaging and easy way.

The resources include an interactive Careers City map representing different sectors that link to an animation about a job in that sector. The Careers City resource is supplemented with supporting classroom materials and notes for teachers.

It enables learners to:

- Learn more about the wide range of careers and the opportunities available to them.
- Raise aspirations through broadening their horizons.
- Address preconceived and stereotypical views about the world of work.
- Make links between interests, skills and subjects and potential future career choices.

Teachers have the freedom to choose how to incorporate the information provided in the resource to contextualise their class's learning and through making clear curriculum links, teachers can identify the opportunities in their daily, weekly, or termly plans to embed CWRE across the curriculum.

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## Innovative employer engagement activity

We are delighted to celebrate innovative employer engagement within planned, progressive, and responsive careers learning journeys. Such employer engagement should support learners to make aspirational and informed decisions, make effective and sustained transitions and should develop career readiness.

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**Leon Scott**  
*Recruitment Consultant*  
**Hays**

**Hays Recruitment**

The University of Suffolk's collaboration with Hays Recruitment has revolutionised student engagement in career development, offering Technology Industry days, CV clinics, and targeted sessions on LinkedIn profile creation and Assessment Centre preparation. The integration of real-world industry insights has significantly enhanced our ability to tailor career-orientated sessions that resonate with students. So much so that 95% of students rated the curriculum sessions excellent or very good and 23% of students have directly engaged with Hays following the curriculum sessions. Most impressively following the Assessment Centre session students reported that their confidence level had grown from 4.67/10 to 8.50/10.

As a small HE Institution, growing embedded employer engagement in our curriculum, our collaboration with Hays Recruitment has not only enriched our current practices but has designed a blueprint for future innovative employer engagement within our curriculum from other organisations, which will continue to enhance the employability of our students.



**Mark Owen**  
*Head of Stakeholder Service*  
**Careers Wales**

**Careers Wales Tailored Work Experience project**

Careers Wales Tailored Work Experience project is aimed at year 10 and 11 learners who are at risk of disengaging from education due to poor attendance, behaviour, or attainment. It involves learners spending part of their week with a supportive employer with the aim of encouraging them to re-engage with their studies and motivate them about their future career.

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FELLOWS

2024

## CDI Fellowships

**Two new CDI Fellowships will be presented this evening by John Walker, Chair, CDI Ethics and Professional Standards Committee (EPSC) on behalf of the CDI's Board of Directors.**

In 2020 we introduced a system of Fellowships to distinguish and honour the commitment of eminent members who have contributed to the progression of the CDI and the career development profession.

Our Fellows play an important role for us as champions of career development and ambassadors for the CDI. Importantly, to be considered for a Fellowship, it is expected that members will have made a significant contribution to elements of career development practice.

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## CDI Fellows

CDI Fellowships have been awarded to the following people in recognition of their contribution to the career development profession:



Alan Bullock



Anthony Barnes



Avril Hannon



Claire Johnson



Claire Nix



Dave Cordle



Deirdre Hughes



Derek Osborn



Jan Ellis



Jane Artess



Kath Wright



Liane Hambly



Liz Reece



Lyn Barham



Michelle Stewart



Nicki Moore



Rosemary McLean



Ruth Winden



Siobhan Neary



Stuart Mitchell



Valerie Rowles

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RODNEY COX

2024

## Rodney Cox Lifetime Achievement Award



**Presented by Pete Robertson, CDI President,  
on behalf of the CDI's Board of Directors**

This award is presented annually to someone who has been a champion of career development; who has supported the work of the profession in a variety of ways and who stands as representing excellence, having achieved a significant amount in the field of career development.

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## Winners of the Rodney Cox Lifetime Achievement Award



**Lyn Barham**  
(2023)



**Jane Artess**  
(2022)



**Heather Jackson**  
(2021)



**Jenny Bimrose**  
(2020)



**Hazel Reid**  
(2019)



**David Andrews**  
(2018)



**Bill Law**  
(2016)



**Sue Barr**  
(2015)



**Tony Watts**  
(2014)

No award was given out in 2017 as the awards ceremony date moved from December to March in the following year.

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