

Industry Engagement - Who is Industry? Our experience!

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Industry Engagement

Where, When, What, Why and How

All that is left to know is ...

WHO



Where

- Generally with cheese and wine



- On the education providers home turf
 - Not on site at the industry's coal face



When

- After 5 pm
- Generally once the qualification has been mapped out
- Often just before the students are asked to enrol or the qualification is underway



What (is discussed)

- Networking evening
- Social interaction
- Chance to meet old friends
- And then....
 - The content of the course

What (is not discussed)

- The skills of the students once they gain the qualification
- Do these skills align with job roles?
- Does the student need the qualification to do the job?
- Does Industry need the qualification?
- Does the qualification 'fit' with HR complexities of awards, etc?
- How can the qualification be improved?



Why

- For accreditation purposes
- To increase enrolment - used in advertising courses

“The course is designed in consultation with senior staff in pathology laboratories, so you will gain advanced knowledge of new diagnostic techniques used in the workplace”

- To ensure education providers deliver courses that align with industry needs, so.....

Who should you ask?



Who is Industry and why do you need to know?

- *Why you are engaging industry will determine **who** from industry you need to engage with*
- If you ask the wrong group, you get the wrong answer

Let's look at our options.....



Industry (AQTF)

- *‘Industry Representative bodies that have a stake in the training, assessment and client services provided by RTOs. These representative bodies could include industry skills councils, industry associations, unions, regulatory bodies, licensing bodies and group training companies (not an exhaustive list).’*

Source: Users’ Guide to the Essential Conditions and Standards for Continuing Registration (July 2010)

Interesting.....



Industry Organisations (NCVER)

- *An organisation representing an industry, including peak business and employer organisations, as well as specific industry training advisory bodies (ITABs) or industry training councils (ITCs)*



And So....

We have now some direction as to who to ask.

Let's look at why we should (or should not) ask these groups.....



Professional Bodies

- Role:

To support their members in their chosen profession and assist in development and monitoring of professional education programs and updating of skills

May not be 'in tune' with employers requirements

- Not responsible for:

- Employment of the graduates
- Cost effective delivery of the service to customers



Industry Skills Councils

- Role:

“bring together industry, educators and governments and unite them on a common industry-led agenda for action on skills and workforce development”

<http://www.isc.org.au/about.php>

- Not responsible for:

- Employment of the graduates
- Cost effective delivery of the service to customers



Industry Advisory Boards

- Role:

Senior representatives of industry who set broad strategic framework for curriculum development

- Not responsible for:

- Employment of the graduates
- Cost effective delivery of the service to customers



Industry Regulators – licensing bodies

- Role:

to regulate the Industry to ensure quality products

- Not responsible for:

- Employment of the graduates
- Cost effective delivery of the service to customers

Who is Industry?



If you are looking for information about training requirements that are required for a job, why would you source the information from someone not involved in direct employment of staff?



Definitions of Industry

- Businesses of the same type, considered as a whole
en.wiktionary.org/wiki/industry
- The people or companies engaged in a particular kind of commercial enterprise
wordnetweb.princeton.edu/perl/webwn



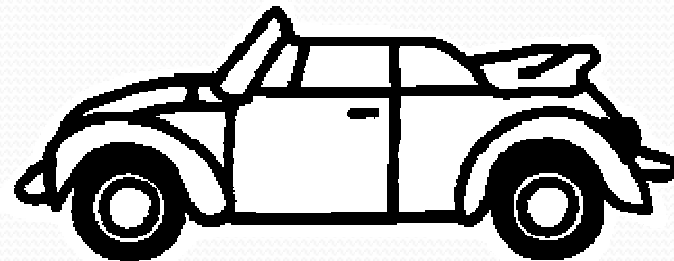
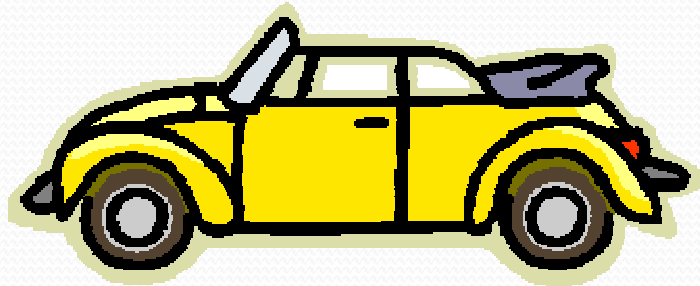
The Customer

- *Entity that receives or consumes products (goods or services) and has the ability to **choose** between different products and suppliers*

<http://www.businessdictionary.com>

- A customer creates demand
- Happy customers continue to buy goods and services

The Right Car



Pathology Industry - Changing Workforce

- Historic: Scientists, Technicians and Laboratory Assistants
- Current: Mainly Scientists and Laboratory Assistants



Workforce Redesign



- Aim: Introduction of qualification which meets gap in technical staff





Our Experience

- Development of qualifications that meet Industry's needs
- 4 education providers and 3 major industry representatives present at inception
- All parties had the same goal
- Employers (representing both public and private sectors) - present from the BEGINNING



Outcome

- 2 qualifications that appear to meet industry requirements
- Industry involvement in subject material and, in some cases teaching
- Ongoing industry feedback through direct involvement with the universities

Benefits

- Course outcome that is relevant to current day industry requirements
- Courses can be better directed to give a “work ready” graduate
- Saves \$\$\$\$\$\$\$ in workplace training





So, who is Industry?

The CUSTOMER (along with students)

The EMPLOYER

What can you do?



- Find out who Industry is for your purpose
 - Establish effective relationships
 - These need to be commenced at the beginning of the process and continue during delivery of the qualification
- AND.....



What can We do for You?

- Promote the qualification
- Offer advice on content
- Employ your graduates

Ensure you ask the right people the right question

WHY?

So you get the right answers



The proof of the
pudding.....



Watch this space ...

Come and Talk to Us

