



Industry Engagement Workshop

March 2011

Goals of this Session

By the end of this session you will:

- Understand the current approaches and practice in industry engagement
- Learn more about tools and approaches to support industry engagement in your RTO
- Assess and evaluate your current approach to industry engagement
- Develop tools and approaches for industry engagement plans and strategies

The signs can be confusing



What is industry engagement?

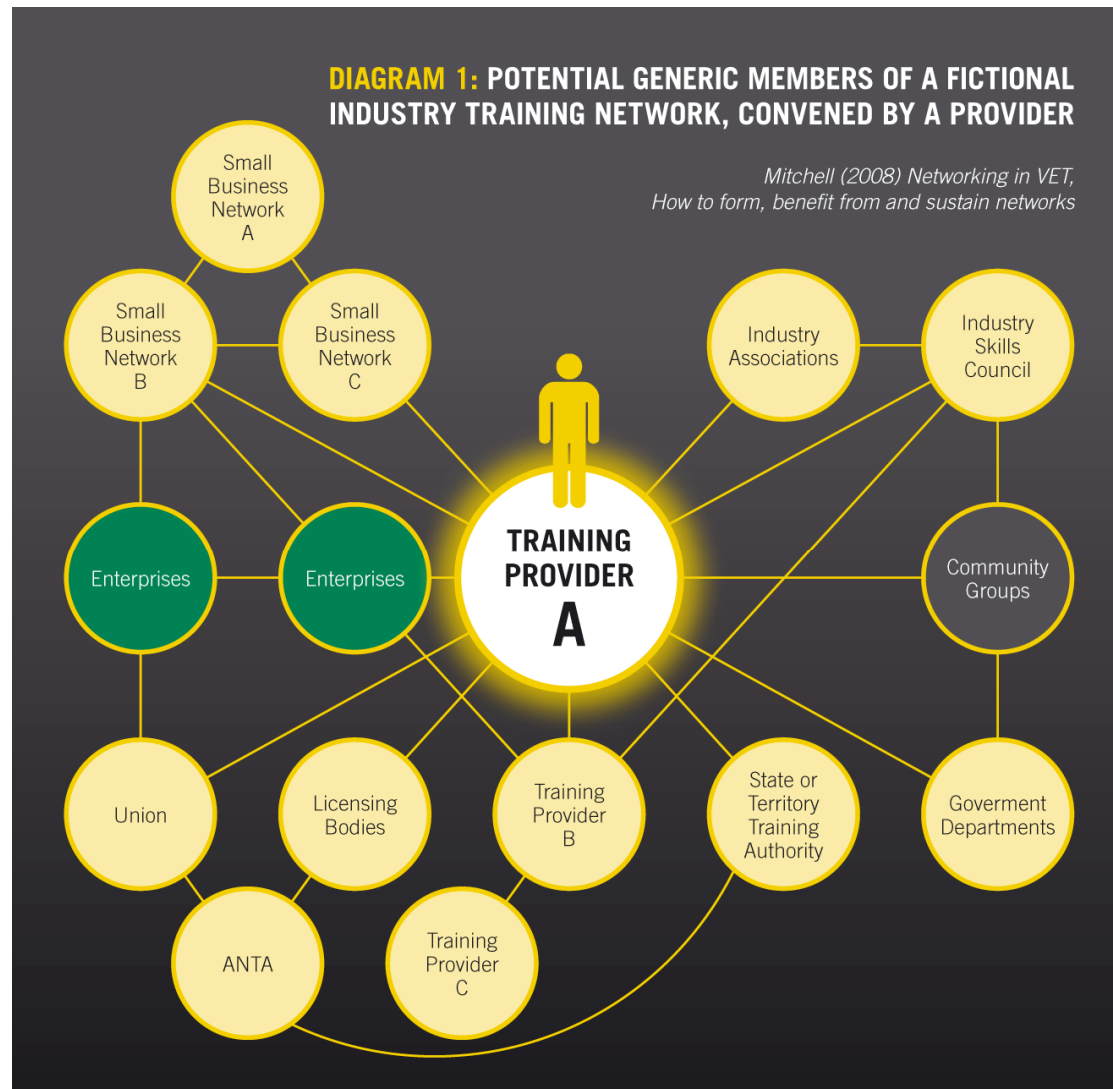
Industry engagement = industry partnerships, skilling networks, employer engagement and more broadly as community engagement.

VET sector industry engagement is concerned with communications and the relationship between key groups to ensure skilling activities meet the needs of employers and the economy.

“where the partners, often an RTO and an enterprise or industry organisation, enter a two-way relationship that delivers benefit for both of them.” (DEEWR 2009)



Who is typically involved?



Why engage with industry?

- To meet registration requirements
- To support staff currency
- To ensure relevance and feedback loop for courses
- To build increased flexibility and responsiveness
- Increase revenue streams
- Improved profile and positioning
- Marketing benefits of a high profile industry partnership
- International training opportunities

How do we know it is done well?

Industry lets us know

We are referred to others

Our students gain/retain employment , and return to us for upskilling

Staff are satisfied with the process and view it as part of their role not an add on

All levels of the organisation are engaged

 We measure it!

New Paradigms

TABLE 1: NEW PARADIGMS IN VET

OLD

Supply-driven approach
Training for employment
In-service training
Training and focus on the teacher / trainer
One-time learning
Education and training separated
Specialisation in one skill
Skill recognition based on training period and examination
Rigid and fixed entry and exit
Focus on formal sector
Training for wage employment
Centralised system
Policy and delivery dominated by state
Governance dominated by the state

From ILO. N.D. The Changing Role of Government and Other Stakeholders in Vocational Education and Training

http://www.unevoc.unesco.org/fileadmin/user_upload/pubs/Forum15Murray.pdf

NEW

Search for DEMAND-DRIVEN approaches
Learning for EMPLOYABILITY
Concept of continuing life-long learning
Self-learning and focus on the learner
Continuing recurrent LIFE-LONG LEARNING
Education and training integrated
A search for MULTI-SKILLING
RECOGNITION based on competency and prior learning
FLEXIBLE and multiple entry and exit
Recognition of the need to focus both NON-FORMAL AND INFORMAL SECTORS
Training for wage and self-employment
DECENTRALIZED system requiring both strong national and decentralised institutions
Policy and delivery separate, market-driven
Participatory governance, recognition of multiple actors, social dialogue

The new VET practitioner

As the context in which VET operates changes, a notional 'new practitioner' is emerging whose role is to meet the increasing expectations of industry clients and individual students. The new VET practitioner doesn't rely on the old certainties such as pre-set curriculum and classroom instruction, but develops attributes, attitudes, ideas and techniques to meet the needs of clients.

The new practitioner looks outwards at market needs and seeks to meet those needs. The attributes of the new VET practitioner reflect a new hybrid mix of sound educational practice on the one hand, and contemporary business strategies on the other. This mix is understandable, given that VET practitioners are being encouraged to work more closely with industry and enterprises.

Source: Mitchell, John (2006), Quality is the key: critical issues in teaching, learning and assessment in vocational education and training, NCVET

How we engage

Engagement	Stakeholders
One to one	RTO to employer/ employer to RTO
One to many	RTO to association/network / network to RTOs
Many to many	RTO network/consortium to association



Four Levels of Engagement

Inform - Providing advice to your client groups on activities that may relate to them

Consult - Seeking feedback from industry / business to help inform your strategies, delivery

Participate - Involving your industry through a range of mechanisms to ensure that issues are understood and considered as part of decision-making

Partner - Collaborating with your industry groups by developing partnerships to formulate options and provide recommendations



A framework for consideration

DIAGRAM: VET SECTOR INDUSTRY ENGAGEMENT FRAMEWORK



What industry wants?

- Engagement that is meaningful and jargon free
- Flexible and innovative solutions
- Customised programs
- Cost effective solutions
- Job ready graduates
- Short to medium term results
- One-stop-shop for all skilling needs
- *+ all with the understanding that every region and industry is different*

The challenge for VET providers

How to manage the diverse needs of industry

How to capture the range of engagement conducted in your RTO

How to best use your limited resources to achieve effective engagement

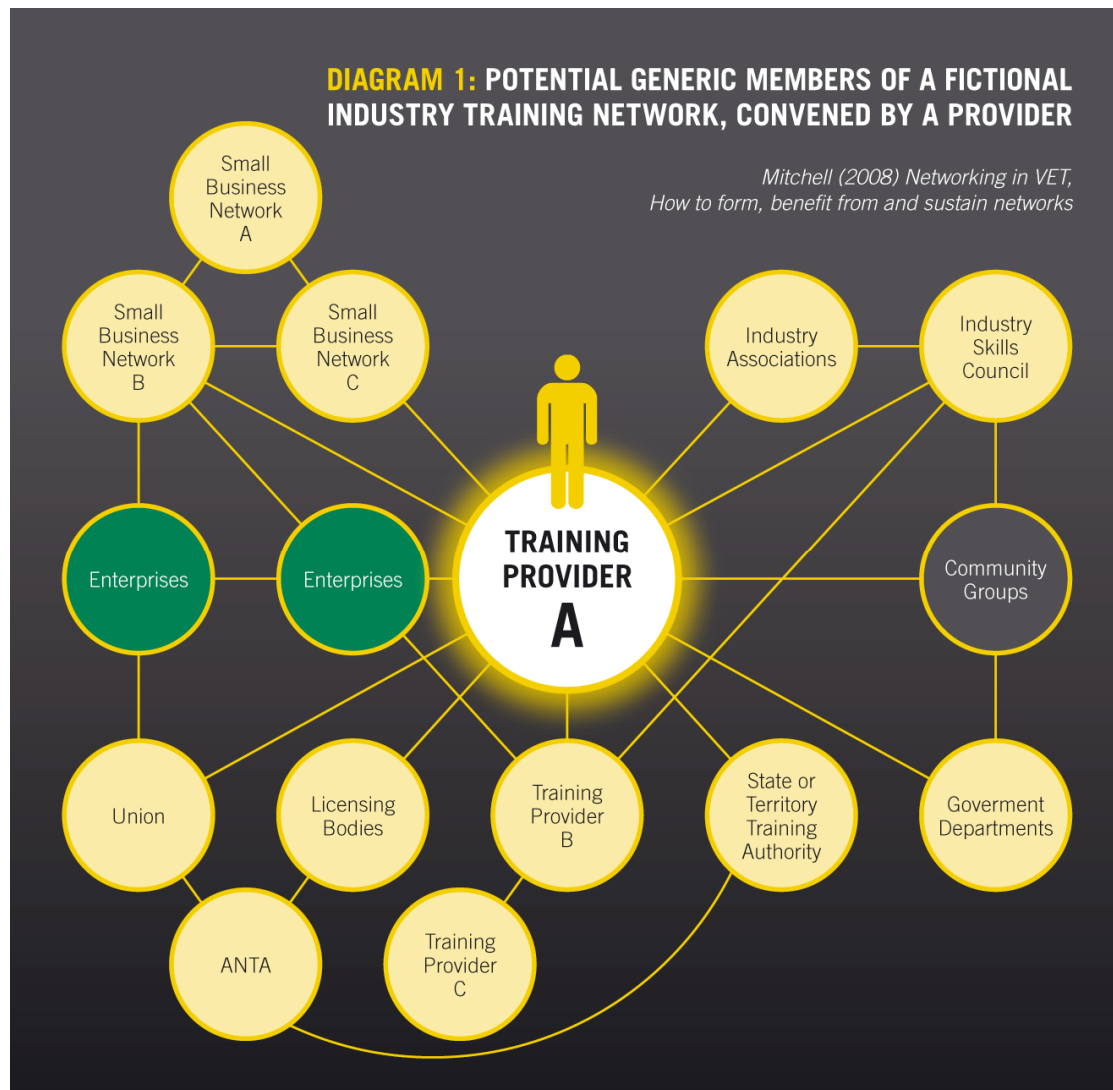
How to design a strategy and measure its effectiveness



PROCESS TO DEVELOP YOUR SUSTAINABLE INDUSTRY ENGAGEMENT PLAN

STEP		SUPPORTING RESOURCE	TEMPLATE / TOOLS
1	ASSESS YOUR CURRENT ACTIVITIES	<ul style="list-style-type: none">■ VET Industry Engagement Framework■ Diagnostic of your RTOs position against the good practice principles	<ul style="list-style-type: none">■ Existing industry engagement activities diagnostic template
2	DEVELOP YOUR PRINCIPLES AND RATIONALE FOR ENGAGEMENT	<ul style="list-style-type: none">■ VET Industry Engagement Framework■ Sustainable Best Practice Principles for Industry Engagement	<ul style="list-style-type: none">■ Questions for consideration■ Principles of engagement template
3	ASSESS YOUR STAKEHOLDERS	<ul style="list-style-type: none">■ Sample stakeholder list	<ul style="list-style-type: none">■ Stakeholder analysis matrix
4	DEVELOP YOUR INDUSTRY ENGAGEMENT ACTION PLAN	<ul style="list-style-type: none">■ List of good practice sample activities	<ul style="list-style-type: none">■ Industry engagement Action Strategy template
5	DEVELOP YOUR INDUSTRY ENGAGEMENT STRATEGY	<ul style="list-style-type: none">■ All above	<ul style="list-style-type: none">■ Industry Engagement Strategy template

Mapping your industry network



Assessing your performance

Is your industry engagement approach....

1. Strategically aligned
2. Resourced
3. Managed relationship
4. Medium to long term
5. Relevant
6. Embedded
7. Continual improvement
8. Achievable
9. Inclusive
10. Responsive

Industry engagement models

DIAGRAM: VET SECTOR INDUSTRY ENGAGEMENT FRAMEWORK



Goal Setting

- SMART Goals
- What are the barriers?
- What are the opportunities?
- How will you know you have been successful?
- What resources do you need?



Planning

Objectives:

1

2

3

Strategies	Who	When	Budget	Status

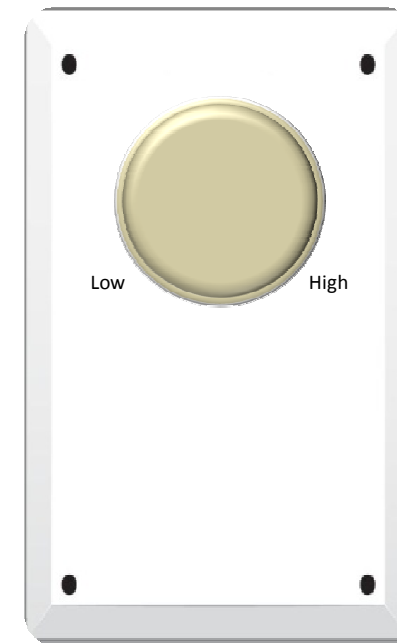


It is ongoing and continuous

If you treat industry engagement like a switch it will be doomed



Engagement should never be turned off; but the volume can be tuned



Acknowledgement: Transport and Logistics Industry Skills Council

Thank you

Sustainable Industry Engagement Project

www.acpetblog.net/

VET PD Centre

www.vetpd.qld.gov.au/resources/pdf/ic/section-one-industry-engagement.pdf

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