

Statement of Corporate Intent

OUR FRESH APPROACH 2016



Our South West Institute of TAFE Board, Executive team and staff have undertaken a comprehensive review of SWTAFE's strategic direction to ensure our organisation continues to exemplify the best qualities of a public TAFE. The Board, as well as staff and external stakeholders, were all crucial participants in the review. The result is a clear and forward-looking Strategic Plan that excites us and we are eager to implement.

The foundation of our refreshed strategic direction is our purpose as a public TAFE and our organisational values. Based on this foundation we have placed renewed intent on being a stronger TAFE, a better quality TAFE and a smarter TAFE. In line with our strategy, we will overhaul our communication and decision-making methods so they are simpler and can respond more effectively in our fast changing world. We will be more disciplined with our product portfolio with a focus on areas of educational value to our industry and community. We will also have a common and evidenced based approach to all our educational content and pedagogy.

The Board and Executive team are grateful for the contribution that staff and our stakeholders have made to the organisation's future. SWTAFE is proudly the sum of our students, staff, community and partner organisations. By building an education precinct for south western Victoria, we look forward to providing a bright and exciting future focused education that creates a lifetime of employability.

Our AMBITION PURPOSE AND VALUES

OUR AMBITION

Future focused education that creates a lifetime of opportunity and employability.

OUR PURPOSE

WHAT WE DO

We deliver a modern and fresh approach to helping generations develop the skills they need for the futures they aspire to.

WHO WE DO IT FOR

For the communities and industries of South West Victoria and beyond...in new and emerging markets.

HOW WE DO IT

Collaboratively, cleverly, creatively and courageously.

OUR VALUES

PEOPLE FOCUSED

We put the customer first. We tailor our approach so every learner is successful and we exceed the expectations of every employer. We invest in our staff to keep them at the cutting edge of practice.

QUALITY AND EXCELLENCE

- We strive to exceed expectations.
- We think boldly and find ways of doing things better. Always.
- We aim to distinguish ourselves and stand out from the rest.
- We act with integrity.

INNOVATION

We constantly seek innovation through:

- A dynamic approach.
- Being responsive to our communities.
- Collaboration with industry.
- Fresh thinking.
- Flexible and adaptive practices

Our OBJECTIVES

STRONGER GROWTH

We will become stronger in our vocational education and training through focus, employability results and student growth. Our Strategies are:

FOCUS

A compact and competitive product portfolio. Within our profile we will be eminent in fields such as health, food and fibre, and tourism. Underpinned by a strong general education and trades offering to the region.

RESULTS

Investment in and maximisation of the employability and desirability of our students for industry. We will understand and match the needs of industry.

GROWTH

Targeted student attraction and retention to improve our financial sustainability.

BETTER QUALITY

We will provide a better quality educational service through our learning content, pedagogy and experience. Our strategies are:

NEXT PRACTICE

All training is truly future focused for the future workplace.

MODERN

An agreed and evidenced approach to our pedagogy. We will ensure all our staff are trained, qualified and current with industry.

EXPERIENCE

Create individualized and a delightful experience for our students and stakeholders

SMARTER AND MORE CONFIDENT

We will work smarter and generate institutional confidence through brand, culture and system. Our strategies are:

BRAND

Refresh our brand to represent our refreshed ambition. We will then ensure we deliver on our brand promise.

CULTURE

Live the values and embed it in everything we do. Our values will be embedded in our decision making, behaviours and artefacts.

SYSTEMS

Systemise our work practices to make them simpler and smarter. We will use technology and data to support our practice.

Our STRATEGY COMES TO LIFE

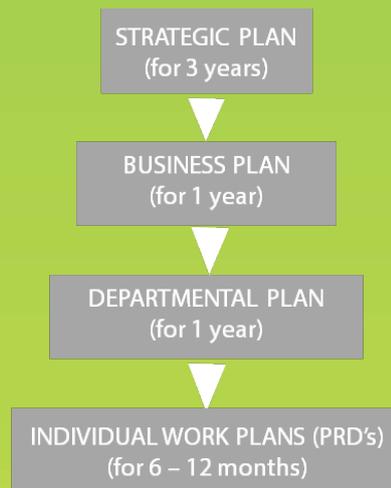
DETAILED PLANS

We will provide a simple, clear and coordinated set of plans to detail out our strategic priorities. These plans are:

- Business plan (covering corporate, industry and training plan)
- Workforce development plan
- Brand marketing plan

THE CASCADE

We will smartly cascade our strategic plan into everyone's work plans. The cascade is:



STAFF ENGAGEMENT

We will communicate our strategic priorities and provide ongoing feedback about progress. This will include:

- A strategy portal
- Strategy ambassadors
- Regularly publishing performance updates