

# Engaging 'WELL' with Industry

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## Background

- Automotive trade UK
- 11 years in TAFE - teaching, industry services, strategic projects and curriculum development
- 3 year secondment to Ford Motor Co
- Manager - University of Melbourne TAFE Collaboration (UMTC)
- Two private industry RTOs (VACC - REIV)
- CEO Transport and Logistics Industry Skills Council
- CEO Auto Skills Australia

## Today's presentation will focus on

- Who is industry?
- Communicating WELL work in an industry context
- How to engage effectively
- What are the pitfalls?
- What don't we know?
- Finding other projects.

## Getting some outcomes

- Stating the obvious.....but a good reminder
- Leaving some ideas about industry approaches
- Highlighting pitfalls in engagement
- Considering some different perspectives.

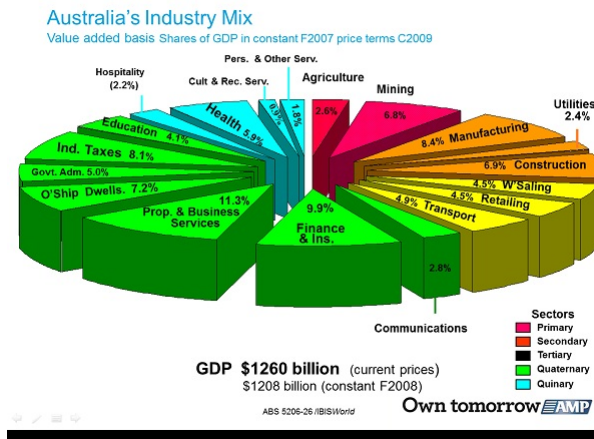
## Industry challenges with WELL

- Increases in workplace language and literacy skills have only marginally improved over recent years
- We are told the need for language and literacy skills in the workplace is increasing
- Having a highly mobile workforce encourages churn in employment which often masks WELL issues
- Will the algorithm remove the need?

## Technology trends and WELL

- In the automotive industry we see a growing gap between low skilled and high skilled jobs
- Shrinking middle ground
- Size of businesses will potentially bode well for WELL
- Potential pressure to narrow qualifications
- Growth in knowledge competency units that will require high WELL skills
- Increased obsolescence.

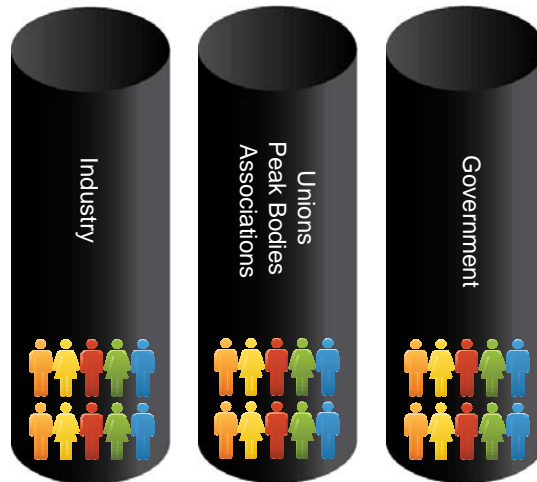
## What do we mean by industry?



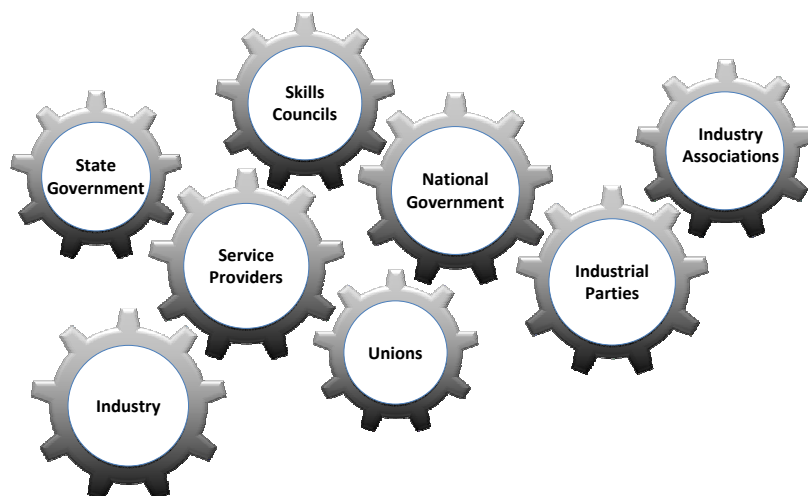
## Size of Industry in Australia

- Currently 2.1 million business in Australia
- Over two million businesses employed less than 20 staff
- 1.3 million businesses do not employ any staff
- Two million businesses had an annual turnover of less than \$2 million
- GDP \$1.4 trillion (1,400 billion).

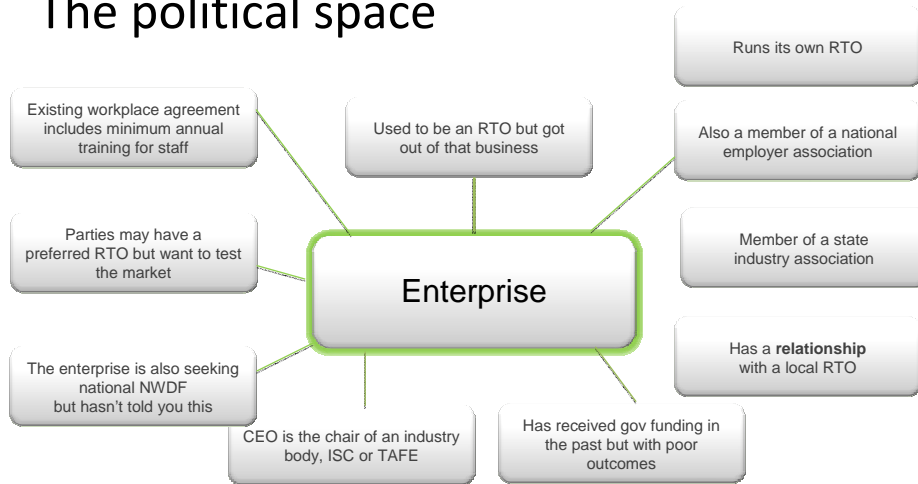
## Often industry is viewed in a silo form



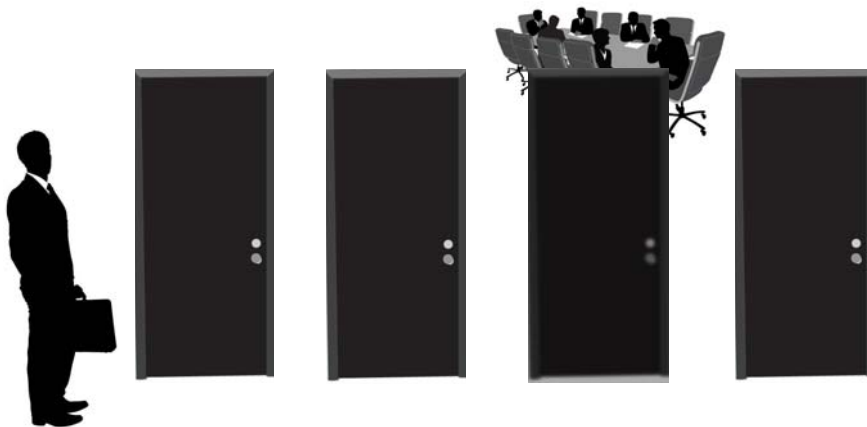
## The industry relationship gearbox



## The political space



If you don't understand the background and politics you may be wasting a lot of energy



## Getting the start right

- The way that frontline RTO/WELL personnel approach industry will often form the basis for industries assessment of your enterprise capability
- Any damage done here will be hard to undo
- There are currently 5,000 RTO's in Australia many of whom provide WELL services.

## Understanding the client

- If we don't have a clue about the client the chances of developing a relationship are poor
- Business owners and operators can have an extreme passion for their business, failing to connect with that will be problematic
- Understanding the clients previous experiences can save a lot of time and energy

## Understanding the client's needs

- Often people in industry are not sure about their needs, what they do know is they want options
- Often employers need help to define the issues in the workplace (maybe this is the service)
- Most employers are confused about and not interested in the VET language and processes, they want simple solutions that meet their business needs.

## VET Acronyms

- [www.ncver.edu.au/resources/glossary/intro.html](http://www.ncver.edu.au/resources/glossary/intro.html)
- 125 pages
- Last updated August this year
- Can be overload.....





One-to-one engagement; this is  
about time and energy



## Key attributes for engagement

1. Competence
2. Credibility
3. Business relationships/integrity
4. Contextualisation
5. Competitiveness
6. Creativity
7. Responsiveness

## Competence

- Are you a competent WELL practitioner?
- Do you or your team have the capability to deliver the right WELL solution?
- Do you have the back-up resources if you need them
- Have you oversold on capability?

## Credibility

- Take someone with you that has industry credibility
- Look at the employers website/press/online
- look at the Skills Council Environmental Scan
- Don't make things up to increase credibility
- Demonstrate an interest in the industry

## Mind the credibility gap



## What industry is not looking for in a WELL provider

- Inconsistency and unreliability
- Lack of industry knowledge/understanding
- Selling stock solutions
- Not being able to simply articulate a complex VET system
- Disengagement
- Multiple contacts from the same provider.

## Developing long-term relationships

- Industry wants a key contact person, primarily the person who has built the relationship
- Each time the contact person changes there is a risk of disconnect or shifting to another provider
- Relationships should not be limited by the scope of one project or context, they must be treated as a dynamic long-term arrangement
- Recognising that some relationships will not convert into work, there may be other benefits.

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



## Engagement often overlooks the obvious

- Often service providers only focus on one area of funding
- If your not excited nor will they be
- Associations can often access other types of funding
- National programs that couple with WELL (NWDF)
- Skills Councils
- Unions
- Look at the budget detail.

## Where is the money ?



<http://www.deewr.gov.au/Department/Publications/Pages/FYListing2011-12.aspx>



## Department of Education, Employment and Workplace Relations

FINANCIAL YEAR 2011-12 SENATE ORDER ON DEPARTMENTAL AND AGENCY CONTRACTS LISTING RELATING TO THE PERIOD 1 JULY 2011 TO 30 JUNE 2012

Pursuant to the Senate Order on departmental and agency contracts the following table sets out contracts entered into by The Department of Education, Employment and Workplace Relations (as specified under the Financial Management and Accountability Act 1997) which provides for a consideration to the value of \$100,000 or more and which:

(b) have been entered into during the 12 months prior to 30

Most of the contracts listed contain confidentiality provisions of a general nature that are designed to protect the confidential information of the parties that may be obtained or generated in carrying out the contract. The reasons for including such clauses include:

- ordinary commercial prudence that requires protection of trade secrets, proprietary information and the like; and/or
- protection of other Commonwealth material and personal information

Contractor	Subject Matter	Amount of Consideration (\$)	Commencement Date	Anticipated End Date	Whether Contract Contains "No-Shop" Clause Regarding the Parties' Mutual Confidentiality or any of its Provisions (N/A)	Whether the Contract Contains a "No-Solicit" Clause Regarding the Parties' Mutual Confidentiality (N/A)	Relevant Contractual Provisions
A/C.N. 138 584 089 PTY LTD	TO PROVIDE 30 TRAINING AND 20 EMPLOYMENT OPPORTUNITIES TO INDIGENOUS AUSTRALIANS IN BERRY	1,238,000.00	30-Jan-12	30-Mar-12	N	N	N/A
A/C.N. SERVICES IN A PTY LTD	30 TRAINING AND 20 EMPLOYMENT OPPORTUNITIES TO INDIGENOUS AUSTRALIANS IN PERTH	1,765,000.00	29-Jan-12	29-Apr-12	N	N	N/A
A/C.N. SERVICES IN A PTY LTD	TO PROVIDE 360 TRAINING AND 120 EMPLOYMENT OPPORTUNITIES TO INDIGENOUS AUSTRALIANS IN PERTH	1,584,000.00	12-Apr-12	10-May-12	N	N	N/A
ABR PPT LIMITED	TO PROVIDE 120 TRAINING AND 40 EMPLOYMENT OPPORTUNITIES TO INDIGENOUS AUSTRALIANS IN PERTH AND SOUTHERN REGION OF NEW SOUTH WALES	960,000.00	10-Oct-10	10-Oct-12	N	N	N/A
ADAPTATION SCHOOL	ADAPTATION CENTER FOR THE DEVELOPMENT OF A NEW EARLY LEARNING AND CARE CENTRE AT 20 INDIGENOUS YOUTH AND COMMUNITY CENTRE	1,540,000.00	15-Feb-12	30-Jun-12	N	N	N/A
ADAPTATION SCHOOL LIMITED	TO PROVIDE 20 EMPLOYMENT OPPORTUNITIES TO INDIGENOUS AUSTRALIANS IN PERTH	123,000.00	12-Feb-12	12-Feb-12	N	N	N/A
ADAPTATION AND SERVICES DISTRICT COMMUNITY CENTRE LIMITED	FORMING AROUND 20 EMPLOYMENT TO MEET THE OPERATING COSTS OF A CHURCH SOCIAL SERVICES WHICH WOULD CANNOT BE COVERED BY CHURCH CONTRIBUTIONS	1,085,746.00	30-Jul-10	30-Mar-13	N	N	N/A
ADAPTATION CENTRE FOR THE PERFORMING ARTS LIMITED	UNDER THE REFORMED-UP CONTRACT FOR OPERATING COSTS TO PROVIDE CULTURAL TRAINING AND FIVE ADAPTATION CENTRE SITES TO INDIGENOUS AUSTRALIANS IN THE FOLLOWING LOCATIONS: BERRY, PERTH, NORTH AND SOUTHERN QUEENSLAND, NATIONAL AND SOUTHERN QUEENSLAND	2752,000.00	15-Mar-12	15-Feb-13	N	N	N/A
ADAPTATION CENTRE FAMILY AND COMMUNITY CARE STATE SECRETARIAT (UNDER INCORPORATED)	TO PROVIDE 14 EMPLOYMENT OPPORTUNITIES TO INDIGENOUS AUSTRALIANS IN THE HASTAR REGION, NORTHERN NEW SOUTH WALES, SOUTHERN NEW SOUTH WALES, SOUTHERN AND WESTERN NEW SOUTH WALES	123,000.00	15-Feb-12	15-Feb-12	N	N	N/A
ADAPTATION CENTRE FAMILY AND COMMUNITY CARE STATE SECRETARIAT (UNDER INCORPORATED)	TO PROVIDE 31 EMPLOYMENT OPPORTUNITIES TO INDIGENOUS AUSTRALIANS IN THE HASTAR REGION, NORTHERN NEW SOUTH WALES, SOUTHERN NEW SOUTH WALES, SOUTHERN AND WESTERN NEW SOUTH WALES	3,960,000.00	23-Feb-12	10-May-13	N	N	N/A
ADAPTATION EMPLOYMENT BERRY PTY LTD	TO PROVIDE 35 TRAINING AND 20 EMPLOYMENT OPPORTUNITIES TO INDIGENOUS AUSTRALIANS IN THE HASTAR REGION AND SOUTHERN NEW SOUTH WALES	2,994,000.00	28-Feb-12	28-Feb-12	N	N	N/A
ADAPTATION EMPLOYMENT BERRY PTY LTD	TO PROVIDE 31 EMPLOYMENT OPPORTUNITIES TO INDIGENOUS AUSTRALIANS IN THE HASTAR REGION, NORTHERN NEW SOUTH WALES, SOUTHERN NEW SOUTH WALES, SOUTHERN AND WESTERN NEW SOUTH WALES	2,994,000.00	28-Feb-12	28-Feb-12	N	N	N/A
ADAPTATION EMPLOYMENT DISTRICT LIMITED	TO PROVIDE 20 EMPLOYMENT OPPORTUNITIES TO INDIGENOUS AUSTRALIANS IN BERRY, MIDDLEBURY, WESTERN NEW SOUTH WALES	1,611,000.00	29-Sep-10	29-Sep-10	N	N	N/A
ADAPTATION EMPLOYMENT DISTRICT LIMITED	TO PROVIDE 30 EMPLOYMENT OPPORTUNITIES TO INDIGENOUS AUSTRALIANS IN BERRY, PERTH, NORTH AND SOUTHERN QUEENSLAND, NATIONAL, SOUTHERN NEW SOUTH WALES, SOUTHERN AND WESTERN NEW SOUTH WALES, NORTHERN TERRITORY, SOUTHERN NEW SOUTH WALES, SOUTHERN QUEENSLAND, SOUTHERN NEW SOUTH WALES, SOUTHERN AND WESTERN NEW SOUTH WALES, SOUTHERN QUEENSLAND, SOUTHERN NEW SOUTH WALES, SOUTHERN AND WESTERN NEW SOUTH WALES	1,611,000.00	29-Sep-10	29-Sep-10	N	N	N/A

## Key stakeholder engagement plans



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Asia Skills Australia 2012 Social Media Awards  
Australian National TAFE Automotive Network of Australia (2012) just won.

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## Keeping it simple

- Identify the client
- Develop the relationship-build trust
- Identify the issue/problem/challenge
- Create formal agreements
- Be prepared to change/regroup/change direction
- Maintain the relationship.

# Thank you



This presentation has been produced with the assistance of funding provided by the Department of Industry, Innovation, Science, Research, and Tertiary Education.