Industry System Change using e-learning

Guidelines for applicants

Business case applications due Midday AEST Tuesday 10 July 2012

June 2012
Purpose

The objective of Industry System Change is to support the adoption of e-learning in industry by sponsoring the development of industry-wide e-learning plans and programs, including those which have a regional focus.

Opportunities are available that are subsidised through the Australian Government’s National VET E-learning Strategy 2012-2015 (the Strategy) which supports workforce development in industry through innovative training solutions.

Industry System Change supports all industry sectors, with particular emphasis on those industry areas with skills and workforce shortages and/or those experiencing structural adjustment issues. Some industry sectors have been targeted by the Government through initiatives such as the National Workforce Development Fund.

During the financial year 2012/13, Industry System Change will be implemented through a three-pronged approach with opportunities for a focused business case application to be developed around one of the following areas:

- priority industry sectors
- regional clusters
- skills for workforce planning and development.

Who is eligible to apply?

National industry associations, and/or employer representative groups and regional clusters are invited to submit a business case application to lead projects that support workforce development using e-learning.

Regional clusters may include: regional businesses, industry bodies and associations, local chambers of commerce, Industry Skills Councils and Industry Training Advisory Boards, Regional Development Australia Committees, and local government and associated agencies.

All business case applications require partnering businesses with employees who will participate in the e-learning.

Partnering businesses will need to decide who will lead the business case application with this organisation becoming the lead agent.

All business case applications must include a registered training organisation (RTO) partner; however an RTO cannot be the lead agent.

Whilst projects are subsidised through the Strategy, all 2012/13 business case applications will require equal or higher co-investment (matching contribution) to demonstrate commitment to achieving project outcomes. (Please see Attachment A for additional information on co-investment conditions).
What opportunities are available?

Opportunities to support the adoption of e-learning in industry during the financial year 2012/13 are available in the following three areas:

1. **Priority industry sectors**

Priority industry sectors have skill shortage or structural adjustment considerations; the focus is on **large-scale industry wide planning** for e-learning integration. This approach has a **national focus** on critical skills and specialist occupations in priority industry areas. The lead agent, (for example a national industry association or employer representative body) will lead the industry sector, in partnership with appropriate stakeholders and their sector’s employers.

During 2012/13 business case applications from a range of industry sectors are encouraged. Industry sectors with a workforce development plan may use this opportunity to implement e-learning. Otherwise, the focus may be on planning and workforce development which integrates e-learning. A minimum of $100,000 and maximum $300,000 each (ex GST) plus equal or higher co-investment is available.

Throughout 2011/12, three industry sectors were funded to initiate workforce development which integrated e-learning: they were renewable energy, spatial industries and manufacturing. These industries will be eligible for a 2012/13 project, subject to the success of their activity in 2011/12 and a strong business case. The next phase of funding will be at a minimum $100,000 and maximum $300,000 each (ex GST) plus equal or higher co-investment. To apply, submit a 2012/13 business case application addressing the selection criteria.

For more information on the 2011/2012 sectors visit the E-learning for Industry website [http://industry.flexiblelearning.net.au](http://industry.flexiblelearning.net.au).

2. **Regional clusters**

Regional Australia is a crucial part of the economic and social fabric of Australia. Its resources and its people contribute 67% of our national exports[^1]. Regional areas require skilled workers in a range of occupations. Research confirms that e-learning enables access to training and skills development within these areas.

The spirit of this opportunity is to support the workforce development needs of regional Australia. For the purposes of these Guidelines, regional does not include the major capital cities; rather it refers to cities, towns and hubs geographically located in regional, rural and remotely located parts of Australia.

This opportunity is designed to support clusters of stakeholders within regional areas to use e-learning to enable flexible access for identified aspects of workforce development. Regional clusters are expected to be led by a relevant organisation for the region on behalf of the cluster of businesses. The lead agent of a cluster may be for example; a regional business, local chamber of commerce, regional committee or local government and associated agencies.

Business case applications from **regional clusters** are invited to apply for projects to be implemented during the financial year 2012/13. A minimum $100,000 (ex GST) and a maximum of $300,000 each (ex GST) plus equal or higher co-investment is available for using e-learning, to enable flexible access to identified aspects of workforce development within regional areas.

During 2011/12, the focus was on regional business partnerships. Regional businesses supported in 2011/12 that had a successful project will be encouraged to build on their outcomes to date as part of an expanded regional cluster for 2012/2013. To apply, submit a 2012/13 business case application addressing the selection criteria.

For more information on the 2011/2012 regional partnerships visit the E-learning for Industry website [http://industry.flexiblelearning.net.au](http://industry.flexiblelearning.net.au).

3. Skills for workforce planning and development

An opportunity is available that focuses on businesses gaining workforce planning and development skill sets through e-learning.

The leap from workforce planning to learning and development, and then to appreciating the value of e-learning for workforce development is not a straight forward path. Businesses must first engage in a conversation around workforce planning and see its value, then develop a workforce plan which identifies the businesses’ strategic training needs, then finally see the value of innovative training solutions using e-learning to address strategic training needs.

This initiative will enhance the understanding of workforce planning and development by engaging selected employees as active e-learners in attaining units of competency related to workforce planning and development. This experience will:

- facilitate the development of a workforce development plan, integrating e-learning, within the participating businesses, and
- create e-learning champions within each national/state industry association or region which will assist in the implementation of workforce development plans using e-learning.

For example:

A construction industry association in partnership with an RTO with e-learning expertise may lead twenty of their business members. These construction businesses may range in size and may also be geographically dispersed. Each of the businesses may nominate one or more people (depending on their size) to participate as e-learners to gain skills and knowledge related to workforce planning through e-learning. The output of this process will be the development of a workforce development plan integrating e-learning for each business. An added benefit will be twenty e-learning champions with workforce planning skills in each participating business.

It is anticipated that this opportunity will be led by either:

- a national or state industry association in partnership with member businesses, or
- a region in partnership with local businesses.

Business case applications must include a registered training organisation (RTO) partner. The RTO partner must support the implementation and attainment of workforce planning and development skills using e-learning. The focus of this initiative for the RTO is not to develop content for workforce planning and development but to engage learners in a positive experience using e-learning.

This opportunity to simultaneously build a foundation of knowledge and competency in workforce planning and development and e-learning which produces a workforce development plan featuring e-learning is valued at $50,000 each (ex GST) plus equal or higher co-investment.

For more information visit the E-learning for Industry website [http://industry.flexiblelearning.net.au](http://industry.flexiblelearning.net.au).

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2 For examples of units of competency (skills sets) related to workforce planning and development please refer to Attachment B (FAQs) of this document.
What are the project requirements?

Applicants are encouraged to submit a business case application for one of the three areas listed in the previous section. Ensure you have an appropriate lead agent to apply for this funding, with a minimum of matched co-investment. The lead agent will need to demonstrate they are able to influence and drive change within the industry sector or region.

The project timeframe should be within the financial year 2012/13. This will ensure adequate time is allowed for integrating changes and achieving outcomes.

Business case applications will be selected for developing e-learning initiatives that address specialist skills occupation shortages through e-learning. Funds should be used for the formulation and delivery of e-learning strategies or models for implementing workforce development solutions that utilise content and resources in innovative ways to address learner, workplace and regional needs. These initiatives may include the use of skills sets. It is desirable, when identifying units of competency, that learners are progressing towards Cert III or higher, however for some industries the entry level may be lower than this.

Linking other funding opportunities with your business case application is encouraged as it will further enable innovative training approaches for collaborative partnerships. This funding should be linked to support Commonwealth policy or leverage off other Commonwealth funding opportunities.

Business case applications are not limited to one region. Cross-region and cross-jurisdiction applications are encouraged.

Refer to **Attachment A** for a summary of what the funding can and cannot be used for.

**Measures**

The following measures, which align with government policy objectives, will be used to evaluate the outcomes of co-investment opportunities through the Industry System Change Business Activity:

- Numbers of employees from partnering businesses in the Industry System Change projects who improve their qualification status by:
  - progressing towards Certificate III or higher VET qualifications
- Numbers of partnering businesses in regional areas agreeing that e-learning methods:
  - improved responsiveness of training to business needs
  - improved access to training
  - reduced time lost through staff release for training
  - helped sustain regional operations.

**Reporting: meetings**

To ensure that successes and challenges are communicated and shared throughout implementation, projects are required to participate in the following reporting activities:

- The first meeting is for the induction of successful applicants and will be conducted online during August 2012.
- During the project, teams will be required to connect with each other online demonstrating the use of e-learning for project updates and networking.
- The second meeting will focus on project progress reporting and will be held face-to-face in a capital city during November 2012. Please ensure that you allocate funds (travel and accommodation) from your co-investment contribution to attend this meeting.
**Reporting: other requirements**

During the project implementation phase, projects will be required to contribute to the following Industry System Change initiatives:

- Teams will have the opportunity to develop a story for the media which picks up demonstrable benefits from the project.
- Teams may be asked to participate and contribute to the development of a multimedia production that will showcase the impact of e-learning on workforce development.
- Where possible, teams are encouraged to capture (visually and/or aurally) project interaction with partners and their staff during the project’s lifecycle. This may be in the format of:
  - video footage
  - audio recordings
  - photographs.

**Reporting: communication**

Communicating outcomes from projects is important. It is a requirement of project funding that you disseminate the outcomes of this opportunity to your colleagues, industry and/or region. There are various opportunities to communicate outcomes and you are encouraged to address the following points in your application:

- You should identify participation in at least two conference/forum events where you will share the benefits of this co-investment opportunity. These events might be:
  - industry events
  - e-learning events
  - skills events at a state or national level (liaise with your E-learning Coordinator to facilitate the capturing of this presentation).
- As well as these events you will be required to participate in a webinar series organised by the Industry System Change Team held between February and April 2013 to share your project outcomes.

**Reporting: evaluation**

During the project implementation phase, projects will be required to contribute to the following Industry System Change evaluation activities:

- Teams will be required to administer pre-e-learning engagement and post-e-learning engagement surveys. (These surveys are administered by the National Centre for Vocational Education Research (NCVER) on behalf of the National VET E-learning Strategy.)
- As part of the evaluation of the Industry System Change business activity, teams will be required to participate in phone interviews with a research consultant.

**Reporting: deliverables**

Lead agents will provide to the Industry System Change Business Manager at the conclusion of the project period:

- a final outcomes-focused report that demonstrates how your project contributed to the measures outlined in this section (this should include evidence of the number of employees who completed units of competency)
- a signed statement of acquittal of income and expenditure, including co-investment.
Contractual agreements
The Canberra Institute of Technology (CIT) is the managing agent of the Industry System Change business activity and will enter into a contractual agreement with the lead agents of successful applications.

Following selection, successful lead agents will receive a funding offer by email. Lead agents are required to accept their funding offer as soon as possible, to commence the contracting process. The Business case application will become the ‘e-learning activity’ and will be attached to the contractual agreement. The contractual agreement will define the activities to be implemented; timeframe and the respective financial and other responsibilities and obligations of each party.

Contractual agreements must be signed and returned within 21 days of the date from which the Agreement is posted to the lead agent.

The Industry System Change team will also provide ongoing monitoring, project management and advice to the successful applicants in achieving their outcomes.

* The duration and scope of the contractual agreements will be dependent upon the Institute receiving funding under the Funding Agreement.

Payments
Disbursement of project funds will be via two payments*:

- 60% following the receipt of the signed agreement by both parties and valid tax invoice
- 40% on completion of the project and satisfactory receipt of the deliverable.

* The duration and scope of the contractual agreements will be dependent upon the Institute receiving funding under the Funding Agreement with the Commonwealth.

Disclaimer
Submission of an application does not guarantee funding. The costs for producing an Industry System Change business case application are borne by the applicant. The National VET E-learning Strategy can withdraw funding in certain circumstances and dates can be changed.
What are the Selection Criteria?

Business case applications will be assessed by the following criteria:

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<tbody>
<tr>
<td>1. Level of co-investment</td>
<td>The level of contribution that is proposed will be taken into account in a competitive assessment of business case applications; the minimum level is matched co-investment. Co-investment can include salaries or enabling technology used for e-learning (refer to Attachment A).</td>
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<tr>
<td>2. Strength of the lead agent to advocate for change</td>
<td>Include identification of the number of businesses involved, other stakeholder organisations, any involvement with previous e-learning activity and evidence of genuine commitment and reach into the industry or region.</td>
</tr>
<tr>
<td>3. Identified workforce development need and demand for this strategic training</td>
<td>Provide evidence of need and demand including a plan on how the workforce will be developed to meet regional and/or industry business needs.</td>
</tr>
<tr>
<td>4. Numbers of employees and their readiness for e-learning</td>
<td>The names of the businesses and the numbers of learners participating in the e-learning initiatives for skill acquisition during 2012/13 must be identified. Outline the readiness for e-learning of the learner group [for some learners this may be a new way of undertaking skills development and business case applications should identify what types of support are available].</td>
</tr>
<tr>
<td>5. Readiness for e-learning within the partnering organisations</td>
<td>Demonstrate by examples of e-learning implementation and supporting e-learning infrastructure.</td>
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<td>6. Level of qualifications that the e-learning will support</td>
<td>Identify units of competency and qualification (may also be skill sets). Consider appropriate outcomes for employment when choosing qualifications. It is desirable that learners are progressing towards Cert III or higher, however for some industries the entry level may be lower than this.</td>
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<td>7. Effective partnership with an RTO with demonstrated expertise in e-learning</td>
<td>Genuine commitment and involvement of business partners must be evident in the application (including statements of support from relevant stakeholders).</td>
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<td>8. Quality of the e-learning proposed and valid measurements for success</td>
<td>Identify use of quality e-learning methodologies for delivery, support and/or assessment. Projects should be focussed on engaging learners in skills development using e-learning rather than on developing new e-learning resources: Identify the existing e-learning resources to be used. Include your measures of success (refer to the Measures and FAQ sections).</td>
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<tr>
<td>9. Communication and dissemination strategies to broaden the understanding of the value of e-learning to innovation and change for industry and business</td>
<td>Identify how you will communicate and support the transfer of learning to other businesses within and beyond the industry/region through your own efforts and in co-operation with the Industry System Change team. (Refer to Project Requirements section for further information)</td>
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<tr>
<td>10. Ability to deliver within proposed budget and provide value for money</td>
<td>Provide a detailed breakdown of the budget and matched co-investment. Demonstrate that the budget represents value for money. (Refer to Attachment A for information about co-investment conditions and eligible expenditure)</td>
</tr>
<tr>
<td>11. Implementation plan with timelines and milestones which are achievable and appropriate for the intended outcomes</td>
<td>Provide an implementation plan with timelines and milestones which are achievable and appropriate for the intended outcomes</td>
</tr>
<tr>
<td>12. Identification of key risks that may prevent successful implementation and risk mitigation strategies</td>
<td>Provide a detailed risk analysis including a determination of likelihood, consequence and risk. Provide an outline of those controls required to manage the risk as low as reasonably practicable.</td>
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In addition, business case applications may align to Commonwealth priorities such as:

- a focused attention on enabling improved participation from those with a disability,
- industry e-learning solutions that integrate vocational education and higher education for the workforce
- or foundation skills developed through e-learning appropriate for that level of qualification and job role.
How to submit a business case application

A detailed business case application must be submitted that addresses the Selection Criteria of these Guidelines.

Business case applications should be no longer than twelve (12) pages plus the cover sheets – provided at Attachment C of these Guidelines.

All potential applicants **MUST** contact the Industry System Change team to discuss their Business Case Application concept prior to submitting a full business case application.

Enquiries can be made to: industry@flexiblelearning.net.au or by calling one of the team members:

- Donna Hensley
  - (02) 4956 2488
  - 0407 56 2485
- Kerry Manikis
  - (02) 6207 3262

Please ensure that you:

- complete the cover sheets (at the end of this document provided at Attachment C) and insert at the front of your business case application
- use an editable format such as MS Word – not PDF
- submit your proposal by **Midday AEST Tuesday 10 July 2012** by email:
  - to industry@flexiblelearning.net.au
  - cc industry.applications@gmail.com

FLAG’s Industry Advisory Group forms the selection panel. The selection panel will meet by Wednesday 25 July, 2012 and applicants will be advised of the outcome of selection shortly after this meeting.
Co-investment conditions

The Industry Advisory Group\(^3\) defines industry co-investment as: A minimum dollar for dollar investment by stakeholders which includes the contribution of cash, identified staff time and the purchase of enabling technology during the activity that is used specifically for the activity.

Business case applications must demonstrate that the amount of funding sought is equal to or higher than the amount subsidised. Contributions can include salaries or enabling technology used for e-learning.

The level of contribution that is proposed will be taken into account in competitive assessment of business case applications.

Eligible expenditure

If additional funding has been obtained or is being sought for the business case application from sources other than the partnering businesses, applicants must declare this. Budgets should show clearly that funding from other sources is being used for distinct, supplementary aspects of the project and does not duplicate funding requested from National VET E-learning Strategy. Other funding opportunities cannot be counted in the applicant’s level of contribution.

Funding from the Industry System Change Business Activity can be used for:

- project management
- facilitation or delivery of e-learning initiatives
- e-learning content development
- technical support
- coaches/mentors/workplace champions
- limited staff training as support for delivery to learners
- travel for team members to attend meetings and workshops.
- administrative costs
- promotion/marketing.

Funding from the Industry System Change Business Activity cannot be used for:

- purchase of infrastructure, equipment or software
- staff training which is unrelated to delivery to learners
- coordination of one-off events such as conferences
- providing security to obtain any form of credit.

Matched co-investment contributions from applicants can be used for:

- identified and costed staff time
- the purchase of enabling technology during the e-learning activity that is used specifically for the e-learning activity
- travel costs.

\(^{3}\) Underpinning and guiding the work of the Industry System Change Business Activity is the Industry Advisory Group (IAG). IAG Members have been invited for their expertise and networks at whole of industry and national level.
Attachment B: FAQs and further information

All resources referred to below are accessible from the E-learning for Industry website: http://industry.flexiblelearning.net.au

What is e-learning?

The Flexible Learning Advisory Group (FLAG) define e-learning in relation to the National VET E-learning Strategy as follows:

_E-learning uses electronic media to deliver flexible vocational education and training. It includes access to, downloading and use of web, CD-ROM or computer-based learning resources in the classroom, workplace or home. It also includes online access to and participation in course activities (e.g. online simulations, online group discussions); directed use of the internet, mobile and voice technologies for learning and research purposes; structured learning-based email communication; and online assessment activities._

If you look at some e-learning courses that have been developed by different organisations you will notice significant differences in the nature of the e-learning experience between them. They differ in the degree of interactivity, the richness of their content, the way they are delivered to the learner, the support mechanisms for the learner and the degree of interaction between learners and a facilitator. E-learning is also used for assessment.

Each organisation prepares its e-learning course to suit its capabilities, and the needs of its learners and facilitators. For examples of business and industry e-learning demonstrations have a look at the _E-learning for Industry_. The content rich _Practical guide to e-learning_ is a useful starting point.

- Visit the E-learning for Industry website at http://industry.flexiblelearning.net.au
- View the Practical guide to e-learning
- Contact your local E-learning Coordinator for additional e-learning advice or support

What e-learning resources are available?

The National VET E-learning Strategy provides a national Content Services Centre where you can explore a wide range of resources related to e-learning by category:

- Teaching resources – Resources that will support e-learning delivery
- Learner resources – Resources that will support you in developing your own e-learning programs, tools and learning objects
- Organisation resources – Links to resources that may be valuable to organisations in which e-learning is delivered
- Tools and technologies – Links to tools and technologies that can help you get started in e-learning or enhance your current content delivery methods
- Useful links – Links to other websites which may contain valuable information for practitioners
- Resources archive – An archive of outdated resources for reference.

Visit the Content Services Centre at http://www.flexiblelearning.net.au/content/content_services_centre/index.htm

How can quality e-learning be used to enhance workforce development?

Quality in using e-learning in workforce development is ultimately indicated through the satisfaction of learners and employers. The contextualisation and customisation of the e-learning approach for each organisation has a direct impact on quality and therefore business case applications should outline through the selection criteria, a profile of the target learner group. Workforce e-learning approaches can take many forms, ranging from self-paced compliance courses like inductions and orientations or safety and compliance training on CD-ROMs, through to highly interactive scenario-based e-learning, games or virtual environments and everything in between. The level of support and learner e-engagement further ensures a quality e-learning experience for employees.
Your RTO partner will be able to provide advice on the appropriate learning approach that suits your learners to ensure successful learning and assessment outcomes.

For practical models for businesses and their training partners to provide effective support for learners using e-learning in workplaces, take a look at the Guidelines for supporting learners using e-learning in workplaces.

- Download the guidelines: [Guidelines for supporting learners using e-learning in workplaces](#)

**How can e-learning assist with my workforce development needs?**

Research is available that may be helpful in answering this question. The FLAG research report *Enabling workforce development: Insights from industries using e-learning* illustrates how e-learning can help to overcome barriers to workforce development. This research was prepared by the University of Sydney’s Workplace Research Centre and identifies the type of critical workforce development challenges e-learning can help overcome. The report also highlights that e-learning has the potential to support other aspects of education and workforce development policy, especially in terms of boosting levels of adult literacy and making greater use of workplaces as sites for learning.

- Download the research report: [Enabling workforce development: Insights from industries using e-learning](#)
- Download the supporting publication: [Insights from eight industry sectors using e-learning publication](#)
- View the YouTube multimedia presentation: [How e-learning is enabling workforce development](#)
- Access the interactive presentation: [Enabling workforce development: Learning sequence](#)
- Access the Lunch and Learn session recordings and resources: [Develop your workforce with e-learning](#)

**What is e-learning readiness?**

E-learning readiness involves learner’s digital literacy. This includes their confidence and ability to use a computer and e-learning devices and software. It also relates to their access to relevant technology in the workplace, home or elsewhere in order to participate in e-learning. Your RTO should be able to assist you in gathering this information.

**What sorts of competencies or skill sets are available that focus on workforce planning and development?**

A good place to look for vocational education and training (VET) learning opportunities is [training.gov.au](http://training.gov.au) (TGA) which is the official national register of information on training packages, qualifications, courses, units of competency and registered training organisations (RTOS).

Each unit of competency has a code and a full description can be accessed from the TGA website. Some examples of competencies/skill sets that relate to workforce planning and development include: BSBTAS501B Manage human capital, BSBHRM504A Manage workforce planning, PSPHR504A Implement workforce planning and succession strategies, BSBLED702A Lead learning strategy implementation, PSPMNGT601 Influence workforce effectiveness and BSBLED710A Develop human capital.

These are examples only and your RTO partner will be helpful in identifying and supporting the delivery via e-learning of the competencies or skill sets to enhance knowledge of workforce planning and development.

**How many partners can I include in my business case application?**

There is no limit on the number of partners however applicants need to ensure that communication and management strategies are identified within their business case applications to ensure the effective administration of a large range of partners. In addition to stakeholders, relevant business (or employer) partners must be identified, as their staff will be the learners for the e-learning activity.
Is the amount of the co-investment important?

Yes. The Industry Advisory Group who forms the selection panel will take into account the level of co-investment that is proposed by applicants in the competitive assessment of business case applications. Business case applications that clearly identify the value of co-investment from the partners beyond the lead business and RTO will be favoured.

Does the co-investment need to be cash?

The Industry Advisory Group defines industry co-investment as: A minimum dollar for dollar investment by stakeholders which includes the contribution of cash, identified staff time and the purchase of enabling technology during the activity that is used specifically for the activity.

What is the role of the lead agent?

The successful applicant will become the lead agent and they will hold the Industry System Change contractual agreement, taking responsibility for accountability for funds, effective project management, reporting and delivery of outcomes. Lead agents must be legal entities. The Lead agent is encouraged to have sub-contracts with partners.

Can a group of RTOs, such as a TAFE and a university apply?

No. This opportunity is targeted at priority industries, through national industry associations and regional entities such as businesses, industry bodies and associations, local chambers of commerce, Industry Skills Councils and Industry Training Advisory Boards, Regional Development Australia Committees, and local government and associated agencies. However, all business case applications must include a registered training organisation (RTO) partner with e-learning expertise, but an RTO cannot be the lead agent.

- Download the paper: [Role of RTOs in partnering with business and industry to embed e-learning](#)

If I received funding for an industry sector project in 2011/2012 can I apply again?

Yes. Previous industry sectors will be eligible to apply as a priority industry sector. This is subject to the success of their activity in 2011/12 and a strong business case for 2012/13. It would be to your advantage to highlight how your previous project has communicated the lessons learned. Outline what initiatives were undertaken to share and demonstrate outcomes to industry beyond the minimum project reporting requirements. A minimum $100,000 and maximum $300,000 each (ex GST) plus equal or higher co-investment is available.

If I received funding for a regional partnership project in 2011/2012 can I apply again?

Yes. Previous regional partnerships projects will be eligible to apply for a regional cluster. This is subject to the success of their activity in 2011/12 and a strong business case for 2012/13 which is broader than the initial scope and expanded to a regional cluster. It would be to your advantage to highlight how your previous project has communicated the lessons learned. Outline what initiatives were undertaken to share and demonstrate outcomes to industry beyond the minimum project reporting requirements. A minimum $100,000 and maximum $300,000 each (ex GST) plus equal or higher co-investment is available.
If I received funding through the Australian Flexible Learning Framework can I apply?

Yes. Projects that were funded in the previous strategy (from 2005-2011) are invited to consider these opportunities. If you are building on a previous project, please identify what the outcomes were and what initiatives were undertaken to share and demonstrate outcomes to industry beyond the minimum project reporting requirements.

Will there be other co-investment opportunities through the Strategy?

Yes. The National VET E-learning Strategy will make announcements from July 2012 for co-investment opportunities for the financial year 2012/13.

Key developments and opportunities will be announced in Flex e-News, the official online newsletter of the National VET E-learning Strategy. Subscribe to Flex e-News to also receive the latest e-learning news, trends, case studies and resources.

Where can I find further information?

The E-learning for Industry website at http://industry.flexiblelearning.net.au contains a range of resources, including e-learning demonstrations, industry sector plans, the Practical Guide to E-learning, research reports and news about businesses and industries that have co-invested in e-learning from 2005.

Applicants are encouraged to look at the range of information located at the content rich website when preparing their business case applications.

What about intellectual property?

Intellectual property in material produced under projects conducted through Industry System Change will normally vest in the Commonwealth. The Commonwealth’s general policy is to make copyright material developed through education and training initiatives freely available for those purposes through Creative Commons licenses.

Further advice will be provided on request about arrangements that will apply where third parties own intellectual property in components of existing material (ie material drawn from existing sources) to be incorporated into project material.

A FAQ section on the E-learning for Industry website has been created; it includes these questions and answers and will be continuously updated.
## Attachment C: Business case application - Cover sheet

Attach this cover sheet to the front of your completed business case application which addresses all of the selection criteria in the Guidelines. Please ensure that you delete pages 1-14.

### PROJECT DESCRIPTION - Due no later than Midday AEST Monday 9 July 2012

<table>
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<th>Type of Funding</th>
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<td>☐ Priority industry sectors – Continuing</td>
<td>☐ Priority industry sectors – New</td>
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<td>☐ Regional clusters – Continuing and expanded</td>
<td>☐ Regional clusters – New</td>
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<td>☐ Skills for workforce planning and development</td>
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<th>Funding sought (ex GST)</th>
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### Summary

(No more than 150 words)

| Skilled occupation and relevant VET qualification/s (list units of competency) |  |
|-----------------------------------------------------------------------------|  |
|  |  |

| Industry sector coverage |  |
|--------------------------|  |
|  |  |

| Location of the regions involved (towns, regional location, state/territory) |  |
|-----------------------------------------------------------------------------|  |
|  |  |

### Lead Organisation

| Contact Person |  |
|----------------|  |
|  |  |

| Position within organisation |  |
|-----------------------------|  |
|  |  |

| Email |  |
|-------|  |
|  |  |

| Telephone number (s) |  |
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|  |  |

### ABN/ACN Number

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### Postal Address

<table>
<thead>
<tr>
<th>Suburb</th>
<th>State/Territory</th>
<th>Postcode</th>
</tr>
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<tbody>
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</table>

### RTO Name

| RTO code |  |
|----------|  |
|  |  |

| Contact person |  |
|----------------|  |
|  |  |

| Position within RTO |  |
|---------------------|  |
|  |  |

| Email |  |
|-------|  |
|  |  |

| Telephone number (s) |  |
|----------------------|  |
|  |  |

Please copy, paste and complete additional ‘RTO’ boxes as needed.
<table>
<thead>
<tr>
<th>Partner Business 1</th>
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<tbody>
<tr>
<td>Postal Address</td>
<td></td>
</tr>
<tr>
<td>Suburb</td>
<td>State/Territory</td>
</tr>
<tr>
<td>If this business has multiple sites, please list suburb/town and postcode</td>
<td></td>
</tr>
<tr>
<td>Name of Contact Person</td>
<td></td>
</tr>
<tr>
<td>Position within organisation</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td></td>
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<td>Telephone number (s)</td>
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<table>
<thead>
<tr>
<th>Partner Business 2</th>
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<tr>
<th>Partner Business 3</th>
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</tbody>
</table>

Please copy, paste and complete additional 'partner business' boxes as needed.
For further information regarding these opportunities, please contact:

Name: Industry System Change Business Activity Team

Phone: Donna Hensley on (02) 4956 2488 or 0407 56 2485
       Kerry Manikis on (02) 6207 3262

Email industry@flexiblelearning.net.au

Website: http://industry.flexiblelearning.net.au

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