MEDIA RELEASE

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NEW SERIES OF CASE STUDIES SHOWS TAFE TRANSFORMING ITS SERVICES TO INDUSTRY

TAFE across the country is partnering with business to change the face of industry training under changing demands for greater workforce participation and training in workplaces.

The new approach by TAFE to servicing industry with training will today be unveiled in Sydney, at a special business briefing.

A series of five case studies were commissioned by TAFE Directors Australia (TDA) involving conversations with Australian industry leadership, by leading VET researcher and academic, Dr. John Mitchell from John Mitchell & Associates.

The studies highlight compelling examples from around Australia of tailored approaches to delivery of industry technical and vocational education needs.

A further paper was prepared by Dr. Mitchell, outlining his perspectives on changing industry needs for training in Australia, and a longer term summary of more than 70 exemplars he has researched across public provider (TAFE) Institutes in Australia.

The Chief Executive Officer of TDA, Martin Riordan, said today’s launch of ‘Reinventing Service Delivery’, will feature the newly appointed Chair of the NSW TAFE Commission and Chief Executive of the Australian National Retailers Association, Ms. Margy Osmond.

The report consists of five case studies that profile TAFE Institutes collaborating with enterprises to meet demanding goals set by industry and government. The case studies are:

- **Redarc Electronics in South Australia**, which jointly with TAFE has sought to raise its productivity and global competitiveness
- **Toyota Motor Corporation Australia in Queensland**, which needs to produce
tradespeople able to meet Toyota’s high benchmarks for quality and continuous improvement

- **Apache Energy Ltd in Western Australia**, which needs highly skilled staff to ensure the ongoing functioning of remote off-shore rigs
- **The Council of Textile and Fashion Industries of Australia in Melbourne**, which is helping the wider industry, particularly small to medium sized businesses, to develop skills for the new economy
- **The Murrumbidgee Local Health District in the Riverina region of NSW**, which is helping to train and retain a skilled workforce while growing the regional economy.

Martin Riordan said: “The evidence in this report demonstrates the way that TAFE is modelling leading-edge practice in its engagement with industry, and it demolishes some of the criticism about TAFE’s supposed inflexibility.”

He added: “Together these case studies investigate workforce development and how these relate to targets from the Council of Australian Governments, embedded in the National Agreement for Skills and Workforce Development.”

Key elements emerging in the case studies relate to ‘flexibility’ and ‘innovation’ in the way that TAFE is meeting the needs of industry in a dynamic economic environment.

The title of the report is based on a December 2012 *Harvard Business Review* article which sets out four ways in which contemporary businesses is radically reinventing in order to provide clients with ‘tremendous value’.

Consistent with that approach, the report shows that TAFE Institutes are actively changing the way they interact with the customer; modifying the scope of what is delivered to the customer; reviewing who in the Institute delivers the service; and reconsidering the location for the delivery of services to the customer.

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