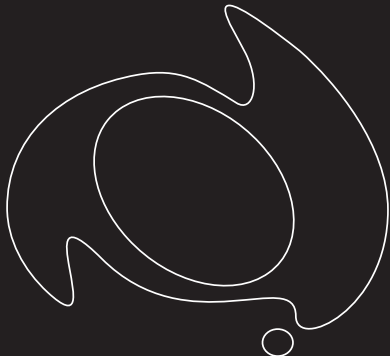




TAFEDirectors

AUSTRALIA

STRATEGIC PLAN 2010--2012



PREAMBLE

TAFE Directors Australia (TDA) is the peak national body incorporated to represent Australia's 59 public TAFE Institutes and university TAFE divisions, and the Australia-Pacific Technical College (APTC).

Australia's TAFE Institute network is the largest and most diverse tertiary education sector in Australia with more than 1300 campuses located across Central Business Districts (CBD), suburban, regional and remote locations, with many Institutes offering further services through the Asia-Pacific and other offshore regions.

The core business of TDA is supporting our member Institutes and leading the advocacy for quality skills in Australia.

Our purpose is to:

- advance vocational education policy in Australia
- support policy development for improved outcomes for students – domestic and international
- lead the advocacy for funding
- provide member services for Tuition Assurance to facilitate Institutes' Vocational Education and Training (VET) FEE-HELP registration
- position TAFE Institutes as the major training brand delivering skills in Australia.



VISION

To drive quality in TAFE vocational education and training, and show leadership in sector policy and value-added member services.

MISSION

TDA will support TAFE Institutes in the development, recognition and resourcing of those Institutes as the recognised leaders in quality vocational education and training.

CORE VALUES

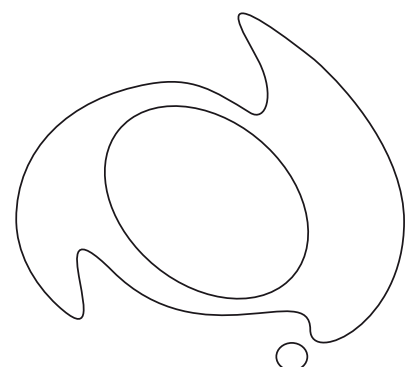
Responsiveness: anticipating, understanding, meeting and exceeding the expectations of TDA members.

Expertise: ensuring outcomes are evidence-based, informed and relevant to members' needs and priorities.

Integrity: ensuring all relationships with members, stakeholders and clients are ethical, inclusive, transparent and accountable.

Independence: maintaining a not-for-profit, non-partisan status and acting in the interests of all members.

Flexibility: prioritising, pursuing, achieving and monitoring TDA objectives in rapidly changing policy and economic environments.



STRATEGIC GOALS AND PRIORITIES 2010–2012

1. Leadership in policy

- 1.1 Maximise the profile of TDA in regional, national and international activities to influence and improve policy development for the publicly funded VET sector.
- 1.2 Promote and enhance TAFE's contribution to the Australian economy at all levels: regional, state and national.
- 1.3 Monitor and advocate measures that support both competition and social inclusion in VET policy development.
- 1.4 In consultation with TDA members and clients, formulate and disseminate, as appropriate, formal TDA positions on relevant current issues and government policies and programs.

2. Quality and innovation

- 2.1 Work with TDA members to ensure TAFE Institutes' leadership and reputation for quality in VET and the tertiary sector are maintained and strengthened, both domestically and internationally.
- 2.2 Promote the capabilities of TAFE Institutes in innovation in education, training and workforce development and their capacity to contribute to the national innovation system.
- 2.3 Provide a strong voice for TDA in national bodies, forums and reviews with an emphasis on quality and innovation which is well informed and future orientated.

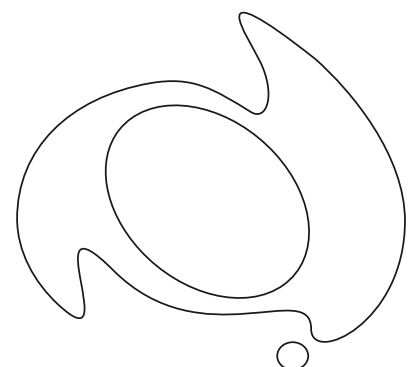


3. Internationalisation

- 3.1** Promote international cooperation and exchanges.
- 3.2** Identify and coordinate new international opportunities and initiatives.
- 3.3** Through the Australian TAFE International Network, provide advice, support and a mechanism for consultation on international issues for all members.
- 3.4** Promote to overseas governments, agencies and other international organisations the capabilities of TDA members to provide quality vocational education and training services and products both in Australia and offshore.
- 3.5** Advocate on behalf of TDA members to ensure government policy enhances the reputation and quality of Australian vocational education and training for international students.

4. Member services

- 4.1** Maintain Tuition Assurance services for TDA members, seeking registration for Higher Education (HE) and VET FEE-HELP under Australian government legislation.
- 4.2** Maintain strong client service support under Tuition Assurance, with financially secure and transparent financial systems.
- 4.3** Provide timely information to TDA members and stakeholders on current and emerging issues and events, including through an active publishing profile, TDA responses to such issues and events.
- 4.4** Undertake or commission research and data collection relating to the needs and operations of TAFE Institutes.
- 4.5** Liaise with the Australian government, its agencies and the National Centre for Vocational Education Research Ltd. (NCVER) to ensure the information requirements of TDA members are captured and reflected in data collection and official reports, and that relevant research is disseminated through its publication.



5. Development and welfare of TAFE staff, students and graduates

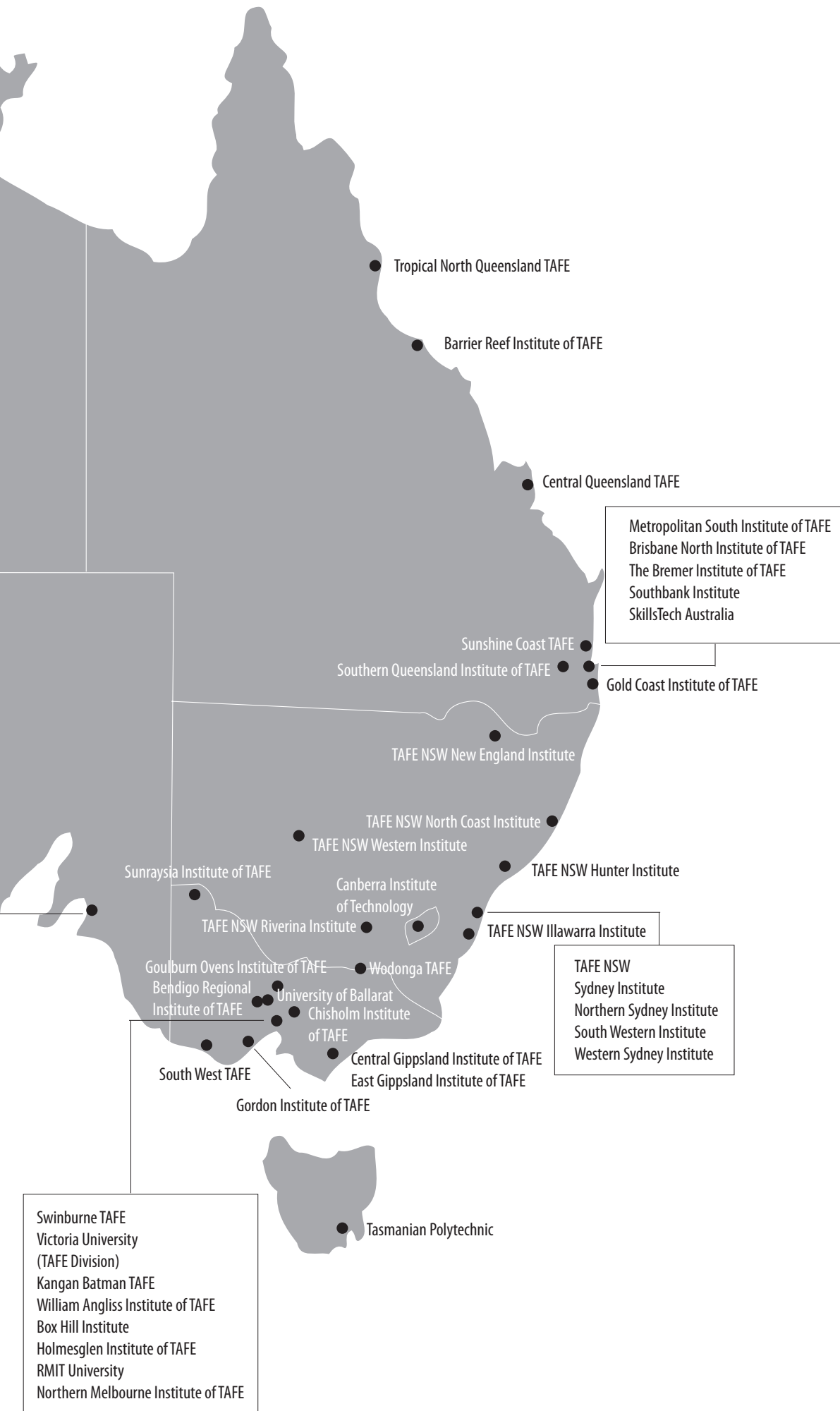
- 5.1 Facilitate opportunities for the corporate growth and development of TDA members.
- 5.2 Provide guidance and facilitate opportunities for the professional development of the staff of TDA members.
- 5.3 Identify and articulate TAFE student welfare needs and concerns and advocate preferred solutions.
- 5.4 Promote the quality and capabilities of TAFE graduates through liaison with industry, employer groups and the broader Australian community.

6. Ongoing business

- 6.1 Maintain and monitor administrative, financial and business resources and systems to achieve strategic goals and priorities.
- 6.2 Maintain the currency and scope of TDA's quality management system.
- 6.3 Identify and report on measurable outcomes which are aligned to TDA's goals and priorities.









National Secretariat

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