



# NOTE TO MEDIA

**Attention: Chiefs of Staff/Higher Education Writers**

## ***TAFE DIRECTORS AUSTRALIA 2007 NATIONAL CONVENTION***

The heads of Australia's TAFE Institutes will present results of their 2007 CEO National Survey at the TAFE Directors Australia 2007 National Convention – with the theme ***Reframe, Refresh, Fresh Start*** – to be held at the Melbourne Exhibition Centre on Monday 24 and Tuesday 25 September.

The TAFE National CEOs' Survey will also underpin TDA's election manifesto to the major political parties, called TAFE Directions – Election 2007, which will be released at the Convention. A copy of the National Convention program is attached.

The TDA National Convention will include keynote addresses from Federal Minister for Vocational and Further Education, Andrew Robb, and the Opposition Spokesman, Stephen Smith. A TAFE Australian Skills Alumni picture gallery also will be opened.

Day 2 will feature the Australian Business Tertiary Roundtable, to unveil new higher-level qualifications for industry skills, being proposed for delivery by TAFE Institutes and new linkages for skills training with industry - including plans toward university accreditation.

There are a number of storylines that may be of interest:

- TAFE Directors' Retreat – setting the agenda for TAFE's future direction;
- TDA Members Survey – what TAFE CEOs have to say about VET and TAFE;
- The Opposition's announcement of Skills Australia – Stephen Smith;
- The Government's Australian Technical Colleges program – Hon Andre Robb;
- The Business Tertiary Roundtable;
- Launch of the TAFE Australia Alumni picture gallery at the Convention Centre;
- International case studies on best practice; and
- The Convention Communiqué – TDA's plans for lifting skill levels in Australia.

For further information on the TDA Conference, including sessions and speakers, please refer to the TDA website [www.tda.edu.au](http://www.tda.edu.au) and link to the Conference. Please call Allan Yates, Convention Media and Communications Coordinator.

**What:** TDA 2007 National Convention  
**Where:** Melbourne Convention & Exhibition Centre  
**When:** Monday/Tuesday 24/25 September  
**Who:** Minister for Vocational and Further Education, Andrew Robb  
Opposition Spokesman. Stephen Smith  
**Contact:** Allan Yates Foresight Communications 0421 150 229/02 9241 2811

**TAFE DIRECTORS AUSTRALIA  
NATIONAL CONVENTION 2007  
Melbourne Exhibition Centre  
23-25 September  
Reframe - Refresh - Fresh Start**

**SUNDAY, 23 SEPTEMBER 2007**

**3.00pm – 6.00pm**

Convention registration

Exhibition stands open

**6.00pm – 7.30pm**

Welcome cocktail reception

Welcome from Bruce Mackenzie, Deputy Chair, TAFE Directors Australia (TDA), and Patricia Neden, Deputy Secretary, Department of Innovation, Industry and Regional Development

**MONDAY, 24 SEPTEMBER 2007**

**8.00am**

Convention registration

Exhibition stands open

Tea and coffee

**9.00am**

**Welcome to TAFE Directors Australia (TDA) Convention 2007**

MC: Jo Pearson

Official welcome to Melbourne and Opening Address: The Hon Jacinta Allan MP Minister for Regional and Rural Development and Minister for Skills and Workforce Participation.

**9.25am**

**Welcome from TDA Chair**

MC: Jo Pearson

Bruce Mackenzie, Deputy Chair TDA and Chief Executive, Holmesglen Institute of TAFE

**9.45am**

**Federal Minister's address**

MC: Jo Pearson

The Hon Andrew Robb AO MP, Minister for Vocational and Further Education

Questions/discussion time

**10.30am**

Morning tea

**11.00am**

**Reframing TAFE institutes**

How and why are these three TAFE institutes seeking to change?

Change management strategies

The impact of governance arrangements

MC: Jo Pearson

Malcolm White, Chief Executive Officer TAFE Tasmania

John Maddock, Chief Executive Officer Box Hill Institute

Wayne Collyer, Managing Director, Swan TAFE

Questions/discussion time

**11.50pm**

**Refreshing the TAFE brand**

Lounge Chair Discussion:

Whom does TAFE have to convince, about what, and how?

How can a TAFE system refresh its brand?

How can an individual TAFE college/institute change its image?

Case study: Open Universities Australia

MC: Jo Pearson

Facilitator: Brian Wexham, Chief Executive, the Institute of Trade Skills Excellence

Peter Cudlipp, Director of Communication Services Growth Solutions Group

Dale Renner Director Brand Services Growth Solutions Group

Cratis Hippocrates, General Manager Business Development, Open Universities Australia

**12.30pm**

Lunch

**1.30pm**

**Keynote address:**

**Are you ready TAFE?**

Build your brand. Partner with the best.

What's an iPod? That's a question you'll be asked during this presentation, delivered by Apple.

Be ready to answer. You could be surprised. Hopefully, you'll be inspired to want to learn more from this innovative company. Apple wants to hear from you too. As a leader in education with more than 25 years experience Apple knows a thing or two about the use of technology in the classroom. And that's not what this talk is about. It's about partnership, innovation, relevance and vision. It's about building a brand -Your brand. Taking a great college and turning it into a great destination for students and industry alike.

Presented by Apple's marketing director, this talk dives into the exciting world of creativity - And the opportunities for you. It could change how the world sees your Institute.

MC: Jo Pearson

Rob Small, Marketing Director, Apple

**2.15pm**

**Reframing University and TAFE collaboration and Tertiary Qualifications**

Rethinking the relationship between TAFE and higher education

What new relationships are being forged between universities and TAFE?

Achieving mutual recognition and parity

MC: Jo Pearson

Bruce Mackenzie, Chief Executive, Holmesglen Institute of TAFE

Professor Ian Young, Vice-Chancellor, Swinburne University of Technology

Professor John Rosenberg, Deputy Vice Chancellor (Academic), Deakin University

Questions/discussion time

**3.15pm**

Afternoon tea

**3.45 – 4.45pm**

## **CONCURRENT SESSIONS**

### **Matters of Governance**

Critical capabilities for TAFE leaders  
Effective asset management for TAFE institutes  
Effective investment management for TAFE institutes

MC: Pam Christie, Institute Director, TAFE NSW – Sydney Institute

Larry Kamener, Senior Partner, The Boston Consulting Group  
Chris Gilbert, Director, CRI Australia Pty Ltd  
Angus Graham, Director, Investor Sales- Markets, ANZ Bank

Questions/discussion time

### **Organisational Development**

Developing organisational capability through human resources  
Leadership in the new TAFE environment  
Building research capacity in TAFE

MC: Dr Wanda Korndorffer, Chief Executive Officer, TAFE Development Centre

Andy Smith, Professor, Human Resource Management, Charles Sturt University  
John Vines, Chief Executive, Association Professional Engineers, Scientists and Managers, Australia  
Francesca Beddie, Manager Research Management, National Council for Vocational Education Research

Questions/discussion time

### **Skilling Collaboration with Industry Partners**

TAFE/industry partnerships – what works for us  
Industry engagement from a regional TAFE perspective

MC: Kevin Harris, Institute Director, TAFE NSW - Northern Sydney Institute of TAFE

Adam Furphy, Managing Director, J Furphy & Sons Pty Ltd  
Angela Hutson, Chief Executive Officer, East Gippsland Institute of TAFE  
Alan Tidswell, Manager, Human Resources, OneSteel, Whyalla Steelworks

Questions/discussion time

### **International Growth and New Horizons**

Emerging areas for TAFE internationally  
Australian TAFE at work in the Pacific  
Expansion of TAFE doing business abroad

MC: Dr Colin Adrian, Chief Executive Officer, Canberra Institute of Technology

Dr Sharee Hogg, Director of International Business and Higher Education, Swan TAFE  
Dr Peter Shepherd, Chief Executive Officer, Australia-Pacific Technical College  
Lloyd Downey, National Manager Education Arts and Business Services Austrade

Questions/discussion time

### **5.00pm**

Exhibition stands close

**7.00pm**

Pre dinner drinks at Peninsula

**7.30pm**

Conference dinner at Peninsula

**Speaker**

Fran Thorn, Secretary Department of Human Services, Victoria  
Entertainment

**TUESDAY, 25 SEPTEMBER 2007****8.00am**

Exhibition stands open  
Tea and coffee

**9.00am****The COAG agenda: fresh start for TAFE**

Next steps for the COAG agenda builds on the Australian Government's response to skill shortages, with steps seeking to move to the next stage in lifting the overall skills of the Australian workforce in order to improve Australia's productivity and standing internationally:

A new regulatory environment  
Excellence criteria for providers  
Widening qualification pathways into trade skills

MC: Jo Pearson

Facilitator: Wayne Collyer, Deputy Chair TDA and Managing Director, Swan TAFE

Malcolm Goff, CEO, Technical and Vocational Education and Training (TVET) Australia Ltd  
Ben Johnson, Group Manager of National Training Directions Group, Department of Education,  
Science and Training

**9.45am****Business/Tertiary round table**

Theme: Reframe – Refresh – Fresh Start – perspectives of TAFE

TAFE institutes are the major providers of skills training in Australia:

How can TAFE institutes better meet the skills needs of individuals and industry?

How can TAFE institutes raise their profiles in the Australian community?

To what extent are boundaries blurring between TAFE and universities?

What impact will the growing debate on sustainability have on the operations and roles of TAFE institutes?

MC: Jo Pearson

Facilitator: Paul Byrne, Consultant, former CEO, Australian National Training Authority

David Hind, President, Business Higher Education Round Table  
Sharan Burrow, President, Australian Council of Trade Unions  
Dr Michael Keating AC Chairman, Independent Pricing and Regulatory Tribunal, NSW  
Pam Christie, Institute Director, TAFE NSW – Sydney Institute  
Jim Barron, Chief Executive Officer, Group Training Australia  
Jenny Gregory, Industry Development Manager, Clean Energy Council

**11.00am**

Morning tea

**11.30am**

**Keynote International Address**

Transforming Lives, Transforming Scotland: The True Value of Leadership

MC: Jo Pearson

Facilitator: Patricia Neden, Deputy Secretary, Department of Innovation, Industry and Regional Development

The presentation will focus on the conference theme of Reframe Research – Fresh Start by exploring the issues which have seen Scotland's Colleges emerge as key partners in the future economic success of Scotland. Two recent statements following the publication of The Review of Scotland's Colleges – Transforming Lives, Transforming Scotland ([www.scotland.gov.uk](http://www.scotland.gov.uk)) highlight this role:

*"In terms of bangs for the buck, colleges deliver magnificently for society, particularly in deprived areas.*

*"Scotland's colleges contribute at least £1.3bn to the economy through improving qualifications"*

Dr Craig Thomson, Principal and Chief Executive of Adam Smith College, Fife, Scotland

**12.15pm**

**TAFE – Reframing the focus on youth**

In May 2007 there were 526,000 15 to 24 year olds not in full time learning or full time work.

Which young people are missing out on education and training?

Why are apprentices dropping out?

New models of vocational education and training for youth

MC: Jo Pearson

Facilitator: Allan Ballagh Director RMIT TAFE

Allan Ballagh in conversation with Shareena Sloan, WorldSkills Team Australia competitor, Japan 2007

Steve Ghost, Managing Director, SkillsTech Australia

Dr John Spierings, Research Strategist, Dusseldorp Forum

Andrew Adamson, Principal, Holmesglen Vocational College

Andrew Williamson, Principal, Sunshine Australian Technical College

**1.15pm**

Lunch

**2.15pm**

**Keynote address**

MC: Jo Pearson

1.1.1.1 Stephen Smith MP, Shadow Minister for Education, Science & Training

**3.00pm**

**Reframe – Refresh – Fresh Start for TAFE**

Why does TAFE need to reframe, refresh and make a fresh start:

COAG agenda

Matters of governance

Fee help

Lounge Chair Discussion: Walking the talk

MC: Jo Pearson

Facilitator: Virginia Simmons, Director and Chief Executive Officer, Chisholm Institute of TAFE

Adrian Marron, Executive Director, TAFE SA, Adelaide North

Alistair Crozier, Deputy Vice Chancellor & Director TAFE, Swinburne University of Technology

Rachel Hunter, Director-General of Education, Training and the Arts, Queensland

**3.45pm**

**Plenary Wrap**

TDA Convention rapporteur, Berwyn Clayton, Director, Centre Undertaking Research in Vocational Education, CURVE, Canberra Institute of Technology

Martin Riordan, CEO, TAFE Directors Australia

**4.00pm**

Convention Closes

Exhibition stands close