



2011 annual report

Front cover images, clockwise from top:

Top left, from left: Winner of the Archibald Exhibition People's Choice 2010 and Exhibitor 2011, Apple Yin, a TAFE Meadowbank Diploma in Fine Arts graduate, with Dianne Murray, Deputy Chair of TDA and Institute Director of the Illawarra Institute, TAFE NSW, the Hon. Adrian Piccoli, NSW Minister for Education, and TDA Chair Stephen Conway, the Managing Director of TAFE SA Adelaide South, at the national conference.

Top right, left to right: Kim Harrington, Faculty Manager Business at Central Queensland TAFE; Denise Stevens, CEO of TAFE Development Centre, Melbourne; and Kim Hawkins, Executive Director of West Coast Institute of Training, WA, were among Australian delegates attending the gala opening of the Miami Dade Culinary Institute in the US.

Bottom right: TAFE automotive students were happy for Senator the Hon. Chris Evans, MP, Minister for Tertiary Education, Skills, Science and Research, to take the wheel.

Bottom left: The Hon. Julia Gillard, MP, Prime Minister of Australia; the Hon. Wayne Swan, MP, federal Treasurer; and Senator the Hon. Chris Evans, MP, Minister for Tertiary Education, Skills, Science and Research, experience a hands-on approach to skills training.

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Contents

01	National Board	2
02	Message from the Chair	3
03	Chief Executive Officer's report	4
04	Operational highlights	5
05	Board and committees	18
06	Financial report	20
07	TAFE locations	31

About us

TAFE Directors Australia (TDA) is the peak national body incorporated to represent Australia's 61 government-owned 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 1,300 locations across Central Business Districts (CBDs), 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.

TAFE Directors Australia was established by TAFE institute directors in 1998, and incorporated as a not-for-profit educational organisation.

Our purpose is to:

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

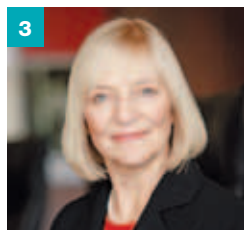
Vision

To drive quality in 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.

National Board



Executive*

Stephen Conway
Chair, Managing Director
TAFE SA Adelaide South (SA)

Dianne Murray
Deputy Chair, Institute Director
TAFE NSW – Illawarra
Institute (NSW)

Sue Slavin
Deputy Chair, Managing Director
West Coast Institute of Training (WA)

Members**

Wayne Collyer
Managing Director
Polytechnic West (WA)

Kevin Harris
Institute Director
TAFE NSW – Northern Sydney
Institute (NSW)

Kaylene Harth
Institute Director
Metropolitan South Institute
of TAFE (QLD)

Nicholas Hunt
Chief Executive Officer
William Angliss Institute
of TAFE (VIC)

Adrian Marron
Chief Executive Officer
Canberra Institute of
Technology (ACT)

John Hased
Pro Vice Chancellor – VET
Charles Darwin University (NT)

Malcolm White
Chief Executive Officer
The Skills Institute (TAS)

Left to right: 1: Stephen Conway
2: Dianne Murray 3: Sue Slavin
4: Wayne Collyer 5: Kevin Harris
6: Kaylene Harth 7: Nicholas Hunt
8: Adrian Marron 9: John Hased
10: Malcolm White.

Note

* Stephen Conway replaced Bruce Mackenzie, Chief Executive, Holmesglen, as Chair from May 2011 and Sue Slavin, Managing Director of West Coast Institute of Training, replaced Stephen Conway as Deputy Chair.

** John Hased joined the TDA Board in May 2011, replacing Dr Barry McKnight. Malcolm White joined the TDA Board in December 2011, replacing Paul Murphy, General Manager, Tasmanian Polytechnic.



Message from the Chair

This report to TAFE Directors comes as great pressures challenge our membership with the restructuring to vocational education and training in Australia.

The Council of Australian Government (COAG) Agreement for states and territories to create a national entitlement system for training will undoubtedly prove to be a 'sea change'. Its timing approaches soon, effective 1st July 2012.

TAFE Directors Australia has emerged as a credible policy voice in the VET reform discussions in Canberra. TDA's achievement in the COAG Agreement was to incorporate the 'transition arrangements' designed under the National Partnership Agreement to ensure states and territories supported TAFE into the new entitlement environment.

This resolution was a real 'win' from the Ministerial Council of Education and Training Ministers (SCOTese) in favour of articulating

a real role for the public provider (TAFE) network. It certainly is proving critical to how TAFE may respond to entitlement training. I have experienced first-hand in my own jurisdiction (TAFE SA) that this can extend to new governance for TAFE, which further shapes workforce planning, capital budgets and more. This coincides with political change which has taken place across several states and territories, and TDA has continued to extend its policy hand within the National VET Reform agenda.

I congratulate the contribution of the TDA National Board, which has significantly refreshed from recent years. I have welcomed the active Board discussions which successfully drove policy released this past year across areas including apprenticeship reform, TAFE growing in higher education, the release of a principles paper for rural and regional policy, and competition policy and entitlement launched under our *Case for a National Charter for TAFE*.

The financial outcome for 2011 recorded a continuing recovery from the investment some years back to establish a tuition assurance service for members. These tuition assurance services were extended to high quality higher education and VET providers, but limited to approved HEP providers, or those registered training organisations (RTOs) registered under the Commonwealth FEE-HELP Scheme.

At an international level, the bilateral arrangements TDA has nurtured with countries in the Asia-Pacific region have been well supported. The vocational education leadership programme with China polytechnics was especially popular, with Australia ranked as the most popular destination for polytechnic senior executive leadership to extend their professional development. This has been the basis of TDA's Strategic Plan mission, to support TAFE members with wider opportunities for international engagement.

I share with many TAFE executives the frustration of delays in an adequate response by the Commonwealth to the crisis in international education caused by the collapse of private colleges. Despite significant policy inquiries announced in Canberra, we still await TAFE students to be treated equally to university students, although I congratulate the TDA Secretariat for its ongoing campaign with immigration authorities to resolve this issue, for new high-quality risk profiles for TAFE and major providers in VET.

The further challenges for TDA will be engaging with members for the renewal of the TDA Strategic Plan (2010–12). The organisation has been robust to extend its capacity for member services, and modernised systems, and demonstrated that TAFE has a voice for policy engagement in Canberra. I am sure further consultation with members will be critical, and I welcome TAFE directors and their staff reviewing with the Board our mission, and how this can be relevant for the challenging years ahead.

I congratulate the National Secretariat for a most successful year. The TDA 2011 National Conference staged in Sydney proved a watershed in member response, and showed how important is this network ahead of the challenging times of structural change. Martin Riordan as CEO was accorded a most complimentary evaluation by the Board during the year, and I pay tribute to his 'top team' with Pam Caven, Director Policy and Stakeholder Engagement, and Peter Holden, Director International Engagement, for their loyalty to the organisation and excellent work. We welcome Janny Tjen as the incoming Administration Manager.

Stephen Conway
Chair, TAFE Directors Australia



Chief Executive Officer's report

The role of the public provider (TAFE) network, its leadership in quality across many areas of industry training, and the funding base for TAFE itself, each became high points of debate during a tumultuous year for negotiations on the direction of National VET Reform in Australia.

The landmark report developed by Skills Australia, *Skills for Prosperity: A Roadmap for VET*, set an important trend. It was released by the Tertiary Education Minister, Senator the Hon. Chris Evans, in October 2011, with much media attention at a ceremony at Turner Hall – coinciding with the 120th Anniversary of The Sydney Institute of TAFE, Ultimo.

Yet while the *VET Roadmap Report* successfully raised the debate on quality and standards, it failed to address both the funding base for the public provider (TAFE), and by omission adequately deal with the quality challenge caused by the multitude of state and territory registrations of private colleges, which had grown to 5,001 by the close of 2011. The year closed

with multiple closures of private colleges and loss of student fees, especially international students who Colleges had targeted from regional countries, with separate legislation under the ESOS Act proposed to better regulate unscrupulous private college operators in the VET industry.

These issues did not abate. The Commonwealth negotiated with State and Territory Training Ministers for an historic referral of powers agreement on the registration and regulation of Registered Training Organisations (RTOs) to the Australian Standards and Quality Authority (ASQA) from 1st July 2011. However, Victoria and Western Australia remained outside the referral, and even by mid-2012 Queensland had not passed enabling legislation resulting in concerns about RTO provider quality.

The National Board of TDA held direct talks by staging for a third successive year of Board meetings in Parliament House inviting discussions with senior Ministers and officials. The TDA National

Secretariat developed a range of responses and representations, including a discussion paper titled *Case for a National Charter for TAFE*.

Separately, the crisis of recent years for international students, and policy aggravating the competitive edge for Australia as the world's third largest destination for international students and No 1 for international students in VET enrolments, worsened.

The year began – and ended – with successive enquiries led by both the Department of Immigration and Citizenship, and special Ministerial appointed reviews. The latest was conducted under former NSW Labor Minister Michael Knight, who made recommendations which proposed to quarantine student visas almost exclusively to university destinations, and caused even Minister Evans to delay its release, and by Media Release respond with special pledges to finally review with some equity the position of VET and quality colleges and TAFEs in Australia.

VET international enrolments dropped by a further 25 per cent, and this indiscriminate Government-backed policy vacuum severely depleted enrolments in higher qualification courses, aggravated funding pressures to members, and heightened the vulnerable position of TAFE as competition policy is advanced with little regard to structural adjustment accorded other major industries.

The Secretariat significantly widened its member services, both for Tuition Assurance certifications to TAFE and non-TAFE clients, and improved the capacity of the organisation to respond with policy advocacy and detailed reports. At an international level, bilateral agreements were concluded with a new Australia-China Framework for co-operation, an MoU with the TVET Authority in Mongolia, development of a new engagement with India, and appointments to major policy working groups in Canberra and the region. We also collaborated with LH Martin Institute for Higher Education Leadership (University of Melbourne), and The TDC (TAFE

Development Centre), in Melbourne, to widen member support for professional development.

Against this challenging backdrop, TDA achieved a pleasing result with a surplus of \$168,892 in 2011 (2010: \$63,447). These challenging operational policy issues mirrored the structural changes taking place in the TAFE marketplace in Australia, calling for new ways of outreach and communications. I pay tribute to the many suppliers of TDA, and our loyal staff under these conditions.

Martin Riordan
CEO

1. Leadership and policy

This section relates to TDA's strategic directions and identifies our priority activities in 2011

TDA represents 61 TAFE institutes offering programs in more than 1,300 locations across all Australian states and territories to 1.3 million students (National Centre for Vocational Education Research (NCVER) 2010), 76% of whom are publicly funded training students.

TAFE institutes deliver training and education across the Australian Qualifications Framework including senior secondary school certificates, vocational certificates, diplomas, advanced diplomas, associate degrees, bachelor degrees and postgraduate qualifications. These qualifications are delivered in a range of contexts – institutional, workplace and online. They are delivered in partnership with a variety of national and international organisations, including schools, colleges, universities, enterprises and community organisations.

During 2011 TDA provided leadership across a wide range of policy areas:

The case for provider categories in VET and in higher education



Higher education

TDA published *The Case to Review Provider Category Standards in Higher Education* (June 2011) in which TDA argued that the revision of the Higher Education (HE) Provider Standards provided an ideal opportunity to promote a diverse and vibrant tertiary sector, thereby opening up opportunities for greater student access to higher education.

Consistent with the emergence of a new provider type, TDA sought to have a teaching-focussed university category introduced under the title 'university college', since this category was not utilised under the definition that applied under the former National Protocols.

TDA maintained that a new type of multi-sector provider type was emerging. These providers offered a range of vocational programs, traditional VET programs Certificates I–IV, including apprenticeships, diplomas and advanced diplomas, and are increasing their higher education program offerings. These include diplomas, associate degrees and, in a number of cases, they also offered bachelor degrees in their own right or in partnership with universities.

It is those higher-end tertiary qualifications that are at the interface with universities that were challenging the meaning of vocational programs and required extension or revision of the HE Provider Standards.

The Provider Categories for HE endorsed by the Government in 2011 were, however, in essence a reaffirmation of the status quo.

TDA maintained that the new Provider Category Standards (based on the National Protocols) were not in keeping with international trends nor did they reflect the diversity of higher education in Australia.

VET

More than 5,000 RTOs in VET remained undifferentiated. TDA maintained that this lack of transparency was confusing for students and the community.

While the use of the title 'university' is more highly protected in Australia than elsewhere in the world, there was no protection for any VET title. The title of university was also associated with five of the six different provider categories. Within VET there were no provider categories. There was also no space in the higher education categories that allowed any differentiation of TAFE providers offering higher education qualifications from other Higher Education Providers (HEPs).



In its 2011 TDA publication, *The Case for Provider Categories in VET*, TDA argued that the adoption of Provider Categories in VET would assist in clarifying nomenclature, in developing a risk framework, and would be required if an efficient and effective tertiary sector was to be realised.

The opportunity existed to create VET Provider Categories that could be integrated with HE Provider Categories into one seamless tertiary system.

Operational highlights

SECTION 04

The Case for a National Charter for TAFE



TDA published *The Case for a National Charter for TAFE* in November 2011. TDA developed the case for a charter to:

- affirm the significance of TAFE in delivering on the Government's productivity and participation agenda;
- articulate the role, scope and responsibilities of TAFE; and
- advocate administrative and funding arrangements that will enable TAFE providers to perform this role effectively.

The Case for a National Charter for TAFE was distributed widely to Australian Government ministers and officials; to state and territory ministers and officials; to industry and their stakeholders.

Responding to the National Regulatory Framework

TDA continued to engage with the new regulatory framework through participation in key national consultative processes regarding the development of the Tertiary Education Quality and Standards Agency (TEQSA) and the Australian Skills Quality Agency (ASQA).

TDA advocated a strategic tertiary approach to regulation in the Department of Education, Employment and Workplace Relations' (DEEWR) key national consultations regarding the development of TEQSA and ASQA. TDA also maintained its advocacy for a single tertiary regulator to reflect the emergence of the tertiary education sector.

TDA's position on the new regulatory framework was communicated extensively throughout 2011.

Strategic engagement

TDA lifted the profile of TAFE institutes through engagement with media, writing articles for media outlets and preparedness of Board members and secretariat staff to speak on panels and deliver keynote presentations.

In striving towards TDA's vision to drive quality in TAFE vocational education and training, and to show leadership in sector policy and value-added member services, TDA continued to develop and maintain strong links with individual TAFE directors and staff.

Externally, TDA collaborated with a range of VET organisations through regular formal meetings and joint submissions, where appropriate.

TDA met with Skills Australia to advocate on behalf of the public providers with the Government's primary advisory body.

Group Training Australia and TDA strengthened their partnership, in particular through the development of a joint paper, *National Trade Cadetships Issue Paper* for DEEWR.

TDA and the Victorian TAFE Development Centre collaborated on a number of professional development activities for TDA members, including an Emerging Leader's Program, conducted in conjunction with the 2011 TDA National Conference. In recognition of the high level of interest of TDA members in issues of a contestable market, TDA and TDC held a seminar to a capacity crowd in Sydney in November, *Adapting and Succeeding in a Contestable Environment*. The speakers, David Williams, Executive Director, Victorian TAFE Association, Pam Christie, Deputy Director-General TAFE and Community Education, TAFE NSW, and Pat Forward, AEU Federal TAFE Secretary, made presentations prior to an animated discussion by workshop participants.

TDA and the LH Martin Institute, Melbourne University, led two international study tours. The first, in April to American Community Colleges, reviewed the experience of 17 states that have legislated to allow community colleges to offer degrees. In June, there was a joint visit to review Further Education

(FE) colleges and reform in England and Scotland by Pam Caven, Director Policy and Stakeholder Engagement, TDA, and Associate Professor Leesa Wheelahan of the LH Martin Institute.

On behalf of TDA members, TDA has a strategic role in contributing to the Industry Skills Council's improvements in Training Package design and implementation.

TDA submitted ideas and priorities for the 2011–2012 Federal Budget to the Federal Treasurer, the Hon Wayne Swan MP. The TDA submission contains recommendations across three priority areas facing Australia: re-skilling Australia; reconstruction after the devastating floods in Queensland; and reform to the VET system and cost efficiencies.

TDA provided 'a voice' for its 61 members by inviting their responses to government enquiries and consultations in order to shape TDA responses and submissions (refer to Figures 1 and 2 on page 8). TDA's input to these and other submissions is available at www.tda.edu.au.

Operational highlights

SECTION 04

TAFE's strategic leadership role in regional Australia

The TDA Regional Advisory Committee was established in 2010 to facilitate TDA's engagement with members based in regional and rural Australia. Four meetings were held via teleconference during 2011.

A highlight of the year was the joint launch by the Hon. Simon Crean, Minister for Regional Australia, and Robert Oakshott MP, Independent member for Lyne, NSW, of two TDA publications, *TAFE's Strategic Leadership Role in Regional Australia* and Occasional Paper No. 8, *Strategic Leadership for the Future Conference*.

Committee Chair, Denise Janek (TAFE SA Regional), convened an interactive session, 'Regional Partnerships: TAFE institutes and universities: Why do they work?' at the TDA national conference, *Balancing the Big Issues*, in September.

TDA was again a major sponsor for the Strategic Regional Leadership "for Innovation" conference in Port Macquarie in November.

This conference, through a focus on leadership capacity in regional Australia, facilitated networking between more than 300 national and international delegates.

Members of the committee were key contributors to TDA policy developments, particularly:

- the Review of Student Income Support Reforms, led by Professor Kwong Lee Dow; and
- the TDA submission to and appearance before the Public Accounts and Audit Committee Inquiry into National Partnership Agreements.

Denise Janek vacated the Chair in December. Members thanked Denise for her outstanding contribution to the leadership and promotion of regional TAFE during 2010 and 2011. The incoming Chair of the committee is Elizabeth McGregor (TAFE NSW – North Coast Institute).

The Hon. Simon Crean, MP, federal Minister for Regional Australia, and Robert Oakshott, MP, federal Independent member for Lyne, NSW, at the launch of the key report *TAFE's Strategic Leadership Role in Regional Australia*.



TDA Publications

During 2011 the TDA developed and published a number of position papers, submissions and media releases. Submissions made, publications released and media releases are available on TDA's website, www.tda.edu.au.



Operational highlights

SECTION 04

Figure 1: TDA submissions, 2011

Submission title	Date
Joint TDA/VTA submission to the Productivity Commission's review of the VET workforce	Feb 11
TDA Budget submission	Mar 11
TDA submission to ASQA	Apr 11
TDA response to Apprenticeship Expert Panel Report	Apr 11
TDA submission to the Higher Education Base Funding Review	Apr 11
GTA/TDA National Trade Cadetships Issues Paper	Apr 11
TDA submission to the Knight Student Visa Review	Apr 11
TDA response to Review of Disability Standards for Education 2005 Discussion Paper	May 11
TDA submission to Review of Student Income Support Reforms	May 11
TDA policy position papers on tertiary education: The Case to Review Provider Categories in Higher Education	Jun 11
Submission to the Productivity Commission's Review of COAG Reforms	Oct 11
TDA submission to the NSW Government's 'Make NSW Number One' discussion paper	Nov 11

Related to TDA policy positions, TDA published in 2011, the following position papers:

Figure 2: TDA position papers 2011

Submission title	Date
Realising Australia's Tertiary Sector: The Case for Provider Categories in VET	Apr 11
TAFE's Strategic Leadership Role in Regional Australia	May 11
Opportunities and Challenges for UK Further Education, by Pam Caven	July 11
Occasional Paper – TDA and LH Martin Institute Tertiary Education Missions to the United Kingdom and the United States	Oct 11
TDA Position – Provider Categories: Higher Education, VET and Tertiary (presentation to Skills Australia)	Sep 11
The Case for a National Charter for TAFE – a discussion paper	Nov 11
Occasional Paper three – Balancing the Big Issues	Dec 11

TDA – LH Martin Institute Tertiary Education Missions: USA, April 2011; England and Scotland, June–July 2011.

The expansion of higher education in Anglophone systems is taking place in part through community colleges (United States of America and Canada), further education (FE) colleges (United Kingdom), polytechnics (New Zealand) and TAFE institutes (Australia). Higher education in these institutions is growing and will become an important part of each country's higher education system.

While each country is at a different stage of development, similar issues confront them such as the position of their colleges within competitive higher education systems; the extent to which policy supports them; responding to funding and quality assurance requirements; and, building scholarship and academic governance.

The literature about the community college system in the USA and the FE college system in England and Scotland yields insights into the

complexity of these systems and the issues that practitioners face in implementing higher education in further education. TDA, in collaboration with the LH Martin Institute, led two education missions that afforded opportunities for participants to achieve a deeper understanding of these systems and their similarities with and differences to Australia.

As mentioned previously, Pam Caven of TDA and Associate Professor Leesa Wheelahan of the LH Martin Institute visited American Community Colleges in April and also made a joint visit in June to Further Education (FE) colleges in England and Scotland to review reforms there.

The insights of participants on these two missions are collected in an Occasional Paper, *TAFE Directors Australia – LH Martin Institute Tertiary Education Missions: USA, April 2011; England and Scotland, June–July 2011*, available at www.tda.edu.au.

Operational highlights

SECTION 04



1. David Windridge, MEGT, and Mark Darby, Education Counsellor Australian Embassy USA.
2. Kim Harrington, Central Qld TAFE, Denise Stevens, The TDC, Kim Hawkins, West Coast Institute of Training (WA).
3. Martin Brown, TAFE NSW, Lisa Romano-Arnold, University of Maryland College MD.
4. Coralie Morrissey, Victorian University, Dr Malcolm Grothe, Seattle Colleges.
5. Dr Mary Spilde, Lane College OR, Kaylene Harth, Metropolitan South Institute of TAFE (Qld).
6. Miami Dade Australian Degree Roundtable, Florida State.
7. Martin Riordan, TDA, Dr Rolando Montoya, Miami Dade College FL, Bruce Mackenzie, Holmesglen Institute.

Operational highlights

SECTION 04

2. Quality and innovation

TDA Annual Conference 2011

The TAFE Directors Australia 2011 National Conference, *Balancing the Big Issues*, was held on 4–6 September at the Sheraton on the Park, Sydney.

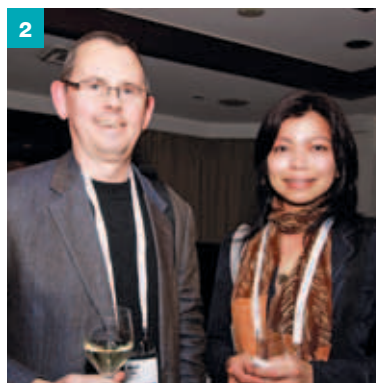
The conference was the most ambitious to date, with 73 presenters including 11 international speakers. There were 353 delegates and 35 emerging leaders who participated in a professional development program over the three days of the conference.

The title of this year's conference, *Balancing the Big Issues: TAFE 2011*, challenged presenters and delegates to review the critical issues facing vocational education and training (VET) leadership in an uncertain environment: industry skills trends in a low carbon economy, a connected tertiary sector, internationalisation, the 'patchwork economy', contestable markets and the new regulatory framework. Conference delegates heard our political leaders, the Minister for Tertiary Education, Skills, Jobs and Workplace Relations, Senator the Hon. Chris Evans MP;

the federal Shadow Minister for Employment Participation, the Hon. Sussan Ley MP; and the New South Wales Minister for Education, the Hon. Adrian Piccoli MP, outline how they thought the VET sector should be positioning itself to respond to the big issues.

Delegates were informed and, at times, provoked by the presentations of experts from the United States on the implementation of the Green Skills agenda, a topical issue for Australia, and also by colleagues from the United Kingdom, the US and Canada who provided important insights into the opportunities and challenges in the provision of higher education in further education.

The conference dinner, a highlight of TAFE Directors Australia (TDA) conferences, was held this year at one of the world's iconic venues, the Sydney Opera House. This year delegates and guests were both entertained and informed by presentations from Thérèse Rein, founder and Managing Director of Ingeus Limited, and His Excellency Pedro Pablo Diaz, Ambassador of Chile.



Images 1, 2 and 3: Delegates and sponsors at the *Balancing the Big Issues* national conference in Sydney.

4. Susan Hartigan, Institute Director, TAFE NSW – Western Sydney Institute, addresses the conference.

Operational highlights

SECTION 04



5. From left: Stephen Conway, Chair, TDA; Helen Cook, ETS TOEFL; Martin Doel, GEO, AoC UK; Pam Caven, Director Policy and Stakeholder Engagement, TDA.
6. Senator the Hon. Chris Evans, Minister for Tertiary Education, Skills, Science and Research, addresses the audience.
7. One of the many conference workshops.
8. Martin Riordan, CEO of TDA, the Hon. Sussan Ley, MP, Shadow Minister for Employment Participation, and Stephen Conway, Chair, TDA Board of Directors.
9. Questions from the floor during the conference.
10. Australian Financial Review political editor Laura Tingle and ABC broadcaster Peter Mares took part in the debates on migration, education and population.



Operational highlights

SECTION 04

Green Skills developments in 2011

As a result of the endorsement of the national Green Skills Agreement (GSA) by the Council of Australian Governments (COAG), the Australian, state and territory governments worked collaboratively with employer and employee representatives, the VET sector and community organisations to ensure that training in, and the delivery of skills for, sustainability were integral parts of all vocational education and training and were relevant to the needs of industry.

TDA was actively engaged in delivering on this agreement in a number of ways. This included the establishment of a relationship with the American Association of Community Colleges (AACC) that was initiated through a visit by Dr Garry McDonald, Director of the National Centre for Sustainability, to the US to research US opportunities and strengths in Green Skills.

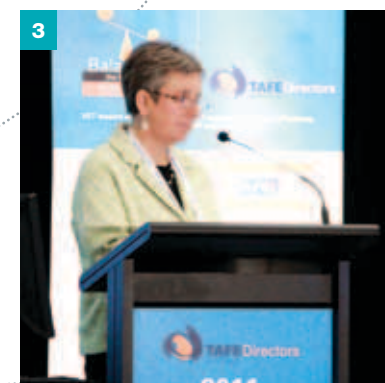
Following this, Ms Mindy Feldbaum (then the Director for Workforce Development Programs, National

Institute for Work and Learning, US) arranged a study tour of Australia through an Australian Endeavour Fellowship Award. This subsequently resulted in visits by representatives from US federal agencies and Community Colleges to attend and contribute to the TAFE Directors Australia 2011 Conference in Sydney in September 2011. The visitors from the US included some key representatives from various organisations: Marcy Drummond, Vice President of Academic Affairs and Workforce and Economic Development, Los Angeles Trade – Technical College; Dr V. Celeste Carter, Program Director, Division of Undergraduate Education, National Science Foundation; Dr Mary Spilde, President, Lane Community College, Eugene, Oregon; and Dr Michelle Fox, Department of Energy, Office of Energy Efficiency and Renewable Energy, Washington, DC.

This group also participated in a 10-day program of meetings with Australian counterparts including an Australian-US Green Skills Network Roundtable arranged by the Department of Industry, Innovation,

Science, Research and Tertiary Education (DIIRSTE) in Canberra on the 8th September 2011.

The roundtable considered and explored the formation of a bilateral Green Skills Network between the US and Australia to support many of the initiatives of the Commonwealth Government. As a result, TDA developed a strategic plan to establish and develop the network in Australia with the AACC undertaking similar initiatives in the US. The network plan was designed to establish partnerships, share resources and develop an exchange program.



1. US experts on 'green skills' speaking at the TDA 2011 National Conference.
2. Dr Michelle Fox, US Department of Energy, speaking at the TDA 2011 Conference.
3. Mindy Feldbaum, US expert speaker on 'green skills' and Endeavour Scholar.

3. Internationalisation

International students

Policy

The decline in the number of international students approved for study with TAFE institutes continued throughout 2011 with reported declines of up to 30% in some states and territories.

The rising Australian dollar was clearly a contributing factor, however changes in the Skilled Occupation List, a revised general skilled migration points test which strongly favoured degree-level graduates, and a review into the Student Visa Program led by the Hon Michael Knight, all contributed to a high level of uncertainty among prospective students.

In September 2011, the Commonwealth Government accepted all 41 recommendations of the Knight Review, including preferential treatment for universities prior to a full review of the assessment level framework in 2012.

TDA actively contributed to the Knight Review through submissions,

briefings and media releases. TDA also gained representation on the External Reference Group for the review of the assessment level framework, as well as a broader education visa consultative committee convened by the Department of Immigration and Citizenship.

Further policy and operational changes resulted from the implementation of the 2010 Baird review into the ESOS Act and TDA advocated strongly for the establishment of a single Tuition Protection Service and an appropriate risk framework for all providers.

The delivery of vocational education and training to students in their own country, primarily through institutional partnerships, continues to be a standout success for TAFE. Based on a 2011 DEEWR report into offshore provision by public providers, 39 institutes are active in 33 countries with more than 62,000 enrolments in 2010. This contrasts with just over 45,000 international students studying in Australia at a TAFE institute.



The Australian Ambassador to Chile, Ms Virginia Greville, hosted a special reception for 30 vocational education graduate students selected for further studies and English language at TAFE institutes in Australia under the BECAS Chile technical scholarship program.

Operational highlights

SECTION 04

TAFE Guide

In September 2011, TDA also launched a *TAFE Guide to Recruiting and Supporting International Students* with detailed guidance based on the results of the 2009–2010 independent survey of international students.

Chilean scholars

In 2011, TDA welcomed over 100 scholarship students from Chile who commenced their studies with one of 16 TAFE institutes approved by the Chilean Government to deliver technical training courses. By the end of 2012, more than 140 students will have completed their studies in Australia.

International engagement

TDA welcomed delegations from 11 countries in 2011 and led or supported delegations to the UK, China, the USA, Indonesia, India and Mongolia.

Visitors to Australia included two officials from the Indonesian Ministry of Manpower and Transmigration for a three-week study tour, a

delegation from Mongolia which visited 10 TAFE institutes in NSW, Victoria and Western Australia, and an expert in 'greens skills' from the US for a six-week Endeavour Executive Award program.

TDA continues to work closely with Australian government agencies in promoting and supporting Australia's engagement with industry, education providers and government officials throughout the world. In 2011 we supported Austrade's re-branding of Australian education, including their updated Study in Australia website. We actively engaged with Australian Education International's offshore education counsellors and we also supported Australian government bilateral and multi-lateral initiatives.

International projects

In 2011, TDA significantly increased the range of projects which supports the internationalisation of TAFE and promotes Australian vocational education and training throughout the world.

We were commissioned by the Commonwealth Secretariat in the UK to conduct research

into the TVET systems in five Commonwealth countries – Bangladesh, Jamaica, Kenya, the Gambia, and PNG. We continued our very successful partnership with the China Education Association for International Exchange and delivered two further Vocational Education Leadership Training (VELT) programs for Chinese college directors.

We supported the appointment of a consultant to the Mongolian Agency of TVET and helped facilitate the establishment of partnerships with three vocational colleges in Mongolia.

TDA gained funding from the Australian Government to support a study tour to the US to further our engagement in 'greens skills' and also funding to support a senior official from China to conduct research into Australian advances in green skills policy and implementation.

2011 also saw the launch of an Australia-China Student Exchange program and the completion of an Australian TAFE capability database for Austrade officials throughout the world.



Left to right: Peter Holden, Director, International Engagement and Business Development, TDA; Colin Walters, Group Manager – International, DEEWR; Yondon Otgonbayar, Minister for Education, Culture and Science, Mongolia; Martin Riordan, CEO of TDA, and Dean Woodgate, Education Counsellor, Australian Embassy Seoul.

4. Member services

The National Secretariat provides a range of services for its members in addition to its advocacy role. These services include the management of a Tuition Assurance Scheme (TAS), which enables TAFE institutes to offer FEE-HELP for students enrolled in a range of VET and higher education courses.

Tuition Assurance Scheme (TAS)

TDA continued to manage successfully a Tuition Assurance Scheme for TAFE institutes offering FEE-HELP for VET and higher education courses. With 23 full members of the scheme, there was no activation for any of our members.

To enable admission by invitation of selected non-TAFE institute Higher Education Providers (HEPs), TDA also launched successfully in June 2010 a new chapter of its Tuition Assurance Scheme. Currently this TAS extension is limited to HEPs who are members of the Council of Private Higher Education. For the first time, HEPs are now given a choice in choosing

a Tuition Assurance Scheme for the protection of domestic students who take out FEE-HELP loans for higher education courses.

Australian TAFE International Network

TDA convenes an Australian TAFE International Network with TAFE representatives from each state and territory. The network initiates and responds to issues relating to international education and provides a central contact point for input from all our institute members. The network has also been used to promote the international activities of Australian government agencies.

Observations from TDA delegation to the United States and United Kingdom

In 2010, findings from the TDA-led UK Mission (2009) to conduct a benchmark study into the UK College system were published in Occasional Paper One 2010, *Global Themes in VET: Observations from TAFE Directors Australia delegation to England and Scotland 2009*.

Corporate Affiliates program

In 2010, TDA launched a Corporate Affiliates program for companies and businesses who wish to engage in a more direct way with our members and who support the activities of TDA. The inaugural members of the program, English Testing Services, Pearsons Australia and SunGard, played a key role in supporting our national conference and attended a number of member-only events during the year. Updates on their activities and services were sent to all TDA members and highlighted in our weekly newsletters.

Member communications

TDA communicates regularly with members, partners and stakeholders through a variety of forums including emails, newsletters, meetings, publications, submissions and press releases.

Email correspondence from the TDA CEO, Martin Riordan, along with the weekly TDA newsletter, provides information and support to members.

Operational highlights

SECTION 04

The weekly newsletter is distributed to more than 1,300 member and non-member subscribers including TAFE and industry leadership, international partners, and government policymakers. It communicates the work of TDA, both locally and internationally, and advises members of the latest industry news, government policies, training reviews and upcoming events.

The TDA website continues to experience an increasing number of visitors, with an average of 3,000 visitors each month who are accessing a range of site information.

Communications materials including TDA newsletters, press releases, submissions and policy documents can be accessed through the TDA website: www.tda.edu.au.

Relevant media articles and coverage as well as TDA newsletters, submissions, policy documents and press releases (refer figure 4) can be accessed through the TDA website, www.tda.edu.au.

Figure 4: TDA media releases, 2011

Title	Date
Sea change in apprenticeship conditions welcomed for thousands of students seeking skilled careers	21 Feb 11
Urgent consultations needed on national VET regulation	28 Feb 11
National VET Regulator Bill passes Senate	23 Mar 11
Introducing National VET Provider Categories and Standards	Apr 11
TDA submission to the AQSA	7 Apr 11
Time for TAFE funding to be put on par with universities	Apr 11
TDA submission	13 Apr 11
TAFE Directors support improved clarity for role of non-universities delivering degrees under new TEQSA legislation	14 Apr 11
TDA/LH Martin Communiqué on Tertiary Mission to US Community Colleges	20 Apr 11
TDA reaction to Skills Australia report	3 May 11
TDA reaction to Productivity Commission report	6 May 11
TDA Budget 2011/2012 response	11 May 11
TDA elects new Chair, Stephen Conway	31 May 11
Minister Crean approves wider choice for tuition assurance	31 May 11
TDA welcomes funding clarity for vocational education diploma courses	1 Nov 11
TAFE Directors launch discussion paper proposing National Charter for TAFE	23 Nov 11
Response to Ministerial announcements	12 Dec 11

TDA website visitor analysis

31,459
visits from
124 countries

15,176
unique visitors

Biggest audiences are in:

- Australia
- United States
- United Kingdom
- China
- India
- Singapore
- New Zealand
- Canada

5. Welfare of TAFE staff, students and graduates

i-graduate survey

The TDA-commissioned i-graduate *Survey of TAFE international student experience and motivation in choosing to study with TAFE institutes in Australia* was officially released in August 2010. With financial support from DEEWR and the participating institutes, the report indicated a resounding validation of TAFE and its promotion and support for international students. A companion report, *Australian TAFE Guide for Recruiting and Supporting International Students*, was released in 2011 and drew on the results of the survey.



Benchmarking international activity and student mobility

In order to benchmark international activity in TAFE, TDA has commissioned Strategy Policy and Research in Education Limited to conduct benchmarking surveys on five specific aspects of the international operations of Australian TAFE systems and institutes:

- the costs of international operations
- staffing of marketing, admissions and compliance
- admissions procedures and quotas
- costs of recruiting for key source countries
- conversion rates from applications to offers to commencements
- International student mobility.

Now in its sixth year, the survey provides essential data and analysis for participating institutes and TAFE systems. The seventh annual survey was launched at the TDA Annual Conference in September 2010.

NCVER Building Researcher Capacity in the VET Sector

TDA is a member of the NCVER Building Researcher Capacity in the VET Sector Advisory Group which selects applicants, provides assistance to the project team, and evaluates the effectiveness of the program. Now in its fourth round of funding, this program encourages VET practitioners new to the field of research to identify specific areas of interest and then with mentor support and a Community of Practice, conduct the research and publish through NCVER.

Board and committees

SECTION 05

National Board of TAFE Directors Australia

*Chair

Stephen Conway

Managing Director
TAFE SA Adelaide South (SA)

*Deputy Chairs

Dianne Murray

Institute Director
TAFE NSW – Illawarra Institute (NSW)

Sue Slavin

Managing Director,
West Coast Institute of Training (WA)

**Members

Wayne Collyer

Managing Director,
Polytechnic West (WA)

Kevin Harris

Institute Director,
TAFE NSW – Northern Sydney Institute (NSW)

Kaylene Harth

Institute Director
Metropolitan South Institute of TAFE (QLD)

Nicholas Hunt

Chief Executive Officer
William Angliss Institute of TAFE (VIC)

Adrian Marron

Chief Executive Officer
Canberra Institute of Technology (ACT)

John Hassed

Pro Vice Chancellor – VET
Charles Darwin University (NT)

Malcolm White

Chief Executive Officer
The Skills Institute (TAS)

Finance and Audit Committee

Kevin Harris Chair

Institute Director
TAFE NSW – Northern Sydney Institute (NSW)

Stephen Conway

Managing Director
TAFE SA Adelaide South Institute (SA)

Kaylene Harth

Chief Executive Officer
Metropolitan South Institute of TAFE (QLD)

Adrian Marron

Chief Executive Officer
Canberra Institute of Technology (ACT)

Nicholas Hunt

Chief Executive Officer
William Angliss Institute of TAFE (VIC)

Board representatives

TAFE Directors Australia (TDA) National Board has selected individuals to represent them on external committees. These representatives provide the Board with brief reports outlining the key activities and/or issues concerning the external body. (Refer Figure 5, page 19, Institute executives representing TDA on policy committees.)

TDA National Secretariat staff

Martin Riordan

Chief Executive Officer

Pam Caven

Director
Policy and Stakeholder Engagement

Peter Holden

Director
International Engagement and Business Development

David Potter

National Secretariat Executive Assistant (February – August 2011)

Florian Mueller

National Secretariat Executive Assistant (August – December 2011)

Sue Jeavons

Professional Officer (February – December 2011)

Note

* Stephen Conway replaced Bruce Mackenzie, Chief Executive, Holmesglen, as Chair from May 2011 and Sue Slavin, Managing Director of West Coast Institute of Training, replaced Stephen Conway as Deputy Chair.

** John Hassed joined the TDA Board in May 2011, replacing Dr Barry McKnight. Malcolm White joined the TDA Board in December 2011, replacing Paul Murphy, General Manager, Tasmanian Polytechnic.

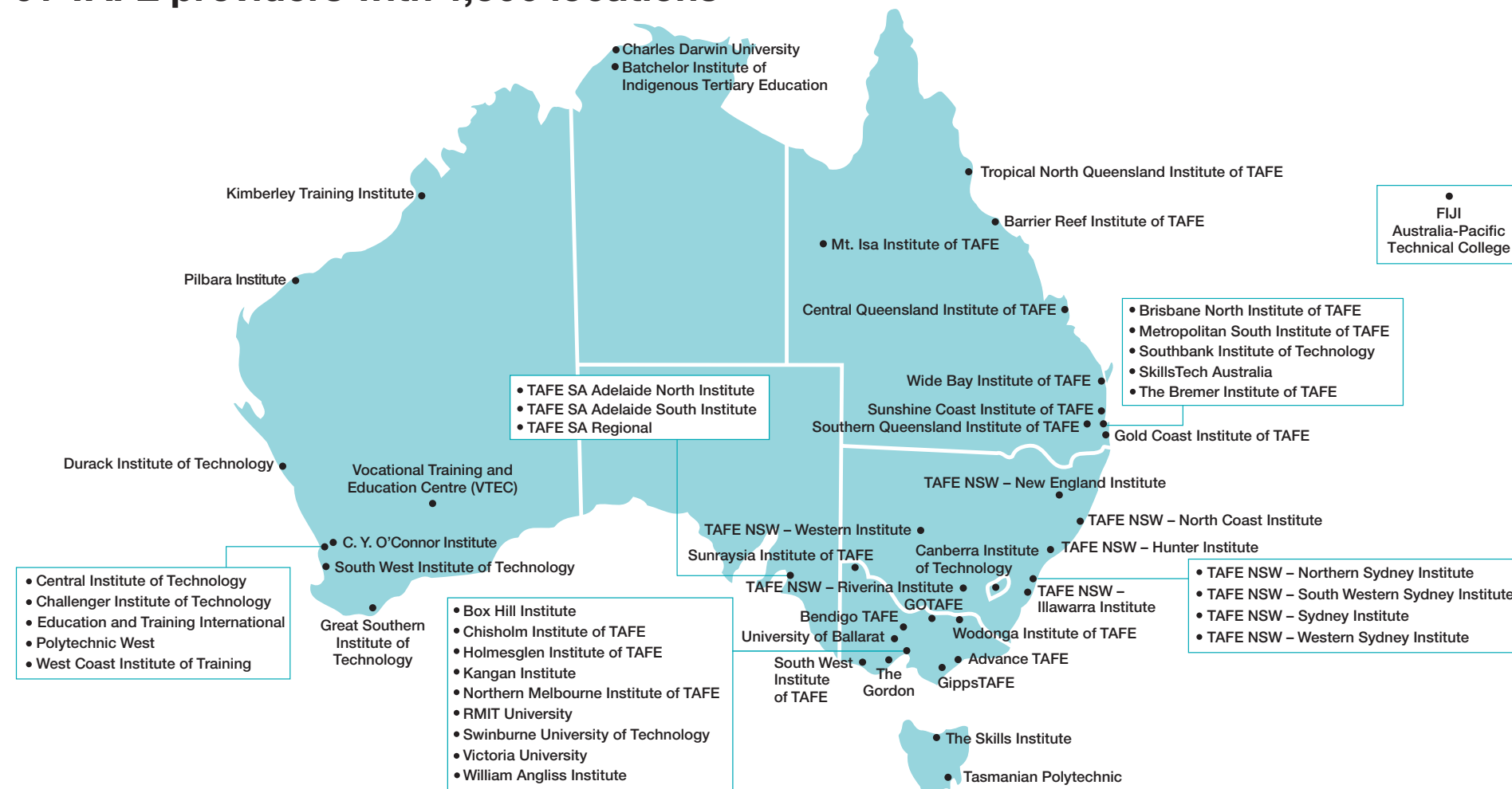
Board and committees

SECTION 05

Figure 5: Institute executives representing TDA on policy committees

Name	Title	Committee
Allan Ballagh	Director, RMIT University (VIC)	MCTEE, National Quality Council (NQC), Framework Implementation Action Group MCTEE, National Quality Council (NQC), Quality of Assessments Action Group
Pam Caven	Director, Policy and Stakeholder Engagement, TAFE Directors Australia	ASQA Provider Roundtable
Foonghar Chong	R/Director Education – Employment Preparation, Pathways and Equity, TAFE NSW – Western Sydney Institute (NSW)	Community Services & Health Industry Skills Council (CS&H ISC) Industry Reference Group (IRG) – Health Services Training Package
Wayne Collyer	Managing Director, Polytechnic West (WA)	DEEWR, Trade Recognition Australia (TRA) Implementation Group
Leone English	Dean of Health Science, Community Studies & Education, Holmesglen Institute (VIC)	Australian Nursing and Midwifery Council (ANMC)
Kevin Harris	Institute Director, TAFE NSW – Northern Sydney Institute (NSW)	Vocational Education Learning Group (VELG)
Angela Hutson	Chief Executive Officer, East Gippsland Institute of TAFE (VIC)	L H Martin Institute Steering Committee
Madelyn Lettieri	Director, Centre for Integrated Health and Community Well-being, Chisholm Institute (VIC)	Community Services & Health Industry Skills Council (CS&H ISC) Industry Reference Group (IRG) – Development of Respite Competencies
Adrian Marron	Chief Executive Officer, Canberra Institute of Technology (ACT)	Ministerial Council for Tertiary Education and Employment (MCTEE), National Quality Council (NQC) – until April 2011
Brian MacDonald	Chief Executive Officer, North Melbourne Institute of TAFE (VIC)	MCTEE, National Quality Council (NQC), Offshore Action Group – until April 2011
Dr Garry McDonald	Manager, National Centre for Sustainability, Swinburne University of Technology (VIC)	DEEWR, Green Skills Agenda Implementation Group
Lyn Rickard	Assistant Director, Human and Personal Services, TAFE NSW – New England Institute (NSW)	CS&HISC, Industry Reference Group (IRG) – Language, literacy and numeracy competency framework for community services workers and volunteers
Alison Russell	Director, Education and Program Services, TAFE SA Adelaide South Institute (SA)	AVETMISS, Technical Reference Group (TRG)
Win Scott	Chief Executive Officer, Sunraysia Institute of TAFE (VIC)	NCVER National VET Research and Evaluation Program Selection Panel
Jackie Wenner	Centre Director, Canberra Institute of Technology (CIT), Vocational College (ACT)	Centrelink, National Student Services Partnership Group
Rhys Williams	Executive Manager, International Business Development, Box Hill Institute (VIC)	Council on Australia Latin American Relations
Julie Zappa	Executive Director, Creative Industries, Central TAFE (WA)	Innovation Business Skills Association, Education Sector Advisory Committee

61 TAFE providers with 1,300 locations



TAFE locations

SECTION 07

Pacific

**Australia-Pacific
Technical College**
www.aptc.edu.au

ACT

**Canberra Institute
of Technology**
www.cit.act.edu.au

NSW

**TAFE NSW – South Western Sydney
Institute**
www.swsi.tafensw.edu.au

TAFE NSW – North Coast Institute
www.nci.tafensw.edu.au

TAFE NSW – Riverina Institute
www.rit.tafensw.edu.au

**TAFE NSW – Northern Sydney
Institute**
www.nsi.tafensw.edu.au

TAFE NSW – Hunter Institute
www.hunter.tafensw.edu.au

TAFE NSW – Illawarra Institute
www.illawarra.tafensw.edu.au

TAFE NSW – Sydney Institute
www.sit.tafensw.edu.au

TAFE NSW – New England Institute
www.newengland.tafensw.edu.au

**TAFE NSW – Western Sydney
Institute**
www.wsi.tafensw.edu.au

TAFE NSW – Western Institute
www.wit.tafensw.edu.au

Northern Territory

**Batchelor Institute of Indigenous
Tertiary Education**
www.batchelor.edu.au

**Charles Darwin University
(TAFE Division)**
www.cdu.edu.au

Queensland

Barrier Reef Institute of TAFE
www.barrierreef.tafe.qld.gov.au

**Metropolitan South Institute
of TAFE**
www.msit.tafe.qld.gov.au

Gold Coast Institute of TAFE
www.goldcoast.tafe.qld.gov.au

Mount Isa Institute of TAFE
www.mtisa.tafe.qld.gov.au

The Bremer Institute of TAFE
www.bremer.tafe.qld.gov.au

Southbank Institute of Technology
www.southbank.edu.au

**Southern Queensland
Institute of TAFE**
www.sqit.tafe.qld.gov.au

Tropical North Queensland TAFE
www.tnqit.tafe.qld.gov.au

Brisbane North Institute of TAFE
www.bn.tafe.qld.gov.au

Sunshine Coast TAFE
www.sunshinecoast.tafe.qld.gov.au

SkillsTech Australia
www.skillstech.tafe.qld.gov.au

Central Queensland TAFE
www.cq.tafe.qld.gov.au

Wide Bay Institute of TAFE
www.widebay.tafe.qld.gov.au

South Australia

TAFE SA – Adelaide South
www.tafe.sa.gov.au

TAFE SA – Regional
www.tafe.sa.gov.au

TAFE SA – Adelaide North
www.tafe.sa.gov.au

Victoria

**Bendigo Regional Institute
of TAFE**
www.britafe.vic.edu.au

Box Hill Institute
www.bhtafe.vic.edu.au

**Central Gippsland Institute
of TAFE**
www.gippstafe.vic.edu.au

Chisholm Institute of TAFE
www.chisholm.vic.edu.au

Advance TAFE
www.egtafe.vic.edu.au

Gordon Institute of TAFE
www.gordontafe.edu.au

**Goulburn Ovens Institute
of TAFE**
www.gotafe.vic.edu.au

Holmesglen Institute of TAFE
www.holmesglen.vic.edu.au

Kangan Institute
www.kangan.edu.au

**North Melbourne Institute
of TAFE**
www.nmit.edu.au

RMIT University
www.rmit.edu.au

South West TAFE
www.swtafe.vic.edu.au

Sunraysia Institute of TAFE
www.sunitafe.edu.au

**Swinburne University of Technology
(TAFE Division)**
www.tafe.swin.edu.au

Victoria University
www.vu.edu.au/tafe

University of Ballarat
www.ballarat.edu.au/tafe

William Angliss Institute of TAFE
www.angliss.vic.edu.au

Wodonga TAFE
www.wodonga.tafe.edu.au

Tasmania

Tasmanian Polytechnic
www.polytechnic.tas.edu.au

Skills Institute
www.skillsinstitute.com.au

Western Australia

Central Institute of Technology
www.central.wa.edu.au

Challenger Institute of Technology
www.challenger.wa.edu.au

**C.Y. O'Connor Institute Education
and Training**
www.cyoc.wa.edu.au

Durack Institute of Technology
www.durack.edu.au

**Great Southern Institute
of Technology**
www.gsintstitute.wa.edu.au

Kimberley Training Institute
www.kimberley.tafe.wa.edu.au

Pilbara Institute
www.pilbaratafe.wa.edu.au

Polytechnic West
www.polytechnic.wa.edu.au

South West Institute of Technology
www.swit.wa.edu.au

**Vocational Training and Education
Centre**
www.vtec.wa.edu.au

West Coast Institute of Training
www.westcoasttafe.wa.edu.au

TAFE Directors Australia Inc.

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TAFE Directors Australia National Secretariat

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Web: www.tda.edu.au



Back cover images:

Top, from left to right: At the Mick Young Scholarship Trust dinner in Sydney were Philip Bullock, Skills Australia Chair; Pam Christie, Deputy Director-General TAFE and Community Education, TAFE NSW; Martin Riordan, CEO of TAFE Directors Australia; Susan Hartigan, Institute Director, TAFE NSW – Western Sydney Institute; and Peter Holden, TDA's Director International Engagement.

Middle, from left to right: Sue Slavin, Deputy Chair of TDA Australia and Managing Director of West Coast Institute of Training, WA, with the Hon. Liz Behjat, MLC, North Metropolitan Region, WA, and the Hon. Colin Barnett, MLA, Premier of Western Australia, during a visit to the Academy of Hospitality and Tourism at the West Coast Institute of Training at Joondalup.

Bottom: The China Education Association for International Exchange visited TDA in May 2011. From left to right are: Ms Feng Yunying, Education Counsellor; China Consulate Sydney; Martin Riordan, CEO of TDA; Dr Jiang Bo, Secretary General CEAIE; Ms Song Bicheng of CEAIE; and Peter Holden, TDA's Director International Engagement.

