

2016–18
strategic plan

TAFE – Quality and Trust

Contents

About us	1
Context	2
Strategic Focus, Goals and Strategies	2
Strategic Focus 1 : Advocacy, stakeholder relationships and brand clarity	2
Strategic Focus 2 : Trust and quality in tertiary qualifications	2
Strategic Focus 3 : Service provision to engage and support members	3
Key Priorities 2016–18	2

About us

TAFE Directors Australia (TDA) is the peak national body incorporated to represent Australia's Technical and Further Education network, including six dual sector universities with TAFE divisions, and the Australia-Pacific Technical College.

Technical and Further Education (TAFE) can be traced back to the earliest history of technical education in Australia; its proud heritage includes the Ballarat School of Mines (1869) and Sydney Technical College (1882). Australia's public TAFE network currently has an enrolment of more than 1.4 million students, across 1,000 campus locations in city and other metropolitan locations in Australia. In addition, TAFE is a market leader in transnational education operating in more than 150 locations. Our network delivers qualifications which are recognised and trusted by enterprises; our students report high satisfaction with the contemporary educational offerings within a small-class teaching and learning framework, superior facilities, library and ICT support offered by our members.

The core business of TDA is:

- advocacy on behalf of members for the important role of TAFE, operating in competitive national training markets but with different state and territory requirements;
- support a national network for TAFE on quality and validation of qualifications, aligning with industry needs;
- leadership on policy to enhance TAFE's reputation as Australia's trusted quality provider in vocational and higher education;
- providing services to support the TAFE network and our dual sector universities, with tuition assurance certification, bilateral international education agreements and negotiations, and a national student scholarship scheme.



Vision

Promote and advocate for the provision of high quality vocational and specialist higher education delivery by TAFE.

Mission

Advocate for and showcase the iconic role of TAFE delivery of premier trusted qualifications for industry, employment outcomes for students, and linkages internationally to support local students and Australian offshore delivery.

Core Values

Quality

supporting excellence in TAFE delivery to meet legislative and community expectations

Responsive

anticipating, understanding, meeting and exceeding the expectations of members

Expertise

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

Integrity

ensuring relationships with members, stakeholders and clients are ethical, inclusive, transparent and accountable

Independence

maintaining a not-for-profit, non-partisan status, with strong compliance and governance in the interests of all members

Innovation

pursuing new ideas and benchmarking with international partners, to advance excellence for TAFE provision

Context

TAFE Directors Australia provides leadership on the national agenda, and seeks to position TAFE and our dual sector members as quality and trusted providers working with industry, community and students to produce excellence in a fast-changing tertiary education sector.

Strategic Focus, Goals and Strategies

Strategic Focus

1

Advocacy, stakeholder relationships and brand clarity

Goals

- A** Influential advocacy for TAFE
- B** Leadership in policy development
- C** TAFE is recognised as the trusted quality vocational education provider network
- D** TAFE leads research & innovation

Strategies

- 1.1** Strengthen the TAFE brand nationally and internationally
- 1.2** Develop evidence-based policy positions in response to member priorities and in response to relevant Commonwealth reviews and Parliamentary inquiries
- 1.3** Promote TAFE leadership in vocational education and in specialist higher education
- 1.4** Strengthen relationships with key stakeholders to build advocacy partnerships
- 1.5** Secure government and industry support for applied research partnerships

Strategic Focus

2

Trust and quality in tertiary qualifications

Goals

- A** Consistent high quality across the TAFE network
- B** Promote enhanced role of TAFE professional practitioners
- C** Meeting the needs of the economy and industry as the lead quality provider for skilling Australia

Strategies

- 2.1** Deepen networks with TAFE industry partners to enhance quality and student employability
- 2.2** Facilitate a national approach to quality teaching and assessment in TAFE
- 2.3** Coordinate industry input into graduate capabilities to ensure superior TAFE student employment outcomes
- 2.4** Coordinate the higher education network of TDA members with HEP registration

Strategic Focus

Service provision to engage and support members

3

Goals

- A** Enhanced TAFE capability & capacity
- B** Growth in member services
- C** Increased opportunities for members offshore

Strategies

- 3.1** Provide services to build member capacity
- 3.2** Enhance the reputation of TDA's Tuition Assurance Scheme
- 3.3** Expand the NSF and extend scholarships for domestic students
- 3.4** Cultivate international business opportunities for TAFE and links for higher education

Key Priorities 2016–18

TDA's Strategic Plan 2016–2018 will advance TAFE as the quality provider of choice in vocational education and specialise higher education delivery. The Plan will include steps to enhance the quality reputation of TAFE as the trusted leader and provider of Australia's vocational and further education.

TAFE remains a dominant provider across apprenticeships and major fields of education, and increasingly delivering higher level skills in specialist higher education. This special role of the public provider (TAFE) is embedded in state and territory legislation, supporting economic and workforce development policies.

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