

Wodonga TAFE Agriculture

'Delivering Services for Success'



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Position: Director
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Part of a large department made up from the following Industry Sectors:

- Agriculture
- Arboriculture
- Horticulture
- Sports Turf Management
- Landscape Gardening
- Conservation Land Management
- Sustainability
- Civil Construction
- Transport
- Warehousing
- Logistics
- Engineering
- Fabrication & Welding
- Timber Studies
- Building Design
- Motor Sport





Wodonga TAFE Agriculture Model

- Two-pronged strategy incorporating Agriculture and Industry Skills and Trades
- Restructured to establishing Wodonga TAFE's Agriculture and Horticulture as a preferred training provider for 'Paddock to Plate'
- Capitalising on opportunities.
 - preferred training provider within the 'Food Bowl' region of Australia
 - to take advantage of an anticipated drop-off in the Mining sector
 - Incorporating other Trades who have a direct link to the 'Food Bowl' producers of the region (spin-off to other Industries and trades)



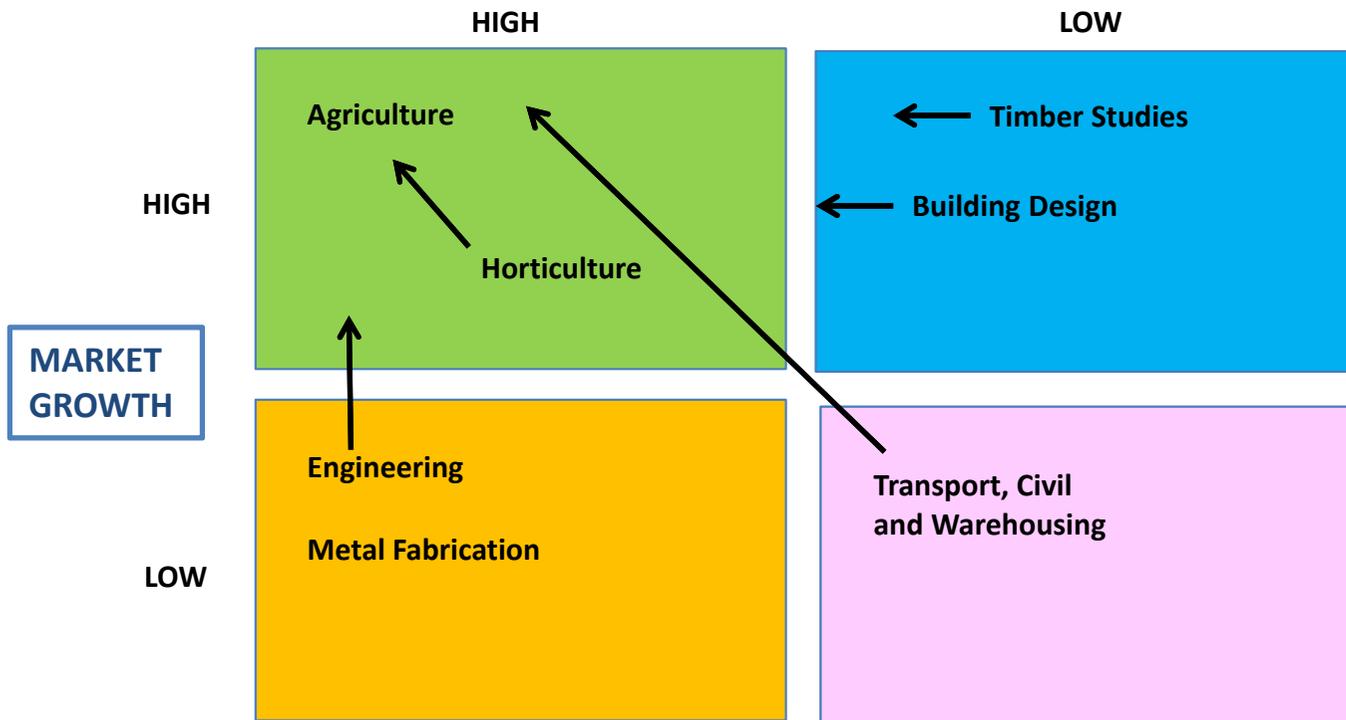
Factors affecting Agriculture model

- Animal Ethics
- Range of Agricultural Enterprises
- Thin Market
- Competition
- State Boundaries
- Funding Sources
- Compliance
- Geographical
- Suitable candidates for Traineeships
- Communication & Technology access



..and developing our *Existing industry sectors*

RELATIVE MARKET SHARE



LEGEND

- **Stars**
High growth prospects and a high market share
- **Question marks**
High growth prospects but a low market share
- **Cash cows**
High market share but low growth prospects. Often in mature markets.
- **Dogs**
Low on both growth prospects and market share



Strategic direction

Critical to the continued growth for IST are the following strategic initiatives.

1. Business Development and Marketing

- responsible for Agribusiness and Agriculture industry sectors
- Agriculture and business background; relate to and talk to farmers, suppliers, etc.
- necessary to achieve growth strategy
- key to developing cross department delivery

2. Partnerships & Growth

- drive and maintain industry relationships & partnership opportunities
- implement an industry consultation strategy, through a strategic planning approach
- diversify into local, national and international areas
- Director, Team Leaders and teachers grow the business through industry contact
- implement a research and business intelligence methodology



Strategic direction

3. Commitment by the Institute to accommodate and consolidate Wodonga TAFE as Industry Skills and Trades department.
 - a. geographic location vs. leasing facilities
 - b. partnerships vs. stand alone business
 - c. packages vs. demand driven

4. Further develop University pathways
 - Agriculture
 - Engineering
 - Building Design

5. Develop an integrated approach to client needs
 - Eliminate cross-centre transfer of money and develop back end efficiencies
 - Appointed Account Managers to oversee cross-department training packaged options
 - Mechanism to integrate institute opportunities for clients



Strategic direction

6. Development of Industry forums and networking events to establishing a closer relationship with industry and gaining feedback on the suitability of programs
7. Develop and maintain appropriate training provider networks
8. Industry engagement for validation and moderation
9. Release of trainers into industry to upskill and ensure currency of industry training practices
10. Institute representation and exposure at industry events



It is essential to develop an Entrepreneurial and partnership approach..

- The entrepreneur **sees things** and **does things** differently
- The challenge is to unlearn the old ways and cultures and to configure our work around understanding and meeting.
 - customer needs and wants
 - streamline processes
 - innovate
 - continually improve
- Wodonga TAFE to **continue** partnerships to ensure we get from them exactly what (and when) our customers require
- Develop partnerships
 - Auspice
 - Industry
 - Centres of Excellence

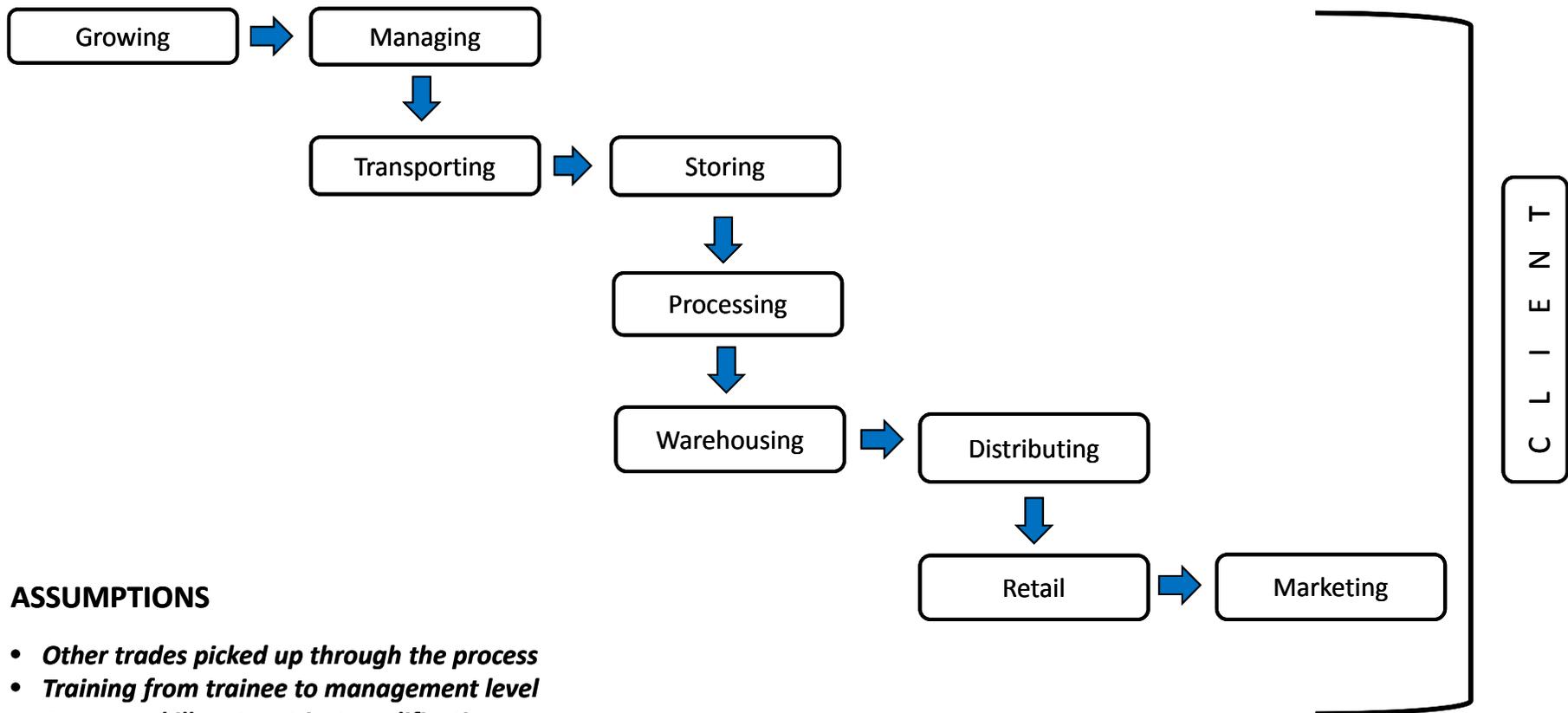


Through the establishment of Agribusiness

- Setting a higher level of expectation of Agribusiness training
- Offer a training package 'Paddock to Plate'
 - quality training and a standard businesses aspire to
 - higher level of VET education than what is currently delivered by TAFE institutes
 - nationally and internationally recognised
 - linkages to a number of training packages
- Develop a '*Value Proposition*' and '*Brand name*'
 - reputation developed through a consistent high standard of delivery
 - form of accreditation and quality assurance standard
- Industry driven training
 - industry does not accept school accreditation
 - schools to comply with industry and clients training needs



Agribusiness 'Paddock to plate'

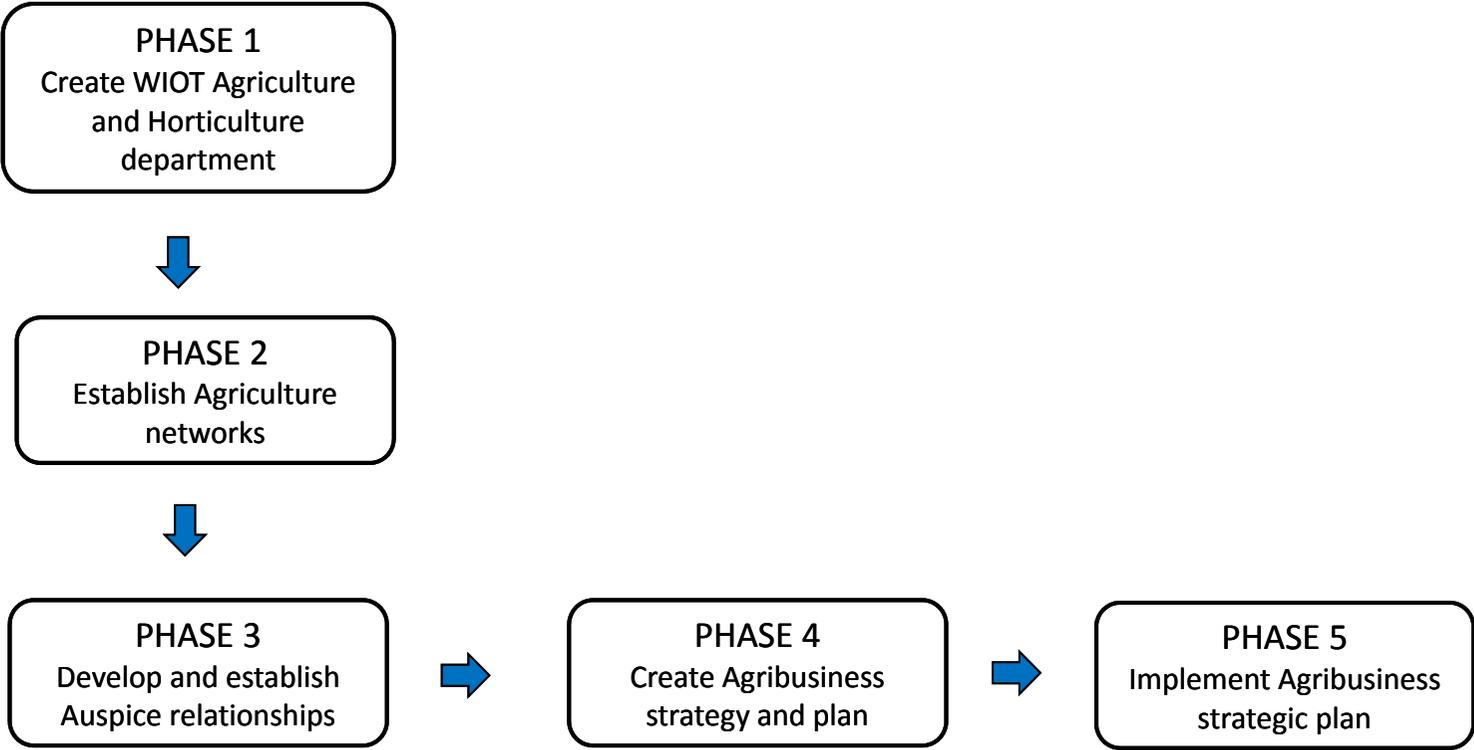


ASSUMPTIONS

- *Other trades picked up through the process*
- *Training from trainee to management level*
- *Focus on skills set, not just qualifications*

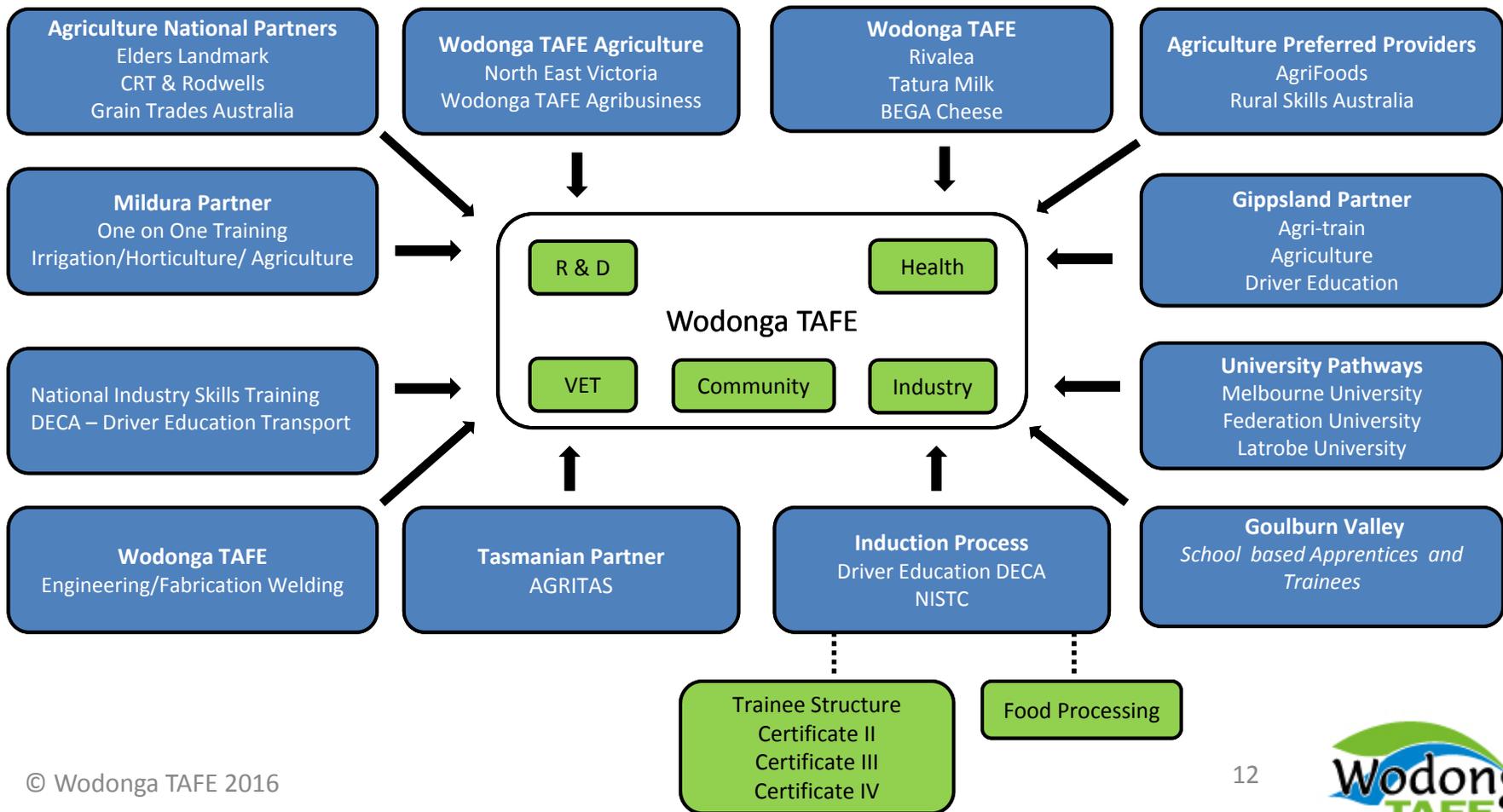


.. and developing a planned approach





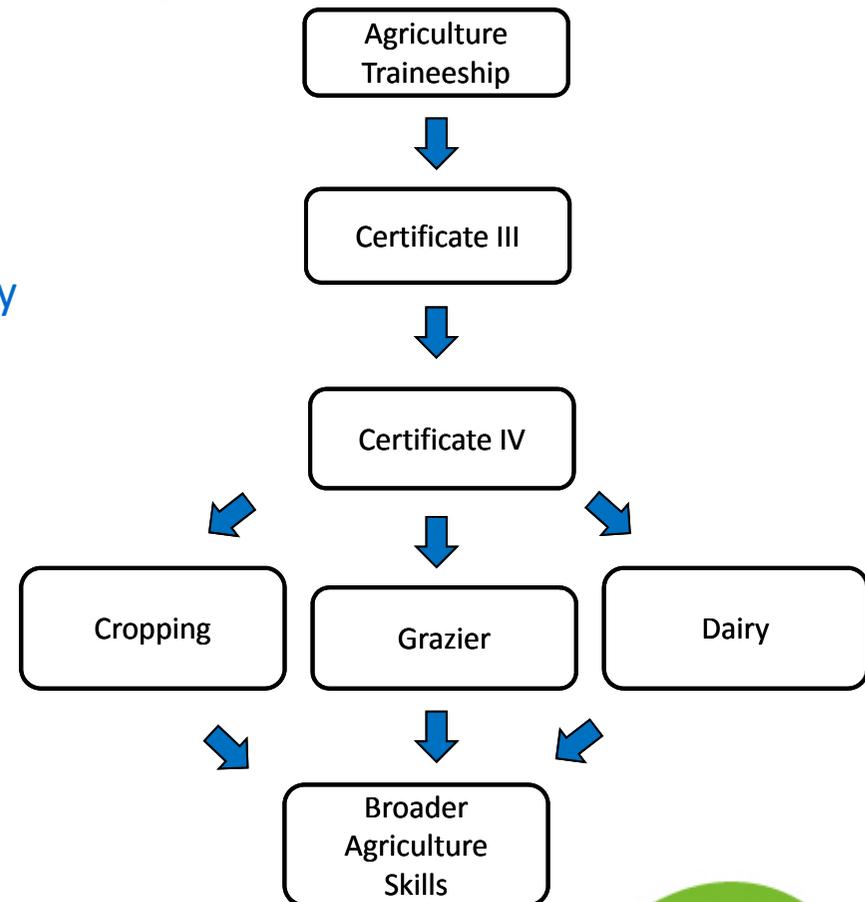
Agriculture / Food Processing structure





.. also incorporating the full capabilities for Agriculture clients

- Institute no longer missing out on opportunities
- Industry requesting full trade options
 - Institute reputation for quality delivery
- Development of potential industry partnerships
- Two state systems, do not have full delivery capability
 - geographical border setup
- Needs to be driven by industry and government





Risks, Contingencies and Constraints

RISKS

- Down turns in the marketplace
- Cost of start-up
- Ongoing back end costs
- Government funding
- Progression from Secondary/ VCAL to TAFE and specialist training centres

CONSTRAINTS

- Funding constraints outside IST control
- To achieve goals need to address resourcing and infrastructure constraints

CONTINGENCY

- Partnerships (auspice/ industry)
- Quality training (mechanisms)
- Training from industry experts
- Driven by many levels.
 - Industry
 - Corporations
 - Political
 - Local council
- Improve industry standards
- Continuous Improvement model