



Vocational Education and Training Industry Group

A Community of Practice

of

Vocational Education and Training Industry Professionals

Strategic Plan

2015-2018

OUR VISION

To be the lead community of practice for VET practitioners

OUR MISSION

Our community works together to promote a culture of professionalism that:

- Connects, supports and challenges VET practitioners.
- Shares and networks professional learning, information, insights and practices; and
- Advocates for the VET industry.

OUR VALUES AND BELIEFS STATEMENT

Culture of professionalism

Teamwork	Commitment
Respect	Learning
Sense of community	Continuous improvement
Expertise	Integrity

SIMPLE RULES TO IMPLEMENT OUR VALUES

- Display respect for everyone – Listen to all opinions
- Share Knowledge, Skills, Attitudes, Experiences
- Display patience -don't forget where you started
- Welcome everyone – openly invite participation from everyone
- Be open-minded, flexible and make it simple
- Be constructive and accountable -follow through
- Value high performance training and assessment
- Maintain your sense of humour and perspective - have fun!

STRATEGIES

Strategy 1: Increase membership		
Strategies – What will we do to achieve this objective?	Actions –	Performance Indicators -
<p>1. Develop and implement an action plan to increase membership</p>	<ol style="list-style-type: none"> 1. Develop a short action plan under these headings: <ol style="list-style-type: none"> a. Who b. What c. When d. Resourcing 2. Actively promote 1-PLUS-1 campaign with discount to get new members at VETIG functions (See Strategy 6) 3. Provide testimonials at events and on website 4. Advertise with quality RTOs delivering TAE40110 Certificate IV in Training and Assessment qualification to pay one year VETIG membership for graduates, by waiving the joining fee for these new members 5. Advertise through other professional sites and newsletters. 6. Create, distribute and analyse the results from an online survey about member satisfaction. 	<ul style="list-style-type: none"> • Membership is increased: <ul style="list-style-type: none"> ○ to 250 by the AGM 2016 ○ to 350 by AGM2017 ○ to 400 by AGM 2018

Strategy 2: Be a VET information leader	
Strategies – What will we do to achieve this objective?	Performance Indicators -
<ul style="list-style-type: none"> • respond to questions from members • maintain links with ASQA; DET and other key bodies eg IBSA • provide VETIG Updates • provide newsletters • update information on website for members • invite key stakeholders to provide presenters at functions • identify and utilise opportunities for 	<ul style="list-style-type: none"> • numbers of questions and topics • number of referrals to RTO consultants list • record of contacts with industry stakeholders • numbers of VETIG Updates issued • hits on designated website pages • targeted survey results • number and source of guest speakers

<ul style="list-style-type: none"> representation on national and state bodies respond to discussion/consultation papers at state and national levels 	<ul style="list-style-type: none"> number of attendees at functions number of representations number of responses made
---	---

Strategy 3: Broaden and expand services to members

<p>Strategies – What will we do to achieve this objective?</p> <ul style="list-style-type: none"> conduct breakfasts and workshops automate membership certificates encourage people to use VETIG logo on websites explore social networking opportunities explore use of interactive technologies provide sample documents/resources on website explore providing networking opportunities beyond S.E. Qld explore member benefits (e.g. discounts) 	<p>Performance Indicators –</p> <ul style="list-style-type: none"> numbers of breakfasts and workshops number of attendees number of certificates downloaded number of downloads of Logo numbers of resources on website and numbers of hits on resources page number of webinar, teleseminars, MP4 and MP3, podcasting number and kinds of benefits negotiated
---	---

Strategy 4: Maximise the use of technology

<p>Strategies – What will we do to achieve this objective?</p> <ol style="list-style-type: none"> Promote features of new website to Members Actively seek new technology for members 	<p>Actions –</p> <ol style="list-style-type: none"> Promote to members automated features of the website like membership payment on line and events registration and payments. Continually update website as technology advances. Increased website activity eg FaceBook, LinkedIn Create, distribute and analyse the results from an online survey about the website satisfaction for all visitors. (Link to Strategy 6 Marketing) Source new technologies for members. 	<p>Performance Indicators -</p> <ol style="list-style-type: none"> Number of online member registrations. Number of online event registration. Number of feedback items. Record of number of website visits per month.
--	--	---

Strategy 5: Make VETIG a sustainable organisation

What will we do to achieve this strategy?	Actions –	Performance Indicators -
<ol style="list-style-type: none"> 1. Collaborate with other individuals and groups 2. VETIG Volunteer succession strategy. (Linked to Strategy 4) 3. Use technology that assists sustainability 4. Demonstrate best practice in sustainability 	<ol style="list-style-type: none"> 1. Review and develop internal and external individual and group roles and responsibilities. 2. Provide opportunities to members for VETIG Volunteer succession eg shadowing, open meetings, pd. 3. Review and integrate technological resources to be sustainable. 4. Document sustainable practices. 5. Develop a risk mitigation plan including continuity of business and environment responsibility. 	<ul style="list-style-type: none"> • Partnership arrangements with 3 new organisations per year • Developed job/role descriptions • Operations manual developed • Number of pd and skilling opportunities and number of members involved • Register of equipment and technology that contributes towards a sustainable organisation. • Completed plan endorsed by the VETIG committee.

Strategy 6: Market Our Services

What will we do to achieve this strategy?	Actions –	Performance Indicators -
<ol style="list-style-type: none"> 1. Undertake a stakeholder analysis 2. Develop a marketing strategy 3. Develop marketing collateral 	<ol style="list-style-type: none"> 1. Develop questionnaire asking members how they heard of VETIG and what services they think are provided and expect – link to existing membership questionnaire and member satisfaction questionnaire from Strategy 1 Action 6. 2. Research and document audience characteristics (Avatar) and actions for advertising 3. Develop a register of all marketing collateral to identify gaps and assets. 4. Monthly report of/on Website Traffic 5. Including Strategy 1 – Increase Membership, Actions 2, 3, 4, and 5 	<ul style="list-style-type: none"> • Increased traffic to the website by 40%. (See Strategy 4, Performance Indicator 4) • Increased membership as per Strategy 1. • Increase function attendance consistently by 15% per year. • Increase VETIG presence at external functions and events. • Determine a marketing budget.