

2019-21 Strategic Plan

Independent Tertiary Education Council Australia

The Independent Tertiary Education Council Australia (ITECA) is the peak business organisation representing the higher independent education, vocational education and training sectors.



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Introduction

2019-21 ITECA Strategic Plan

The independent tertiary education system encompasses non-government providers in the higher education, vocational education and training sectors. They make a significant contribution to education and the economy, delivering training and knowledge to over 3 million students a year, with a workforce of some 100,000 people.

Independent providers deliver around 60% of all VET student enrolments nationally, about 90% of international student VET enrolments and are growing higher education enrolments at over 10% per year, all with outstanding student satisfaction rates.

However, with a fast-changing economy and the urgent need for a national vision for tertiary education, there is an opportunity for the [Independent Tertiary Education Council Australia](#) (ITECA), in collaboration with its members and partners, to play an active and strong role in this period of dynamic change.

In the coming few years the only constant will be change itself. The period 2019-21 will see significant debate and a real push to reform our education frameworks to foster innovation and meet the needs of the intelligence economy.

ITECA's strategic plan is about ensuring we not only participate but influence this direction, in partnership with others, while strengthening the collective voice of the independent tertiary education sector.

Alexis N Watt
ITECA Chair

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ITECA Chief Executive

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Vision & Mission

Independent Tertiary Education Council Australia

ITECA's Vision —

The [Independent Tertiary Education Council Australia](#) (ITECA) is recognised internationally as leading the quality provision of skills and knowledge for the future by ethical, independent providers of Australian tertiary.

ITECA's Mission —

To position the independent sector as leaders of quality and innovation in Australian tertiary education.

ITECA's Major Focus —

- Develop and maintain strategic partnerships and alliances that enhance the recognition and value of a high quality and diverse, independent tertiary education sector.
- Lead in the analysis of policy and research to demonstrate the capacity and performance of the sector and the opportunities offered by independent providers of tertiary education
- Effectively implement the Industry Certification program, to position ITECA membership as a badge of ethical, high quality, student-centred education and training
- Expand ITECA's revenue base by developing and delivering valued services that build member capability and respond to the business needs of the sector in collaboration with business partners.
- Ensure the organisation has the right mix of skills, capability business systems to meet the needs and expectations of members.

2019-21 Priorities

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Partnerships —

- Establish high level strategic partnerships with industry, TDA and associations at the national, state, industry and sectoral levels to build the recognition and capacity of members.
- Foster policy and political relationships to advance the reputation and standing of independent tertiary education.
- Utilise partnerships to position independent providers as the preferred suppliers of quality tertiary education.

Member & Industry Services —

- Deliver high priority, value-add services based on an assessment of member and industry needs, in accordance with the strategic plan and organisational capacity
- Identify preferred partners to provide quality services to members in identified areas of high need
- Advocate and promote the creation of a new brand for independent education.
- Engage in research, policy and data analysis and advocacy to influence more efficient, equitable and consistent investment in VET and Higher Education, based on student choice, to better meet the needs of students and employers
- Support members in growing innovative international education services in a changing global context

Policy & Research —

- Engage with policy and research organisations to influence the future directions of Tertiary Education
- Identify key research topics and launch a high priority research project in 2018
- Commit resources to the development of a data analysis service
- Develop a data platform that can be readily accessed and interpreted by members

2019-21 Priorities

Independent Tertiary Education Council Australia

Industry Certification —

- Implement Certification by investing in pilot leaders, in the VET, higher education and international education sectors
- Implement the ITECA Practitioners' Register as a key feature of trainer recognition
- Raise the recognition of the Industry Certification by members, governments and regulators through focused engagement strategies
- Develop a robust support framework to raise standards and facilitate member development
- Establish a recognised quality support network to enable member development

Organisational Capacity —

- Strengthen the voice of independent tertiary education by creating a new organisation that separates key services, policy and tuition assurance
- Review and adjust staffing structure to ensure an appropriate mix of skills and alignment with strategic priorities
- Re-align professional development services according to the changing demands of the market, government and regulators, to foster excellence and innovation in delivering future skills
- Implement membership recruitment strategies aimed at strengthening the voice of ethical, independent providers
- Develop a comprehensive and integrated communications strategy with members and broader stakeholders to raise awareness of a revitalised brand, services, ongoing advocacy and other achievements

Key Performance Indicators 2019-21 ITECA Strategic Plan

Through the delivery of services and achievement of its priorities, the Independent Tertiary Education Council Australia (ITECA) will gauge its success, and be accountable to our members, as measured by the following benchmarks:

- Financial performance and diversity of revenue
- A cogent research and policy development program
- Student centric, ethical and high standard education
- Enhanced voice for independent education
- Evidence of excellence and innovative practice among members.

Introducing The Independent Tertiary Education Council Aust.

The [Independent Tertiary Education Council Australia](#) (ITECA) is the peak umbrella organisation bringing together independent providers in the higher education, vocational education and training sectors. Individually and collectively these providers share a commitment to providing students and their employers with the quality outcomes they are looking for.

The [ITECA Higher Education Network](#) brings together more than one-half of the independent providers in the higher education sector.

The [ITECA Vocational Education and Training Network](#) provides the membership vehicle for independent providers that deliver training to around two-thirds of all students undertaking vocational education and training in Australia.

Through the [ITECA College of Vocational Education Professionals](#) individuals also have the opportunity to affiliate themselves with ITECA and the collective commitment to excellence.

Through ITECA the independent tertiary education system has a strong advocate that has a proven track-record of achieving legislative reform. ITECA's members identify the changes to funding and compliance models that ensure quality outcomes can be delivered while the same time freeing providers from an unnecessary regulatory burden. ITECA's policy team in Canberra take an evidence-based approach to policy advocacy to press the case for reform with their established contacts at a parliamentary and departmental level.

Australia's independent tertiary education system has a strong track record of providing the educational outcomes and skills required by Australia's changing economy. The *ITECA State Of The Sector Report* published each year pulls together data from a range of government and non-government sources to showcase the success of the independent tertiary education system.

ITECA members come together under a number of sector interest groups (e.g. construction, healthcare, manufacturing and tourism) in order to build and awareness and share information about the issues facing the industry sectors in which they educate, train and reskill the workforce. These sector interest groups provide a powerful networking tool for these employed by members of the [ITECA Higher Education Network](#) and the [ITECA Vocational Education and Training Network](#).

Until mid-2019 ITECA was known as the Australian Council for Private Education and Training (ACPET).

For more information on ITECA visit the website:

www.iteca.edu.au



The Independent Tertiary Education Council Australia (ITECA) is the peak body representing independent providers in the higher education, vocational education and training sectors.

ITECA members are unified, informed and influential. They share an interest in creating an environment in which independent providers deliver students and their employers the quality outcomes they are looking for.

www.iteca.edu.au



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