

Objectives	Tasks	Outcomes, KPI's, Timing and Partners
5. Industry training partnering program	<ul style="list-style-type: none"> <li>Work with the Ipswich Education and Training Network to develop a targeted industry training partnering program which: <ul style="list-style-type: none"> <li>- Develops a strong understanding of industry training needs.</li> <li>- Partners with industry to respond to changing demands and growth.</li> <li>- Develops sector specific plans on training and employment pathways.</li> </ul> </li> <li>Develop an initial pilot with one industry to establish goals, identify industry needs and put in place a targeted plan that can improve training outcomes (school to tertiary) for the industry sector in Ipswich City. This includes focus on local delivery of training to respond to growth and building skills and training capacity in the City. A possible target for the pilot program is the manufacturing sector.</li> <li>Develop an industry partnering plan for this initial sector. Once there is industry and stakeholder buy in for the plan, commence implementation.</li> <li>Develop industry training partnering programs with the following sectors: <ul style="list-style-type: none"> <li>- ICT and knowledge based industries.</li> <li>- Sustainable industries.</li> <li>- Health and human services.</li> <li>- Transport and logistics.</li> </ul> </li> <li>Features of industry training partnering programs include: <ul style="list-style-type: none"> <li>- Identifying priority demands for skills.</li> <li>- Identifying industry priorities for training.</li> <li>- Priority actions to address skills gaps.</li> <li>- Industry priorities for new entrants to the industry.</li> </ul> </li> </ul>	<p><b>Outcomes</b>  Industry skills plans developed.  More responsive approach to developing industry skills in Ipswich City.  More effective coordination of industry skills needs from school through to tertiary level.</p> <p><b>Key Performance Indicators</b>  Industry participation in and support for industry skills programs.</p> <p><b>Timing</b>  Commenced in 2010.</p> <p><b>Partners</b>  Ipswich Education and Training Network.  Department of Education and Training.  Ipswich City Council.  Industry Sectors.</p>



# SKILLING IPSWICH PROGRAM

## ECONOMIC DEVELOPMENT PLAN FOR

# IPSWICH CITY

2009 - 2031



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# 1. SKILLING IPSWICH PROGRAM ROLE AND VISION

## 1.1 Role of the Skilling Ipswich Program in the Ipswich City Economic Development Plan

The Skilling Ipswich Program is an important project and is one of 15 lead projects in the City's Economic Development Plan 2009-2031 (EDP).

The EDP focuses on four main themes:

- City Leadership – re-establish leadership in information and communication technology, create a City Centre that attracts people and businesses, and create a base for sustainable and clean technology businesses.
- Regional Leadership – proactive leadership by Ipswich to support regional economic growth and development. This covers collaboration with Logan and Brisbane Cities and with Regional Councils including Lockyer Valley, Somerset and Scenic Rim.
- City Growth – build one of the largest employment and industry growth zones in Australia – supporting growth in precincts across the City and growth across a diverse range of industry sectors.

As one of the fastest growing cities in Australia, Ipswich must create a positive environment for business investment as well as residential areas that attract and retain workers to support this growth.

The City Growth theme is very much about diversification of the economy and providing an environment that attracts investment. Ipswich must become one of the most competitive destinations for new industry investment in Australia in order to achieve growth outcomes.

- City Competitiveness – maintain pathways to support investment, implement a Skilling Ipswich Program, provide competitive transport access (for industry, workers and community) and continue to build Ipswich as a leading business, visitor and employment destination.

## 1.2 Vision for the Skilling Ipswich Program

The vision for Skilling Ipswich Program:

Establish Ipswich City as a lead education destination in South East Queensland and create an education community that expands opportunities for participation and delivers high quality education and training outcomes. This covers:

- A wide range of training and education options from school through to university, targeting domestic and international students.
- Leadership in education quality linked to leading technology usage in education.
- Collaboration with industry to support skills formation in a high growth region.
- Opportunities for the community to participate in a wide range of skills development.



## 1.3 Values Guiding the Program

Several important values will guide the Skilling Ipswich Program:

- Building on the high quality network of education and training providers already established in the City.
- Linking the Skilling Ipswich Program to the InfoCity Plan– leveraging off the City's investment in broadband telecommunications technology to create new education opportunities, programs and initiatives.
- Delivering industry training solutions to support industry and employment growth over the coming decades in Ipswich City and surrounding areas.
- Raising the education and qualifications profile in Ipswich City – expanding the range of skills in the City and transitioning from a dominant manufacturing focus in the economy to a more diversified economy.
- Creating education and training opportunities that act as a positive factor in attracting new residents and new businesses to Ipswich City.



Objectives	Tasks	Outcomes, KPI's, Timing and Partners
4. Effective pathways into training and employment	<ul style="list-style-type: none"> <li>• Work with the Ipswich Education and Training Network and the employment services network to create a one stop shop for access to training and employment pathways. Models in other regions show that this coordination can deliver significant benefits, particularly in developing relationships with industry sectors. Hold a forum to:               <ul style="list-style-type: none"> <li>- Present case studies of other successful initiatives, lessons learned and opportunities to build a one stop shop to benefit the community and industry.</li> <li>- Gauge the level of interest in participating in this one stop shop initiative.</li> <li>- Examine the opportunities to work with the Education and Training Network and InfoCity Network to provide this one stop contact point through the InfoCity Plan.</li> </ul> </li> <li>• Develop a website that provides information to the community and to businesses about the one stop shop, assistance available and employment and training pathways.</li> <li>• Seek project resources to establish relationships with industry sectors – improving opportunities to place City residents into available employment and training places.</li> <li>• Provide regular updates via the one stop shop on the profile of industries in the City, job opportunities and training opportunities available in the City.</li> <li>• Develop the one stop contact point as a key resource for industry – a preferred partner in identifying suitable new candidates for employment and training.</li> <li>• Develop this service over the next 3 years to increase employment for local residents in Ipswich City and provide the support businesses will need to access labour and skills as economic conditions improve.</li> </ul>	<p><b>Outcomes</b> One stop contact point for industry and prospective jobseekers established in Ipswich City. Partnerships created within the Education and Training Network to provide a coordinated service in the City. Industry support for the one stop contact point.</p> <p><b>Key Performance Indicators</b> Increased industry interest in and use of the one stop contact services. Increased proportion of people living and working in Ipswich City.</p> <p><b>Timing</b> Implement in 2010.</p> <p><b>Partners</b> Ipswich Education and Training Network. Employment services networks. State and federal governments. Ipswich City Council.</p>



Objectives	Tasks	Outcomes, KPI's, Timing and Partners
<b>3. Skilling the Community</b>	<ul style="list-style-type: none"> <li>Hold a planning forum with the Education and Training Network, DET and other stakeholders to develop the scope and an implementation plan for a Skilling the Community Program.</li> </ul> <p>The focus of this Program is to increase community participation in education and training (accredited and non accredited) with the goal of building the qualifications profile and employment opportunities for the local community. The plan for the Skilling the Community Program is expected to cover:</p> <ul style="list-style-type: none"> <li>- Assessing current levels of interest in and demand for education and training from community members e.g. non accredited training, gap training for qualifications and other demand.</li> <li>- Assessing the different needs and interests of segments within the community – school leavers, young adults, employees currently in a long term career and older age groups – to identify current demand, pathways, gaps in information and service provision and priorities for the development of skilling opportunities.</li> </ul> <ul style="list-style-type: none"> <li>Develop a program of community learning options and pathways for delivery under Skilling the Community.</li> <li>Support the establishment of communities of interest on high demand and high interest training and education initiatives.</li> <li>Develop a marketing and communications plan for Skilling the Community – making the community aware of the initiative and providing information on the range of training options available. This covers: <ul style="list-style-type: none"> <li>- A coordinated marketing approach – an overall brand but multiple contact points for service – that encourages members of the community to find out more about skilling options.</li> <li>- Link the Skilling the Community program to the InfoCity Plan – making education and training options available via the Internet.</li> <li>- Develop viral marketing to target young people in the community.</li> <li>- Work with industry sectors to promote and provide opportunities for existing workers to upgrade skills and qualifications.</li> <li>- Work with the training and employment networks in the City to ensure that people interested in upgrading their skills have access to training opportunities.</li> </ul> </li> </ul>	<p><b>Outcome</b> An effective Skilling the Community Program is implemented.</p> <p>More people in the community participate in education and training.</p> <p>Qualifications profile of the community improves.</p> <p><b>Key Performance Indicators</b> Community participation in training and education increases (reported by training providers).</p> <p>Qualification profile improves in the City.</p> <p><b>Timing</b> Commence in 2010.</p> <p><b>Partners</b> Ipswich Education and Training Network. Department of Education and Training. Employment service provider network. Industry. Ipswich City Council.</p>



## 2. SKILLING IPSWICH PROGRAM

The Skilling Ipswich Program covers these objectives:

- *Establish and strongly market an education brand for Ipswich.*
- *Establish an Education and Training Network.*
- *Attract additional investment and new education and training to the City.*
- *Linking the Skilling Ipswich Program to the InfoCity Plan.*
- *Initiate a 'Skilling the Community' program.*
- *Establish an industry training partnering program.*
- *Focus on local delivery of education and training.*
- *Encourage equity of access to employment.*
- *Development of employment and training pathway initiatives for culturally and linguistically diverse groups in the community.*
- *Establish Ipswich as a destination for international students.*

**Table 2.1 - Skilling Ipswich Program Action Plan**

Objectives	Tasks	Outcomes, KPI's, Timing and Partners
<b>1. Education and Training Network and Education Brand</b>	<ul style="list-style-type: none"> <li>Work with the existing education and training providers in the City to formally establish an Education and Training Network with the following roles: <ul style="list-style-type: none"> <li>- Collaboration on key projects and strategic initiatives to build a learning community.</li> <li>- Formalising the current alliances and communication to allow the Network to pursue key initiatives and respond to increased skills demand over time.</li> <li>- Providing a visible presence for the important education and training sector in the City.</li> </ul> </li> <li>The Network will establish and market an education brand for Ipswich City – communicating high quality education options available in the City, the scale and depth of education and training resources available to the City (universities, TAFE, private training providers, schools and employment and training networks) and the future directions for this sector.</li> </ul> <p>Key objectives for the education and training brand include:</p> <ul style="list-style-type: none"> <li>- Providing visible and positive messages to the local and international community and to new residents and businesses about the depth and quality of education and training options in the City.</li> <li>- Providing a visible hub for education and training activities and projects in the City.</li> <li>- Creating a positive image of the sector that can be used to attract increased investment in education and training in Ipswich City.</li> <li>- Providing a single contact point for discussions with partners and stakeholders (local, state and federal government), industry and peak bodies) on skills initiatives that can support industry growth and development.</li> </ul>	<p><b>Outcomes</b> Education and Training Network formed. Strong education brand for the City established. Annual planning process and annual updates showcase achievements and identify strategic priorities to support education and skills development in the City. New investment in education and training occurs in Ipswich City.</p> <p><b>Key Performance Indicators</b> Network formed. Brand established. Annual planning and reporting occurs. Overall growth in the size of the education and training sector over five years.</p> <p><b>Timing</b> Brand and Network established in 2010.</p>

Objectives	Tasks	Outcomes, KPI's, Timing and Partners
<b>1. Education and Training Network and Education Brand</b>	<ul style="list-style-type: none"> <li>- Providing a banner under which progress and achievements in education and training can be communicated to the community and the wider market.</li> <li>- Initiate a 'civic welcome' for international students.</li> <li>• Develop an annual plan for the Education and Training Network that covers: <ul style="list-style-type: none"> <li>- Projects that the network will focus on in the next 12 months. Immediate priorities include the establishment of the brand and the Network and creating links with the InfoCity Plan.</li> <li>- Areas of opportunity – either gaps in training and education or potential to expand education and training activities in the City.</li> <li>- Infrastructure, resourcing or other needs that the Network as a whole can lobby for – communicating the essential needs to support strong education and training outcomes in Ipswich City.</li> <li>- Strategic priorities for education and training development in the City in the next five years.</li> </ul> </li> <li>• Hold an annual education and training sector briefing for government stakeholders, industry and the community – showcasing achievements and outcomes as well as identifying priorities for the future.</li> <li>• Identify potential opportunities to build on or expand the education and training capabilities in the City. This can cover: <ul style="list-style-type: none"> <li>- Reinvestment and expansion by existing education and training providers.</li> <li>- Partnerships or links between the Network or individual training providers and strategic partners nationally and internationally.</li> <li>- Attracting new training and education capabilities to the City.</li> </ul> </li> <li>• Prepare a profile of the education and training sector in the City to serve as an investment attraction profile – outlining demand for education and training and the profile of existing capabilities.</li> <li>• Include education and training as an investment attraction target for Ipswich City.</li> </ul>	<p><b>Partners</b>  Education and training providers in Ipswich City.  Department of Education and Training (DET) and other training stakeholders.  Ipswich City Council.  New education and training stakeholders attracted to invest in Ipswich City.</p>



Objectives	Tasks	Outcomes, KPI's, Timing and Partners
<b>2. Linking the Skilling Ipswich Program to the InfoCity Plan</b>	<ul style="list-style-type: none"> <li>• Establish a partnership between the Skilling Ipswich Program and the InfoCity Plan to encourage: <ul style="list-style-type: none"> <li>- Online learning and skilling options.</li> <li>- Learning community activities.</li> <li>- Leading use of high speed broadband internet technology in education through improving access, creating new content and collaboration.</li> </ul> </li> <li>• Use successful outcomes to support increased use of technology to support flexible training and education delivery.</li> </ul>	<p><b>Outcomes</b>  Skilling Ipswich Program maximises the benefits of broadband internet to support education and training in Ipswich City.  Education brand for the City strengthened.</p> <p><b>Key Performance Indicators</b>  Leading online initiatives developed.  Effective collaboration between the two programs.</p> <p><b>Timing</b>  Commence in 2010/11.</p> <p><b>Partners</b>  Skilling Ipswich Program partners and the InfoCity Plan partners.  Ipswich City Council.</p>

