2014 – 2016
Strategic Approach

Unlock your potential. It starts here.

Bradfield / Crows Nest / Hornsby / Meadowbank / Northern Beaches / Ryde / St Leonards
DIRECTOR’S MESSAGE

I’m delighted to present the Northern Sydney Institute’s Strategic Approach for 2014 – 2016. The Strategic Approach sets a clear direction for the Institute and will consolidate our standing as the backbone of vocational education and training in the Northern Sydney region.

Our customers have told us that they value our commitment to deliver outstanding and innovative training. Our industry partners have told us that our training is vital to their business and to the New South Wales economy and they trust us to produce highly skilled, capable, creative, work-ready graduates.

Like all thriving organisations, we must be agile and adaptable – responding to ever-changing external drivers. Globalisation is impacting on job markets. Technological advances in all industries have led to the creation of new jobs and the reinvention of old ones. New industries are emerging whilst others are in decline. To be a leading global tertiary organisation, we must set the standard for future-focused, exciting and innovative training.

Our own industry of vocational education and training is also undergoing dramatic change. Breakthroughs in technology have led to paradigm shifts in our approach to teaching and learning as digital technologies allow for cooperative learning and knowledge sharing around the clock.

Changes to the VET sector and its funding mechanisms are driving transformational change as the Institute positions itself successfully in a highly competitive training market.

Our Strategic Approach 2014 – 2016 will direct our efforts to transform the Institute into a leading global tertiary organisation, an organisation where our communities, customers and partners value their relationship with us and choose us every time.

Alison Wood
Institute Director

OUR PURPOSE is to help you discover and build your talents. We do this by creating a high performing organisation with engaged and professional people that deliver world class training, strong industry networks and work ready graduates.

WE ARE

- Respectful: Embracing trust, integrity and diversity
- Connected: Establishing mutually beneficial relationships
- High performing: Achieving superior results by stretching our capabilities
- Accountable: Accepting responsibility and meeting our commitments
- Customer driven: Focusing on customers in everything we do.

WE ARE SUCCESSFUL WHEN

- Our customers, communities and partners value their relationship with us
- Our training portfolio is innovative, diversified and world class
- Our people start each day with a sense of purpose and end the day with a sense of accomplishment
- Our operational discipline and financial strength enables our future growth.
**OUR VISION**

A leading global tertiary organisation, unlocking your potential through amazing learning experiences.

To achieve our vision, we have identified five key priorities, which are supported by strategies driving our business over the next three years.

**Priority one**

**Unlock customer potential by maximising success and opportunities**

- Provide specialised educational experiences to meet diverse customer needs
- Create pathways that increase customer employment opportunities and enterprise workforce capability
- Establish student scholarships to improve access to education
- Listen to our customers and provide them with great experiences
- Collaborate with industry and business to create sustainable global business networks.

**Priority two**

**Invest in educational innovation and excellence**

- Accelerate development of products and services that our customers want and value
- Become sought after thought leaders in innovative education
- Use technology to deliver great training
- Develop high quality educational resources that support diverse learning styles
- Establish an Institute approach to scholarly practice
- Drive customer experience through specialist world class facilities and services.

**Priority three**

**Build high performing teams and a customer focused culture**

- Recognise and value high performers
- Implement a strategic professional development program aligned to capability development frameworks
- Build high performing leaders across the organisation
- Attract, develop and retain qualified and experienced people with cutting edge skills
- Engage people through wellness programs, corporate citizenship and team building.

**Priority four**

**Maximise operational performance**

- Improve performance by harnessing technology
- Increase operational efficiency through business process improvements
- Manage risk to improve business operations and increase opportunities
- Ensure continued compliance with registration and certification requirements and relevant standards and legislation.

**Priority five**

**Expand our horizons and create our future**

- Optimise financial performance through diversified revenue streams and improvements to our balance sheet
- Develop business opportunities and partnerships beyond our borders to enhance our educational profile and brand and increase market share
- Ensure assets support innovation in education and provide a return on investment
- Achieve corporate social responsibility goals
- Embrace innovation, technology and entrepreneurship
- Continually evolve the business to focus on areas of opportunity and capability.