Establishing, Developing and Sustaining your Business

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Staying Alive

...despite all the obstacles
I know the way through the minefield, step exactly where I do!
Strengths of private education & training organizations

- We sink or swim by our reputations
- Strong links with industry
- Flexible, responsive courses and innovative approaches
- Attention to the individual and student welfare
- Experience with a diverse range of students - mature-aged, early school leavers, disengaged, retraining, up-skilling, “active retirees”, “education for interest”, international etc
  - Builders, baby boomers, Gen X, Y, and beyond!
- Commitment to the job & career outcomes of the individual

Quality through Diversity
Threats to private education & training organisations

- Derided by old paradigms – public/private & paternalism
- Governments that don’t value and consult us as an industry
- “Anti-private” media campaigns
- Increasing regulation - shifts our focus from resources for students to compliance and being risk averse
- Regulators providing licenses to new entrants without effective monitoring
- College closures – for whatever reason
- In the VET sector – inability to invest in course/curriculum development (no ownership or control) – inability to differentiate our products
- Policies touted as “private friendly” not what they seem to be and/or not supported by effective implementation (ever tried to get VET FEE-HELP?)
- “Modern awards” not suitable for our industry
- Funding models that don’t support infrastructure investment or sustainability
Some facts about private education & training organisations

• We are a diverse industry – no one size fits all
• We are employers of a dynamic workforce
• We run “learning organisations”
• We believe in the value of what we do
• We are at our best when we policy settings enable us to be flexible, innovative and responsive
• We endure discrimination, inequality & lack of recognition
• We are close to - often in and of - our particular industries
• We change peoples lives ……. despite all the obstacles!
“With the help of my mentors to develop my skills further, I became confident enough in my abilities to promote my work.

Once I was a “garbo” - now I shoot AFL football each weekend and I pinch myself every time I walk out onto the M.C.G.”

Darrian Traynor:
Photojournalism Graduate 2010
“Now on the job at Melbourne Weekly, I realise how my practical studies are applied in everyday scenarios such as booking jobs, negotiating with clients, lighting portraits and products and delivering content to a strict deadline.”

Teagan Glenane  
Photojournalism Graduate 2010  
Photojournalist at Melbourne weekly
“PSC provides a strong professional approach to training in photography while allowing and nurturing creativity.

Coming from a more structured and scientific background my greatest thrill has been to open my mind to a more creative approach to seeing life.”

Debra Mullins: Winner 2010
Australian Institute of Professional Photography’s Victorian Student Photographer of the Year

Quality through Diversity
“All that is valuable in human society depends on the opportunity for development accorded the individual”

Albert Einstein

“Its nothing short of a miracle that the modern methods of education (regulation) have not yet entirely strangled the holy curiosity of inquiry…it’s a very grave mistake to think that the enjoyment of seeing and searching can be promoted by means of coercion and a sense of duty”

with apologies to Albert Einstein