



**Nursery & Garden Industry  
Victoria**

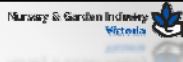
Nursery & Garden Industry Victoria  
PO Box 431 East Caulfield Vic. 3143 Australia

**Anthony Curnow**  
Retail & Education Development Officer  
anthony@ngiv.com.au

[www.ngiv.com.au](http://www.ngiv.com.au)

Nursery & Garden Industry Victoria  
Supporting & growing Victoria's horticulture


## What We Will Cover



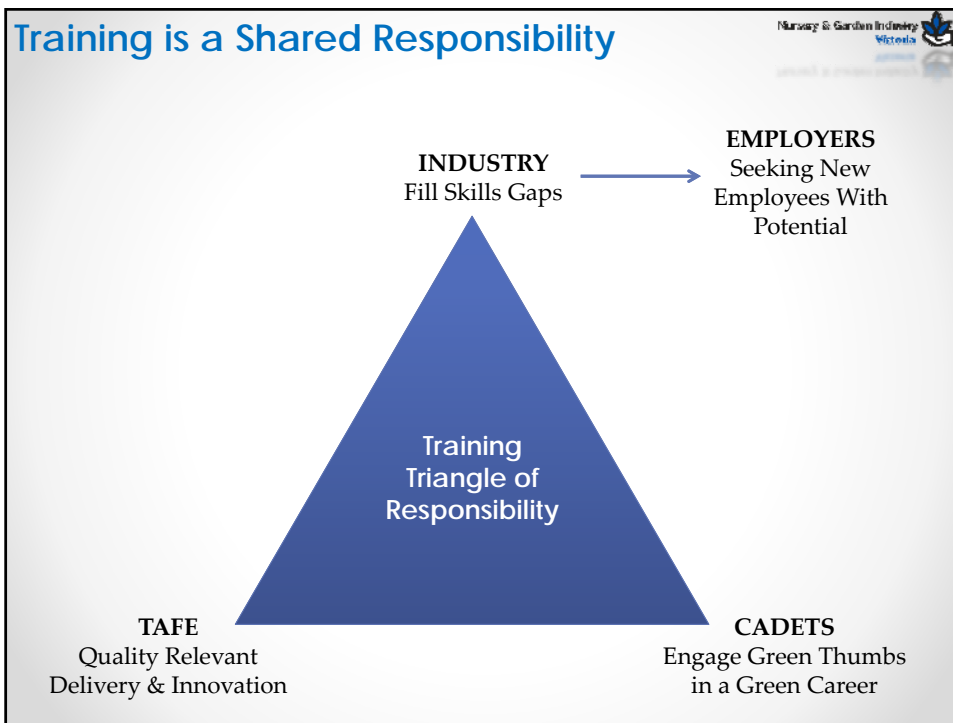
1. Training is a Shared Responsibility
2. What's the Programs Objectives?
3. The Programs Model
  - Recruitment of RTO
  - Recruitment of Participants
  - Recruitment of Employers
4. Measurability – What's Successful?
5. Considerations for the Future

Nursery & Garden Industry Victoria  
Supporting & growing Victoria's horticulture


### Training is a Shared Responsibility



1. What does this mean?
2. From NGIV perspective, we are seeking to fill the skills shortages within the industry. This is to be achieved by collaborative efforts of all interested parties.
3. What are others responsibilities?




## The Programs Objectives



1. Recruit 20 people with potential – the next generation of industry leaders.
2. Increase the number of nursery apprentices / new entrants in the Nursery Industry.
3. Support & Mentor new entrants in their transition in to the Nursery Industry.
4. Establish a 'pathway' for school leavers to the Nursery Industry.
5. Offer an unrivalled experience for participants, exposing them to all aspects of industry.

## Establishing the Physics




As the program manager, support is necessary to ensure momentum is achieved.

- Driving Education Committee set up.
- Establish timelines for implementation.
- Determine Measurability.

Significant consultation with the tendered TAFE is essential:


- Value for money (CBA) from an industry perspective.
- Choosing units of competency of greatest relevance, and to maintain engagement throughout the training period.
- To also choose units which enable 'transitioning' over to an apprenticeship on completion of the program.

## Program Structure



1. 15 week hyper intensive program
2. 4 Days per week, enabling one day for other employment
  - 2 days per week training
  - 2 days per week placements
3. Involvement in industry events – MIFGS, NextGen, Tree & Shrubbies
4. Training taken from Certificate III Horticulture package.
5. Cadets complete 8 units of study, fast tracking their apprenticeships.

## Timelines



Month	Item
August	Promotion Begins
September	Applications Open
October	Applications Close
October	Interviews conducted
November	Applicants notified and offered a placement in the scholarship program
December	Orientation / Welcome Day
January	Final Recruitment Processes
February	Program Begins (15 weeks)
May	Program Ends
May	Recruitment Process

### Recruitment of Participants

Develop material for promotion.

- Engage first year of cadets for feedback.
- Draw on knowledge of industry and success stories.
- Pitch each and every article to desired audience – don't be lazy.



Murway & Garden Industries  
Victoria

### 2012 Cadets



Murway & Garden Industries  
Victoria

## Recruiting Employers

Murway & Gordon Industries  
Wickets

Adapted information on the program from Cadet recruitment, and offered this with a pitch for involvement.

- This outlined financial contribution.
- Relied on early commitment.
- Sought well respected employers that invest in people and who understood the objectives of the program.

**Meeting Expectations:**

- Employers battle between Career Changers and School Leavers
- Each businesses requirements are incredibly different.

## The 2012 Equilibrium

Murway & Gordon Industries  
Wickets

Account for attrition, financials and expected outcomes.

Managing Same Expectations of Different Perspectives

19 Cadets

12 Employers

Expectations of Training	Expectations of Training
Employment Outcomes	Employment Outcomes
Something for Nothing	Expenses incurred

## Attrition Should be Expected

Nurway & Garden Industry  
Wicrestis  
Landscape & Garden Services

How many people in your course did you study with actually graduated?

How many people do you know that you studied with, that are still doing the same thing today?

How many careers have each of you had?

Case in Point - My experience in the industry.

**People Habitually Change Their Minds.  
Particularly the 'Next Generation of Industry Leaders'**

Why do we see attrition?  
Caused by an imbalance in 2012 equilibrium.

## Measurability

Nurway & Garden Industry  
Wicrestis  
Landscape & Garden Services

How do we measure success in a program such as this?

If this were you, what would you consider to be successful?

**Achievement of Milestones:**

- Successful recruitment of 20 cadets
- Increased industry exposure via promotion
- Seeing all businesses engaged engage an employee on conclusion
- Seeing all cadets placed into a position of any kind within the industry
- Running the program on a cost recovery, and not a loss

*And most importantly:*

**Long term return on investment to Industry & TAFE.**



## Ongoing Issues

Murway & Garden Industry  
Wickeys

1. Changing TAFE Landscape
  - Contestability. PSV to explain issue surrounding this.
2. Lack of investment by industry
  - Number of plants has reduced, margins are tight, money scarce.
1. Securing participants
  - It's difficult to build pathways, and establish connections without investment. This is where the CBA becomes so important.
  - There simply isn't hundreds of people knocking on doors to undertake the process

## To The Future

Murway & Garden Industry  
Wickeys



**Innovation & Collaboration**

Program has gained much interest.

- INDUSTRY love it. i.e. NGINA
- TAFE love it
- CADETS love it

But, who's going to invest in it?



**To The Future**

Murray & Gordon Industries  
Wine & Spirits  
Australia's leading wine & spirits producer

In 2013, unfortunately it's unlikely that this program will run again.

This is due to a lack of financial commitment, and the concerns surrounding measurability.

What is reasonable acceptable expenditure on such a program?

We need to start having real conversations between interested parties, speaking the same language. Increasingly, due to contestability, TAFE's are speaking the financial language, as does employers, whereas we really need to start addressing and valuing the real impacts of education on individuals, and industry.

Your thoughts?