STRATEGIC PLAN
2013 – 2015

Our Role
Through industry and community partnerships, West Coast Institute of Training will provide world-class training for:

• Sustainable employment
• Workforce development
• Achieving personal aspirations

Our Values

• Ethics - We will behave in a manner that demonstrates respect for one another and display honesty, fairness and integrity in all that we do.
• Accountability - We are responsible for our own actions. We will demonstrate social, financial and environmental responsibility to stakeholders.
• Continuous Improvement - We believe in investment in technology, resources and people and do this in order for the Institute to evolve.
• Customer Satisfaction - We believe in building and nurturing relationships that meet the needs and expectations of our internal and external customers.

The West Coast WAY
To achieve success, the Institute must continue to develop training that is characterised by being:

• Resourceful - particularly in maximising the use of existing resources, such as existing industry equipment and facilities for the delivery of training products and services.
• Agile - particularly, in finding ways of delivery of training products and services in a mode, manner and time to suit student and customer needs.
• Partnered - delivery in partnership to improve the bottom line of all clients whether in industry, enterprise, the community or as an individual, frequently enhanced by other partnerships with other Institute Divisions, STPs, higher education institutions and private providers.

VISION
To be the first choice of students and industry.

PURPOSE
To provide skills training to increase productivity and employability.

STRATEGIC & OPERATIONAL PRIORITIES
Enhance our customers’ experience.
Ensure all operations are sustainable.
Address the skills requirements of individuals and industry.

BRAND PROMISE
We hear you.
We provide a solution.
We partner with you to succeed.

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