VISION
Transforming Lives; Strengthening Business

PURPOSE
To provide skills training to increase participation, productivity and employability.

VALUES
Resourceful
Agile
Partnered

STRATEGIC OBJECTIVES
Activate skills
Nurture aspirations and community development
Delight our stakeholders

Brand promise
We hear you
We provide a solution
We partner with you to succeed

Vision
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Purpose
To provide skills training to increase participation, productivity and employability

Values
“the West Coast Way” is characterised by being
• Resourceful - in maximising the use of existing resources, such as existing industry equipment and facilities for the delivery of training products and services
• Agile - in finding ways to deliver training products and services in a mode, manner and time to suit student and customer needs
• Partnered - to improve the outcome for all clients whether in industry, enterprise, the community or as an individual

Strategic Objectives

Goal 1. Activate skills
Key Outcomes
• Produce work ready graduates
• Increase the number of students undertaking training in skill shortage areas

Actions required
• Involve industry in the development of learning opportunities for students
• Provide a diverse and relevant product mix in both government subsidised and commercial delivery

Goal 2. Nurture aspirations and community development
Key Outcomes
• Articulate pathways to further education and employment
• Increase workforce productivity

Actions required
• Provide training offerings that increase the potential for students to participate and achieve their aspirations
• Partner with local government/business associations to increase services to industry

Goal 3. Delight our stakeholders
Key Outcomes
• Deliver a student experience that exceeds expectations
• Exceed employer expectations
• Increase return on State assets

Actions required
• Design training and assessment strategies that are engaging and support various learning styles
• Make available training and assessment strategies that are industry relevant, and accommodate workplace commitments and priorities
• Use resources at their optimum efficiency

A WCI focus will be applied to enable these priorities to be implemented as the Institute enhances its core capabilities through
• Student centered learning
• Operating within an overarching governance framework
• Creating a vibrant workplace
• Collaborating for mutual benefit
• Professionally developing academic practitioners
• Increasing access to WCI facilities
• Diversifying business activity to increase revenue
• Conducting daily operations more efficiently