



STRATEGIC PLAN 2025-2028

June 2025



National Apprenticeship
Employment Network

OUR PURPOSE



25,000
APPRENTICES



100
GROUP TRAINING
ORGANISATIONS



100,000
HOST BUSINESSES

1

We are Australia's largest employer network of apprentices and trainees, spanning a diverse range of industries across the country.

2

Under the unique group training model, our members directly employ apprentices and trainees and place them with host businesses.

3

This solves workplace staffing needs, while providing outstanding skills development, experience and support for our apprentices and trainees.

4

Group Training significantly better completion rates than the traditional model.

5

Group Training provides a proven platform for successfully driving increased participation by under-represented groups.



National Apprenticeship
Employment Network

OUR STRATEGIC PRIORITIES

PRIORITY

1

Advocate for GTO network as an integral part of the solution for national skills priorities

PRIORITY

2

Amplify NAEN voice through GTO network and key stakeholder groups

PRIORITY

3

Support a growing NAEN membership

PRIORITY

4

Build a robust, financially sustainable organisation



National Apprentice
Employment Network

OUR STRATEGIC INITIATIVES

PRIORITY ONE

Advocate for GTO network as an integral part of the solution for national skills priorities

- + Develop advocacy documents and templates articulating NAEN priorities
- + Engage in relevant roundtables, consultations and response papers
- + Maintain media presence to promote advocacy outcomes
- + Engage with all relevant parties to secure support for NAEN priorities
- + Maintain relationships with federal government departments to keep NAEN top of mind
- + Leverage NAEN projects for advocacy engagement and to showcase GTO apprentice quality
- + Bid for relevant funding programs for the GTO network
- + Advocate for nationally consistent GTO registration

PRIORITY TWO

Amplify NAEN voice through GTO network and key stakeholder groups

- + Consult with members about NAEN priorities for advocacy
- + Create supporting campaigns for member GTOs
- + Explore opportunities with State AENs to promote NAEN priorities for mutual benefit
- + Explore opportunities with key stakeholders to promote NAEN priorities for mutual benefit
- + Grow network and stakeholder engagement through NAEN national conference, events and forums
- + Build relationship with NCVET to collate national data to promote and inform the sector

PRIORITY THREE

Support a growing NAEN membership

- + Reaffirm NAEN value proposition to members
- + Boost member engagement and keep members informed and up to date through communications and social media
- + Review NAEN membership model
- + Recruit target GTOs
- + Extend NAEN relationships and benefits across member organisations

PRIORITY FOUR

Build a robust, financially sustainable organisation

- + Seek targeted project funding to support NAEN initiatives, research and GTO standards
- + Seek brokerage opportunities for federal funding
- + Explore opportunities for operational funding
- + Review organisation structure and service delivery model
- + Drive sponsorship growth for NAEN annual conference