



STRATEGIC  
PLAN  
2020-2024

MAY 2020



National Apprenticeship  
Employment Network

# OUR PURPOSE



**1**

To advance a new paradigm for group training - being the arrangement of quality work-based learning which is supported by professionally managed pastoral care and regulated by national standards

**2**

To champion the successes of Group Training Organisations (GTOs) - including their reversal of youth unemployment, creating and supporting equitable and inclusive career pathways and facilitating successful new career transitions for displaced workers, during and post the COVID-19 environment

**3**

To be the first point of contact for the Australian Government as the voice for the national GTO network - informing evidence-based government policy on work-based learning

**4**

To promote the benefits of group training to our existing and future stakeholders – through directing government investment to facilitate greater employment and skills outcomes through group training

**5**

To support our members through a cohesive, thriving and connected network - providing value-added information and relevant and timely business opportunities



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## OUR STRATEGIC OBJECTIVES

### ADVOCACY



### MEMBERSHIP

#### ADVOCACY

- + Provide industry data and position papers to inform evidence-based policy
- + Strengthen the profile and reposition the GTO model to have a broader role in advocating work-based learning across current, emerging and future skills that restore the Australian economy beyond COVID-19
- + Expand strategic partnerships with key stakeholders in the VET and employment network
- + Influence policy through representation at strategic national forums
- + Advocate shared messages and policy objectives, consistent with the goals and aspirations of AEN state and territory associations
- + Promote a diverse and inclusive workforce for Indigenous jobseekers, those with disability and from culturally and linguistically diverse backgrounds, as well as through mature age and gender diversity and LGBTIQ inclusion

#### MEMBERSHIP

- + Deliver highly responsive membership services
- + Strengthen and grow our membership base
- + Work with members to develop market intelligence and strategic insights to inform public policy
- + Support members to take advantage of government measures that help retain, recommence and newly commence work-based learners
- + Provide program management for members, where appropriate
- + Help to strengthen the GTO network across all state and territory associations
- + Enhance member engagement and communications



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# OUR STRATEGIC ACTIONS

- + Advocate for our members
  - + Maintain and strengthen the voice of group training at policy making forums and consultations
  - + Participate in VET sector stakeholder groups and discussions
  - + Pursue communications and public relations activity across trade, mainstream and social media platforms
  - + Host a Biannual National Conference and dedicated events in consultation with AEN state and territory jurisdictions
  - + Participate in data collection relevant to GTO and related operations and activities that help inform national policy
  - + Commission research that helps to influence policy and programs
  - + Brokerage of programs with national scope for GTOs
- + Build the profile of the national network
  - + Engage members with government to advance the apprenticeship system and rebuild beyond COVID-19
  - + Provide services to members and offer access to useful intelligence, resources and tools
  - + Promote adherence to high quality GTO National Standards
- + Support the professional development of our members
  - + Develop networking opportunities to extend NAEN's stakeholder relations
  - + Build communities of practice to enhance GTO effectiveness
  - + Support our members to champion work-based learning opportunities for Indigenous Australians