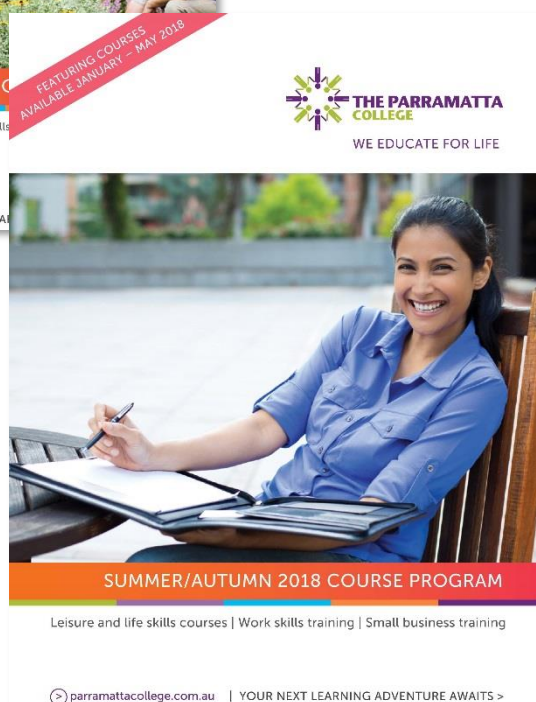
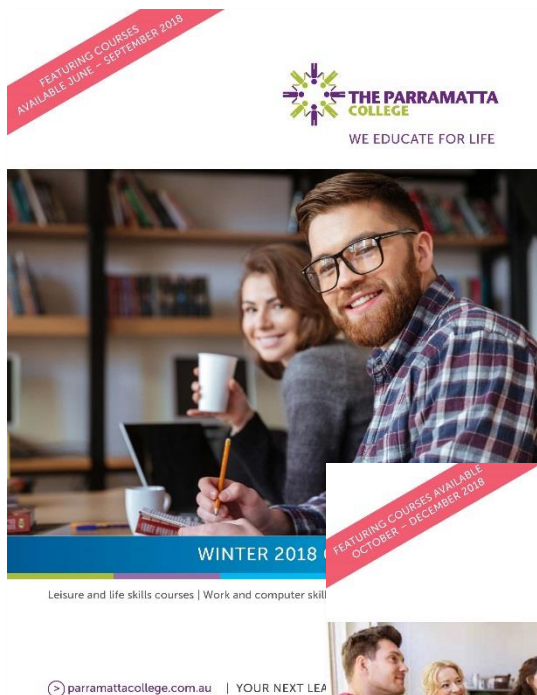


## ANNUAL REPORT 2018



# Annual Report 2018

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## THE PARRAMATTA COLLEGE

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The Parramatta College is a non-profit provider of adult education which has been an incorporated association since late 1986. The College is governed by a College Council and managed by a Chief Executive Officer and staff.

The Parramatta College was incorporated as Parramatta Regional College Inc in December 1986. The journey continued and in 1998 we became The Parramatta College Inc.

Today we offer a full program of vocational, leisure, language, literacy and computing courses across central Western Sydney. As we move into new technologies The Parramatta College offers not only face to face training but flexible blended delivery of certain vocational qualifications to suit people's expectations.

Our students come from all walks of life and provide a rich diversity. Local businesses and community organisations are also a source of our students.

The Parramatta College has strong relationships with a number of local businesses in Greater Western Sydney.

The College gratefully acknowledges government funding which contributes toward its operations, including that from the New South Wales Department of Industry.

We educate for Life!

### MISSION

Deliver quality learning opportunities to support a diverse and dynamic community for work, life and leisure

### VISION

To be a centre of excellence in learning for our community

## PRESIDENT'S REPORT

---



It is a pleasure to present the President's Annual Report to the Parramatta College for 2018. The past year has seen the College consolidate and build upon a number of initiatives that are central to its continued growth and development.

It is pleasing to report that the College maintained a strong focus on providing non-accredited, low cost programs aligned to employment preparation such as resume writing, selection criteria and successful interview techniques and other workplace communication courses.

Programs were designed specifically for special groups in the community requiring essential skill development including the Multicultural Disability Advocacy Association and the Community Migrant Resource Centre. The College also delivered new streams of MYOB related courses such as payroll and financial reporting and new accounting applications such as QuickBooks and Xero. Another area of success was the introduction of the Tech Savvy Small Business program that saw small businesses access fully subsidised vocational training to assist them in running their business.

It was pleasing to see that despite the changing nature of educational provision and delivery the Parramatta College continued its proud history of delivering leisure and lifelong learning programs to the local community. In all, over 60 of these programs were conducted, proving that such programs remain central to the College's operations and thereby fulfilling our belief in the values of community based education, supporting lifelong learning and nourishing the love of learning through educational engagement at the local level. These programs continue to operate in a number of school and community venues across the local area.

Throughout 2018 the administrative team continued to demonstrate a strong and collaborative commitment toward the College, its programs and strategies. This has provided a strong sense of purpose, coordinated effort and a professional tone that is reflected in the operation and conduct of the College and has help lift the profile of the College across the broader community.

The audit report for the past year indicates that the College continues to operate from a sound financial position. To this end the Council is appreciative of the input from Vindya Kumarasinghe who has worked with the Board's Treasurer, Terry Martin, to closely monitor and improve our financial management and reporting systems.

With a view to the future, Parramatta continues to move towards becoming Sydney's second CBD and as such offers immense opportunities but at the same time presents challenges and major strategic questions as to the future of the College. Within such an environment, innovation and flexibility will be essential if we wish to not only sustain but to grow our position in the adult education sector within Parramatta. For these reasons our relationship with the business sector, other adult education providers and importantly those in the community to whom we have traditionally provided services, will require continued attention and energy from all who work within the College.

I wish to acknowledge that without the support and commitment of every member of the College – staff, teachers, tutors – our level of success would not have been possible. The Council is appreciative of their continued work and dedication. In this regard special mention must be made of the input and commitment of our CEO, Danielle Bensley. Her leadership and willingness to engage all those around her has been an important factor in our progress over the past year.

I close by thanking my fellow Council members whose support and expertise have been invaluable.

It has been a special honour to have been entrusted with the role of President of the Parramatta College Council over the past year and I look forward with confidence to the College's continued service to all who work and live in Parramatta.

Brian Powyer  
President  
The Parramatta College Council

## CONTACTS

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Facebook [www.facebook.com/parramattacollege](http://www.facebook.com/parramattacollege)

Twitter [@parracollege](https://twitter.com/parracollege)

## COLLEGE MANAGEMENT COUNCIL

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President  
Brian Powyer



Deputy President  
Alexandra Florio



Secretary  
Kenneth Deacon



Treasurer  
Terry Martin



Public officer  
Stephen Jenkins



Council member  
Cheryl Edwards



Council Member  
David Rosenthal



Patron  
Harry Hyland



## GRANTS

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The table below lists the government funds we were granted in 2018. Grants are usually paid in instalments, with a final payment forthcoming on presentation of final reports or student AVETMISS data. Sometimes the final payment is paid in the following financial year. Grants usually represent more than half of our income. Other income comes from student course fees and contract training work.

GOVERNMENT FUNDING GRANTED IN 2017	\$
Smart and Skilled – Community Service Obligation (CSO)	\$ 589,167
Smart and Skilled – Entitlement Full Qualifications	\$ 52,534
Smart and Skilled – Entitlement Foundation Qualifications	\$18,621
Tech Savvy Seniors	\$ 8,608
Tech Savvy Small Business	\$ 37,800
Training needs identifiers (TNIs)	\$ 4,253
Other grants	\$ 5,933
<b>Total</b>	<b>\$ 716,916</b>

### SMART AND SKILLED – COMMUNITY SERVICE OBLIGATION (CSO)

In 2018, the college delivered quite a variety of CSO funded courses, including short courses in the areas of business, IT, accounting applications as well as foundation skills. 2018 also saw some of the exciting programs that the college delivered for Multicultural Disability Advocacy Association (MDAA) at Granville, Community Migrant Resource Centre (CMRC) at Toongabbie and Pendle Hill Public School. Apart from the above, the college also delivered several non-accredited programs under CSO, aligned with the business courses mostly focusing on employment preparation such as resume writing, selection criteria and successful interview techniques and other workplace communication courses. In 2018, the college also started delivering some new streams of MYOB such as payroll and financial reporting. New accounting applications such as QuickBooks and Xero were also introduced. We also took part in a Tech Savvy Small Business program that saw small businesses access fully subsidised vocational training to assist them in running their business. This was supported by the NSW Government.

### SMART AND SKILLED – ENTITLEMENT FULL QUALIFICATIONS

The college delivered several Smart and Skilled programs in 2018 mainly in the areas of foundation skills and business administration. Due to contractual arrangements, there were no enrolments in Pet Grooming under Smart and Skilled qualification this year. 2 Foundation skills programs started in term 4 of 2018 and are still continuing. In December 2018, the college also applied for Training Needs Identifier (TNI) funding for three groups of students intending to do essentials of financial reporting, and the department approved all three. The course consisted of three units from Business Services training package and the first group started the course in December 2018. The courses are still running.

Currently Smart and Skilled funding is approved for the following qualifications:

- Certificate III in Pet Grooming
- Certificate III in Companion Animal Services
- Certificate I – III in Business and Business Administration
- Certificate III in Micro Business Operations
- Certificate I and II in Information, Digital Media and Technology

- Certificate I in Access to Vocational Pathways
- Certificate I in Skills for Vocational Pathways
- Certificate II in Skills for Work and Vocational Pathways

## RESTART – EMPLOYMENT BOOST FOR WOMEN



The Restart Program funded through Cumberland Council and The Parramatta College Smart and Skilled funding enabled the College to deliver a bespoke program for women affected by domestic violence who are ready to restart by joining the program and undertake counselling for 8 weeks prior to attending accredited training in Certificate III Business Administration. Ten students were referred by the Cumberland Women's Health Centre who completed a full qualification over a period of 6 months. The project saw an amazing transformation of the ladies which culminated with a formal Graduation Ceremony celebrated at the Holroyd Function Centre with members of the college and councillors from Cumberland presenting certifications and awards.



## ESSENTIAL FINANCIAL PLANNING

The program funded by the Training Needs Identification (TNI) program assisted students gain accreditation in several Certificate IV units of competency after having completed MYOB and Excel Intermediate. Students progressed to the next level and completed Excel Advanced, Prepare Financial Reports, and Report Financial Activity – all within the BSB40515 Certificate IV Business Administration training package. The training was customised and supported by industry to allow the training to take place, as the students provided feedback on the selection criteria requested by employers to which the training was enabled.



## REFUGEE PROGRAM - COMMUNITY MIGRANT RESOURCE CENTRE



Foundation Skills funded by Smart and Skilled enabled The Parramatta College to deliver a literacy and language program to Tamil speaking refugee women born in Sri Lanka and members of the Community Migrant Resource Centre. The program also delivered an element of Certificate I and Certificate II units from the Business training package. The program ran for a 6 month duration and was delivered in Toongabbie by outreach. Mobile Minders provide child care organised by the CMRC.

## TECH SAVVY SENIORS

This is an initiative of The NSW Ageing Strategy and is funded through a partnership between the NSW Government and Telstra.

We applied for and successfully received funding for Tech Savvy Seniors classes. As usual our popular classes were held at our Western Sydney Skills Hub. As a result we ran a variety of iPhone/iPad and Samsung Galaxy classes.

One of our students then returned to show one of our tutors the amazing photo book that she had made of her subsequent travels overseas. The skills of which she gained via our Tech Savvy iPad photo class.



Learning the basics of Facebook was also popular with the seniors, who find it a great way to stay in touch with family and friends. Additionally, computer basics and online shopping have also been courses that resonated with the seniors.

It's not just the convenience of the online world that seniors like, they also want to be up to date with the latest technology, as it allows those who are less mobile, or isolated, to do shopping/banking and keep in touch with the outside world.

## BE CONNECTED

Be Connected is another funded program that we were successful in receiving. The specific program, funded by the Australian Government and the Good Things Foundation, was called Try 1 Thing/Get Online Week.



This is another grant program which focused around technology. Its specific focus was to help those who had obstacles in their way that stopped them from feeling comfortable with technology.

The categories of people eligible to attend were quite broad, but included people with a disability, people from CALD backgrounds, and older people.

It was also focused on one week in particular; as a result we held classes on 19th October 2018. These included showing students how to use online tools to save money on gas and electricity bills.

We also had our: "Ask an Online Expert" sessions where either groups or individuals could attend to receive specialised training from one of our tutors on pressing technological issues related to the internet.



## EDUCATIONAL PROGRAM 2018

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PROGRAM	ENROLMENTS
Leisure, personal interest,	2,036
Non-accredited VET	519
Accredited VET single units	1,450
Accredited Qualifications	149
<b>Total:</b>	<b>4,154</b>

## ACCREDITED TRAINING

---

The Parramatta College is a registered training organisation under the jurisdiction of the Australian Skills Quality Authority (ASQA) to deliver a range of Training Package qualifications and accredited courses which are on our scope of registration (listed on page 29).

Registered Training Provider  
**National Provider No:** 90276  
Registered to **17<sup>th</sup> November 2022**

As part of its registration, the College maintains its compliance with the Standards for Registered Training Organisations 2015 at all times and across all of its operations. The college also maintains a Quality Assurance System through its systematic approach to continuous improvements, enabling it to deliver high quality industry focused training and assessment services to the Western Sydney community. The college conducts regular independent validation of its assessment system, which ensures its assessment system is compliant with the requirements of the relevant training packages as well as the relevant RTO Standards. Courses delivered by partners are also regularly monitored and the Education Manager works closely with the partners to ensure they provide desired learning experiences to their students.

In 2018, the college applied to add TAE40116 Certificate IV in Training and Assessment to its scope of registration. After several audits and communication, ASQA considered the college capable of delivering the course and issued approval. The college started delivering TAE upgrade program from August 2018, which includes TAEASS502 and TAELN411. With ASQA's requirement for trainers and assessors having these units added to their TAE40110 qualification by 1st of April 2019, the college started experiencing an increase of enrolments, which continued in 2019. The number of enrolments in these units has already exceeded 300.

The Education and Training Manager continues to attend the VET Managers meetings and other relevant PD sessions to remain better informed of the industry. In 2018, the college recruited some new industry experts to deliver TAE courses as well as English and accounting applications such as MYOB, Xero and QuickBooks. The Education and Training Manager informally provided the trainers with the latest industry updates including any changes in VET regulation.



Syed Moniruzzaman  
Manager, Education and Training

## VOCATIONAL EDUCATION

---

Our non-accredited vocational provision is broad and responsive to student needs.

### In 2018 we delivered:

- ✓ Addressing Selection Criteria
- ✓ Basic Bookkeeping, Reporting & Payroll
- ✓ Coffee Making - Barista Skills
- ✓ Cover Letter Creation
- ✓ Effective Business Writing
- ✓ Excel Formulas and Functions
- ✓ Interview Essentials
- ✓ One to One Private Computer Coaching
- ✓ Pivot Tables Excel
- ✓ Presenting with confidence
- ✓ Pronunciation and Conversation for Professionals
- ✓ Resume Writing
- ✓ Starting your own Import/Export Business
- ✓ Welding
- ✓ WordPress - Design a Blog or Website
- ✓ WordPress – Use SEO to increase Web views

## SELF-PACED FLEXIBLE LEARNING

Self-Paced Learning provides a more flexible approach to training delivery. This learning style is popular for busy people who wish to accomplish a qualification but who are time-poor. The College has found this strategy successful to address this issue. Learners work through the learning materials independently which can take place at work, in the home or within the classroom environment, with the flexibility to study at times that fit the learners' lifestyles particularly those with heavy work schedules, engaged in tertiary study, and/or family commitments.

The trainer/assessor meets up with the student at a mutually suitable time for 1hr on the College premises. This is arranged by appointment providing the learner with facilitation and guidance of the assessment tasks along with the supporting paper-based and electronic assessment resources. Any issues or concerns can be aired and resolved. Individual Learning Plans are structured to help keep students on track with their assessments by setting pre-determined assessment times and/or students can advise when they are ready to be assessed. Self-Paced learning is often competency-based and proves to be a popular option with Certificate III Business Administration for trainers seeking to teach this qualification, Certificate IV Business Administration for those seeking promotion whilst continuing to maintain their current full-time employment, and Diploma in Business Administration for those ready to seek supervisory roles.

## EDUCATION SUPPORT / OUTREACH MANAGER

With an enthusiastic approach to excellence in client engagement and student experience, the Education Support/Outreach Manager is passionate about delivering customised training solutions within an enriching and supportive learning environment. The Education Support Officer/Outreach Manager attends industry events to promote the college's offerings, discover new market trends and develop business partnerships.

Initiatives are implemented to equip learners to accomplish accredited outcome success, employability skills and practical knowledge required to build a portfolio to attract sustainable employment. Industry mentoring is offered to skilled migrants seeking a career reflecting their professional qualification and to help understand the Australian workplace culture and any challenges that may arise during the recruitment process and as a new employee in Australia.

Learners are encouraged to utilise digital literacy when completing assessments and are continually guided to explore their progression to engage in further study, where various funding sources are utilised to ensure productivity. The Parramatta College acknowledges the diversity of our students and recognise the diverse cultures as a source of strength. Our classroom values promote the following:

- Fairness and equality
- Inclusiveness
- Diversity
- Openness
- Developing leadership
- Environmental sustainability
- Fostering innovation and creativity



Dianne Kersten  
Education Support/Outreach Manager

## OUR STUDENTS & COMMUNITY

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Our community includes the local government areas of Parramatta, Cumberland, The Hills Shire and Auburn.

The region - Central Western Sydney - enjoys a diverse economy, with manufacturing, retail trade, construction, health, finance, public administration, business services and communication.

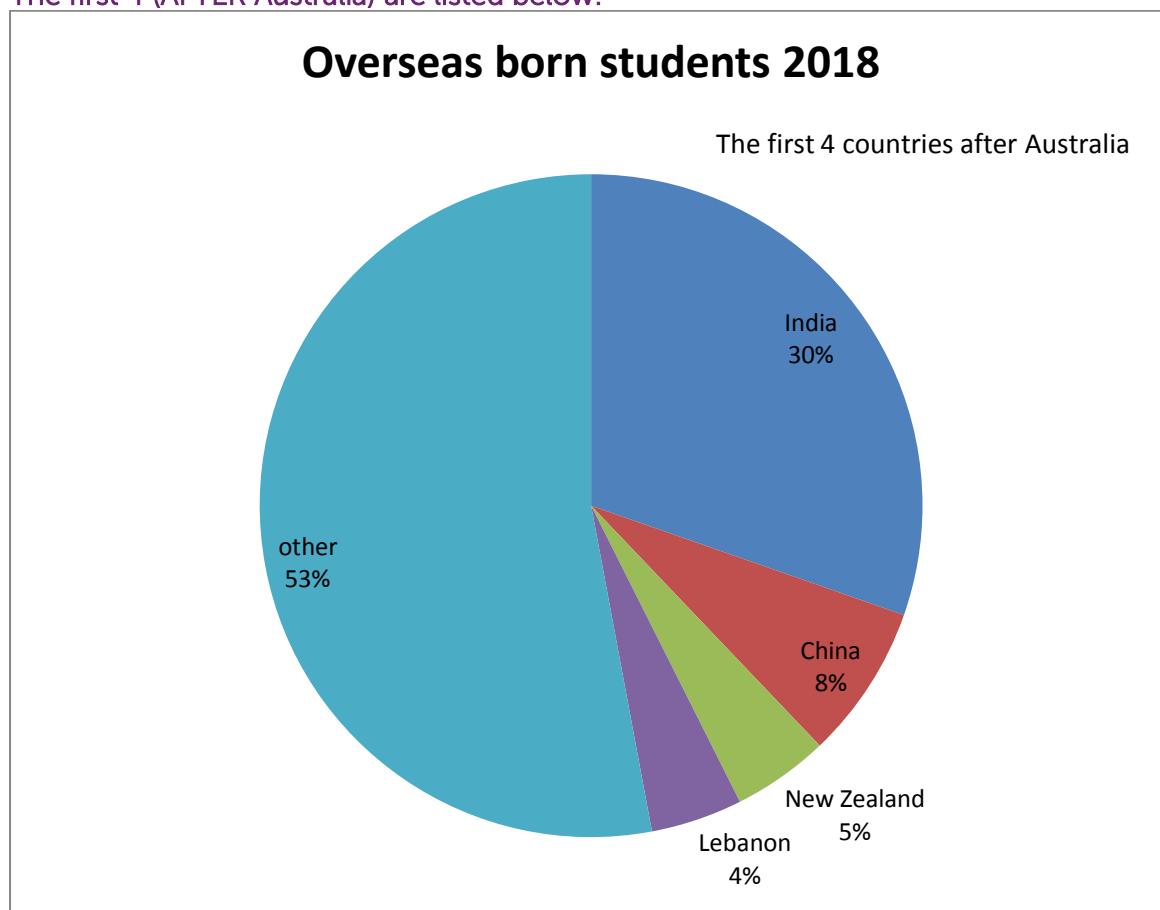
Just over half of our students were aged between 24 and 49 years.

15% of our students lived in Parramatta, 14% in Wentworthville and 5% in Baulkham Hills/Bella Vista.

Some students live interstate, namely Victoria, Queensland, Western Australia, South Australia and Tasmania.

63% of our students were born in Australia. Overseas born students identified 65 countries of birth.

The first 4 (AFTER Australia) are listed below:





## LEISURE & LIFELONG LEARNING

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Community colleges have a proud history of delivering leisure and lifelong learning. They are at the heart of a community college philosophy that believes in the value of education for its own sake; for the love of learning. Our Leisure program operates in a number of school and community venues across the local area. Some of the courses we delivered included:

- ✓ Alexander Technique
- ✓ Aquafitness
- ✓ Aquafitness for over 50's
- ✓ Basic Drawing Skills
- ✓ Basic Self Defence for Everyone
- ✓ Basic Watercolour Skills
- ✓ Beautify Yourself – Day Makeup
- ✓ Beautify Yourself – Special Occasions
- ✓ Build a Property Investment Portfolio
- ✓ Building Bridges: Reconciliation through Understanding – Learning from and with Aboriginal people
- ✓ Cake Decorating - Daytimes
- ✓ Cake Decorating - Evenings
- ✓ Colour and Style Yourself
- ✓ Crash course in Crocheting
- ✓ Creative Writing
- ✓ Cupcake Flower Bouquet
- ✓ Declutter Your Way to a Simpler Life
- ✓ Digital Photography for Beginners
- ✓ Discover Interior Design
- ✓ Design Icons of the 20th Century Drawing & Painting - All Levels
- ✓ Dressmaking – Beginners and Continuing
- ✓ Dressmaking for Absolute Beginners
- ✓ Expand Your Vocabulary
- ✓ Fitness: For All Ages
- ✓ Fruit and Vegetable Carving and Garnishing
- ✓ Gardening & Landscaping
- ✓ Great Influencers & Icons of Interior & Architectural Design Styles: From Spain to Scotland to Switzerland
- ✓ Guitar – Beginners
- ✓ Halloween Pumpkin Carving
- ✓ Hot Hula Dance Fitness
- ✓ Indian Style Head and Neck Massage
- ✓ Interior Style & Design Trends throughout the 20th Century
- ✓ Jungle Animals: Cake Figurine Making
- ✓ Languages – Various
- ✓ Learn Professional Lash/Brow Tinting
- ✓ Learn Professional Manicure/Pedicure
- ✓ Learn to Row - Beginners & Continuing
- ✓ Learn to Swim for Adults
- ✓ Make an Easter Themed Gingerbread house
- ✓ Make a macramé wall hanging or pot plant holder
- ✓ Meditation & Relaxation - Introduction
- ✓ Meditation for Tranquillity
- ✓ More Gardening
- ✓ Mosaics
- ✓ Pilates - Beginners
- ✓ Polymer Clay Beads and Pendants
- ✓ Pottery
- ✓ Pottery - Wheelwork
- ✓ Property Styling for Living and Selling – Intro 1
- ✓ Property Styling for Living and Selling – 2
- ✓ Resin bangles and rings – Introduction
- ✓ Self Publish Online
- ✓ Silver Jewellery for Beginners
- ✓ Sketching Parramatta
- ✓ Social & Wedding Dance Package
- ✓ Still life oil painting
- ✓ Tech Savvy Seniors IT Workshops
- ✓ Torch Fire Enamel Beads
- ✓ Ukulele – Introduction
- ✓ Yoga
- ✓ Yoga – lunchtimes
- ✓ Yoga- Daytimes Seniors and Mature People
- ✓ Yoga – Sundays Rest and Renew Yin Yoga
- ✓ Yoga Holiday Pass

## YOGA – SUNDAYS AND WEEKDAYS

Due to the popularity of our yoga classes over recent years, with our tutors Julie and Sharron, we have been experimenting with different types of yoga as well as offering different class times. In 2018 we started offering Sunday classes as well as mid morning/week day classes. These have proved a great way for our college to provide services to those who can't make our existing night classes.

## HOT HULA DANCE FITNESS

We also held some fun classes on the hottest new dance craze, Hot Hula Dance Fitness, which is a fusion of the moves of the Hula dancers of Polynesia mixed in with drum beats and a modern, funky Reggae & Hip Hop sound. The tutor Tonga Howard also teaches Learn to Swim and Aquafitness, She is so well liked that she won our college's 2018 Trainer Excellence Award.

## HUB CLUB

As usual we ran our popular Hub Club membership program. As it now has a loyal following we generally offer new courses to suit those who are returning to the program. In particular our interior designer tutor Fiona Barry now has a following, therefore we offered a range of courses from Fiona in 2018. These included Hub Club courses: *Great Influencers & Icons of Interior & Architectural Design Styles: From Spain to Scotland to Switzerland*, and later during the year: *Design Icons of the 20th Century*. Some of our other Hub Club courses which students enjoyed were *Basic Watercolour Skills* and *Basic Drawing Skills*. In both of these workshops students worked on an artwork which they completed and took home with them.

## MACRAMÉ

Macrame has come back into fashion, as a result we offered a workshop in which students had the choice of working on a pot plant holder or wall hanging, which they also completed and took home.

## TELEVISION APPEARANCE



**Halloween Pumpkin Carving at Paddy's Markets!**  
**Our Tutor was featured on the Today Show!**

The most exciting part of our year was when we were asked to run Halloween pumpkin carving classes at Paddy's Markets. We jumped at the opportunity which included a chance to be featured on two TV channels which mentioned our college (and our banner in the background). These two television breakfast programs: The Today Show and Studio 10 interviewed our Fruit and Vegetable Carving tutor Satik as she carved pumpkins into Jack O'Lanterns. This was a fantastic opportunity to promote our college for free and reach a huge new audience. As a result the videos are featured on our website and our YouTube Channel.

## COMMUNITY LINKS

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The college works with local, regional and state level networks in all our speciality areas. In 2018 we worked with:

- *Parramatta Chamber of Commerce*
- *NSW Business Chamber*
- *Sydney Hills Business Chamber*
- *Cumberland Council*
- *Parramatta City Council*
- *Community Migrant Resource Centre*
- *SydWest Multicultural Services*
- *Auburn Diversity Services*
- *MTC Australia*
- *MDA*
- *Tardis Group*
- *Fitted For Work*
- *Cumberland Womens Health Centre*
- *Hills Community Aid*
- *Western Sydney Recovery College*
- *One Door*
- *Karabi*
- *City-East Community College*
- *Department Education & Communities*
- *Pendle Hill Public School*
- *Department of Industry*
- *SSI Settlement Services International*
- *VERTO*

## EXPOS AND EVENTS

The College organised and/or had a promotional presence at the following events in 2018:

### REFUGEE WEEK 2018

CMRC clients, partners, stakeholders and community members celebrated Refugee Week 2018 at the Holroyd Function Centre, Merrylands. Attendees listened to former refugees tell their stories of settlement, highlighting the challenges and barriers they faced, how they endured and overcame, and the lessons learned along the way.





## CUMBERLAND COMMUNITY SECTOR NETWORKING FORUM

An initiative of Cumberland Council, The Parramatta College was invited to participate in this event held at the Granville Youth Centre, with the purpose to bring together organisations working within the LGA and explore partnership and collaboration opportunities to address local priorities.



## THE HILLS WOMENS SHED 1ST ANNIVERSARY



The Parramatta College was invited to celebrate the first anniversary of The Hills Women's Shed at Thompson Hall, Baulkham Hills. An initiative of CMRC and Positive Vibes Foundation, The Shed has provided a Safe Space for women in the Hills region to gather and tackle issues pertinent to them. The day saw a morning tea, live entertainment and talks from Hon. Alex Hawke MP and Hon. Mayor Dr Michell Byrne.



## ENROLMENT DAY

The Parramatta College runs information sessions and enrolment days for jobseekers to learn more about the subsidised training opportunities on offer through CSO and Smart Skilled funding. Many students joined that day and went on to enjoy accredited training in Office Skills Admin, Excel, PowerPoint, Outlook, MYOB, Xero, QuickBooks, Cover Letter Creation and Resume Writing.



## WESTERN SYDNEY REGIONAL DEVELOPMENT FORUM

In October, The Parramatta College was invited to an event hosted by CCA in Parramatta, with more than 70 participants from community education providers, regional not-for-profits community organisations, NSW Department of Industry, local city councils from Parramatta, Blacktown and Liverpool, industry groups and Alesco colleges, where the results were presented from a CCA-commissioned study that analyses Western Sydney's demography and skills base, and the role of community providers. Our CEO, Danielle Bensley, was honoured to speak at the event outlining the great work community colleges do to make a positive social impact in our community.





## COMMUNITY COLLEGES AUSTRALIA ANNUAL CONFERENCE 2018



In November the CEO, Education Support Officer and Education Manager attended the 3 day annual conference which was held in Sydney.

This year's conference theme was Taking the Lead: Building Community, with four streams:

- Leadership and governance;
- Building skills;
- Community and economic development;
- Social justice

CCA members gathered from NSW, Victoria, Queensland, metropolitan and regional, as well as New Zealand. It provided the opportunity to liaise with fellow members and showcases an agenda full of international speakers, expert presenters, government representatives and community education provider specialists.

## CHAMBER OF COMMERCE AFTER 5 EVENTS



The Business After Five is a great networking function for all members and their guests, and is held on the 1st Tuesday of each month. These functions are sponsored by a Member Host in conjunction with the Parramatta Chamber and allows the host to showcase their venue,

product or service to the business community. These typically attract around 130 attendees at each event and provides a vibrant meeting place for networking and chamber dedicate a small amount of time to formalities as well as a prize for the business card draw and gifts to attendees. The College is a member of the Parramatta Business Chamber and our staff attend this event regularly for networking and meeting other businesses.



## STATE OF THE CITY ADDRESS 2018

Staff members of the College attended the 2018 State of the City Address at the PARKROYAL Parramatta with a record audience of 245 attendees from the business community. Hosted by the Parramatta Chamber of Commerce, this event provided the audience with key insights into the future plans for Parramatta. This year's theme was what Parramatta will look like 'Beyond the Construction Zone'.

The Master of Ceremonies was Chris Bath, Australian Journalist and media personality. Our Keynote Speaker, Mark McCrindle, shared valuable insights as a social researcher, presenting movement and trends and their impacts on Parramatta and its future.



The College was involved in the following Award nominations and events:

## LOCAL BUSINESS AWARDS

After winning this award in 2017, The Parramatta College was nominated again in 2018. We didn't unfortunately win, but it was a great honour to have been nominated.

## WSABE AWARDS



Our CEO was once again invited to be a judge at the Western Sydney Awards for Business Excellence (WSABE). Her category was Excellence in Education. It was a truly inspiring evening to be a part of with lots of local quality businesses servicing the community.



## PARTNERSHIP WITH CUMBERLAND WOMENS HEALTH CENTRE

In 2018, we partnered with the Cumberland Womens Health Centre to host a Restart Program for women affected by domestic violence and who are now ready to learn new skills and discover their potential. The program was a great success, with Cumberland Council providing counselling to the participants and the College providing funding for accredited training.



## DIWALI CELEBRATIONS

In October, Community Migrant Resource Centre and Karabi clients and community organisations came together to celebrate Diwali, the Hindu festival of lights, with the Indian Subcontinent diaspora through song, music, dance and food.





## MARKETING AND BUSINESS DEVELOPMENT

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### COLLEGE WEBSITE

*Comparison YOY (Jan 17 – Dec 17) vs (Jan 18 – Dec 18)*

- 30.39% increase in customer sessions on the website
- 33.44% increase in first time users visiting the website
- 23.78% increase in revenue on the website via Marketing campaigns

### SOCIAL MEDIA

- Dec 2017 – Dec 2018– 11.8% increase in Facebook 'likes'

### eDM (ENEWSLETTER)

- Open Rate for Parramatta College Course Newsletter: 18.9% (Average) {Industry Average for Education Sector: 16%}
- Click through rate for Parramatta College Course Newsletter: 3.1% (Average) {Industry Average for Education Sector: 2.1%}

We changed our eNewsletter strategy to send it out every two weeks, which is enough correspondence to keep our customers in the loop without being too frequent. Also to personalise our marketing communication a little more, by including messages from the CEO and making our students more aware of how our college operates, such as letting customers know that we are a not-for-profit organisation that offers valuable services to the community.

We also focused more on our existing database, by emailing past and present students, letting them know if courses were starting that were similar to their tastes. Furthermore, we often offered these students discounts, such as extensions to our early bird pricing.

### BUSINESS DEVELOPMENT

The College attended the following key events/networking opportunities in 2018:

- Parramatta Chamber Business After 5
- Hills Business Chamber Business After 5
- Cumberland Chamber Women's Network
- Western Sydney Small Business Expo

Highlight partnerships:

- Northmead Bowling Club – 4 x business/computer courses for December 2018 and March 2019
- Merrylands RSL – Tech Savvy, Supervisor Course and Customer Service Course for 2019
- Parramatta Council – Microbusiness Workshop, Business workshop series for 2019

## PLANNING & OPERATIONS

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### STRATEGIC AND BUSINESS PLANNING

The College's work is driven by its strategic and business plans.

2018 operated under a Business Plan based on the 2016-2018 Strategic Plans five themes:

- ✓ Excellence
- ✓ Sustainable Growth
- ✓ Financial Strength
- ✓ Technology that adds value
- ✓ People

A Business Plan is developed every year to direct the College in achieving its Strategic plan goals.

### STAFF 2018

Chief Executive Officer. Danielle Bensley.	Master of Business Administration (SCU), Diploma of Information Technology (Systems Administration). ICA50199. Certificate IV in Training and Assessment TAE40110, Diploma of Business Administration BSB50407.
Manager, Education and Training. Syed Moniruzzaman	Master of Business in E-Business Management (UTS), BSB51607 Diploma of Quality Auditing, TAE50111 Diploma of Vocational Education and Training, TAE40110 Certificate IV in Training and Assessment
Manager, Leisure & General Programs Dianne Ellis	B.Comm, Grad. Australian Film, Television and Radio School (AFTRS), Certificate IV in Training and Assessment TAE40110
Accountant. Vindy Kumarasinghe	CPA Australia, Chartered Institute of Management Accountants(UK)-ACMA B.Sc. Human Resources Management (Special)Degree
Education Support Dianne Kersten	Diploma of Business Administration BSB50407, Certificate IV in Training and Assessment TAA40104, Provide First Aid HLTAID003
Business Development Manager Laura Ribeiro	Diploma in Journalism, Certificate IV Small Business Management
IT and Data Manager Edward Caruana	Master of Education (USYD), Graduate Diploma in Management (UTS), Degree Medical Radiation Sciences (USYD), Degree Advanced Nursing (USYD), Diploma of Vocational Education and Training TAE50111, Diploma of Training Design and Development TAE50216, Certificate IV in Occupational Health & Safety BSB41407
Admin/Operations Manager Kim Gallagher	Diploma of Business Administration BSB50407, Provide First Aid HLTAID003, Certificate III in Retail
Administration Jane Abrook	
Administration Monique Knight	Certificate IV in Training and Assessment TAE40110, Certificate IV in Business (Small Business Management) BSB40401, Certificate II in Nail Technology,

English Teachers. Minimum qualifications:	Post graduate qualifications in Adult Basic Education or teaching English to speakers of other languages Certificate IV in Training and Assessment TAE40110
Trainers – accredited programs.	Minimum qualifications and experience: Certificate IV in Training and Assessment TAE40110 Relevant industry qualifications and experience
Teachers – non accredited programs.	Qualifications and experience: Significant experience &/or qualifications in their field. Teaching / training qualifications and experience preferred.

## PROFESSIONAL DEVELOPMENT

College staff attend a range of professional development opportunities every year, including:

- Teacher meetings
- Community Colleges Australia Conference, Sydney. Attended by managers.
- Networking meetings for VET, LLN, Leisure Managers, and CEOs in community colleges across NSW.
- Online discussions via Community Colleges Australia online Moodle groups.
- Participation in online validation of assessment and delivery of accredited programs.
- Workshops facilitated by Training Services NSW.
- Face to face training provided by the NSW Community College network.
- Mentoring programs through Community Colleges Australia.

The College produces and maintains Teacher and Caretaker handbooks outlining responsibilities and procedures for undertaking College operations.

## WORK HEALTH AND SAFETY

At each staff meeting workers are invited to bring up any WHS issues.  
An elderly student collapsed on two occasions, with a medical condition. On both occasions the WHS representative attended to him and called an Ambulance who took him to hospital.

## VENUES

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### WESTERN SYDNEY SKILLS HUB



Situated in Parramatta's North, the Western Sydney Skills Hub is our high end education facility used for corporate professional development training. It has flexible training and meeting rooms that can be configured to suit many needs. The site is perfect for training sessions, planning meetings, corporate

presentations and off-site events. It boasts:

- 5 training rooms (3 computer rooms)
- All rooms contain data projectors and presenter computers
- Modern kitchen and lunch room
- Ethernet internet with Wifi

### CASUAL VENUES

Our thanks go to the following venues. We rely on the support and cooperation of government and the non-profit sector to offer our adult education courses to the community.

Arthur Phillip High School Centenary Uniting Church Deaf Society of NSW Office Greystanes High School Holroyd School Northmead High School	Parramatta Lions Club Parramatta Jewellery School Reg Byrne Community Hall Rosehill Bowling Club St Monicas Church Sydney Boys High School Rowing Club
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## RTO SCOPE AND REGISTRATION

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Registered Training Provider No: 90276

Registered to November 2022.

### SCOPE OF REGISTRATION

Our scope of registration includes qualifications from the following Training Packages:

#### Business Services

BSB10115 - Certificate I in Business  
BSB20115 - Certificate II in Business  
BSB30115 - Certificate III in Business  
BSB30315 - Certificate III in Micro Business Operations  
BSB30415 - Certificate III in Business Administration  
BSB40215 - Certificate IV in Business  
BSB40515 - Certificate IV in Business Administration  
BSB42615 - Certificate IV in New Small Business  
BSB42515 - Certificate IV in Small Business Management  
BSB50415 - Diploma of Business Administration

#### Information Technology

ICT10115 - Certificate I in Information, Digital Media and Technology  
ICT20115 - Certificate II in Information, Digital Media and Technology

#### Training and Assessment

TAE40116 - Certificate IV in Training and Assessment  
TAE50216 - Diploma of Training Design and Development

#### Animal Care and Management

ACM30417 - Certificate III in Companion Animal Services  
ACM40317 - Certificate IV in Companion Animal Services  
ACM30617 - Certificate III in Pet Grooming  
ACM40617 - Certificate IV in Pet Styling

#### Foundation Skills

FSK10113 - Certificate I in Access to Vocational Pathways  
FSK10213 - Certificate I in Skills for Vocational Pathways  
FSK20113 - Certificate II in Skills for Work and Vocational Pathways

## AUDITOR'S REPORT

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## Annual Report 2018

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The Parramatta College  
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[www.parramattacollege.com.au](http://www.parramattacollege.com.au)