HOUSEKEEPING

- Please mute your VCs
- Asking your questions
  - Local debrief and site visits
- Online
  - TAFE Intranet > People and Structure Changes > Consultation Feedback
  - TAFE Intranet > People and Structure Changes > FAQ
- Further information
  - Video recording
  - Organisation design document
WHAT WE WILL COVER TODAY

1. The ONE TAFE model and context for change
2. How will Communications & Marketing support the One TAFE model
3. Communications & Marketing functional maps – what we do
4. Proposed detailed structure (incl. locations)
5. Impact of proposed change on staff
6. Consultation timeline
7. Placement process
8. Support framework
9. How to find information and provide feedback
10. Next steps
THE ONE TAFE MODEL AND CONTEXT FOR CHANGE

The organisation changes we are going through are fundamental to the delivery of the One TAFE NSW Operating Model, which will help us realise the goals of the TAFE NSW Strategic Plan 2016-2022.

The proposed organisation structure is intended to bring our people together in a standard way, using best of breed processes and systems to strengthen our focus on customers.
HOW WILL COMMUNICATIONS & MARKETING SUPPORT THE ONE TAFE MODEL

The new Communications & Marketing structure is based around a capability development model, aligned to the five regions and TAFE Digital.

**Design Principles**

- Building an organisation that enables TAFE NSW to compete as a world class education provider
- Enabling regions to focus on delivering services to our customers
- Designing a structure that supports consistency and quality
- Developing a business partnering model that links regions with corporate functions
- Dispensing corporate functions across the state and work together through technology
- Reducing duplication and double-handling

Provide **consistent, quality service delivery** to our customers and achieve our vision: learning for jobs and brighter futures
COMMUNICATIONS & MARKETING

COMMUNICATIONS & MARKETING BRANCH BRIEFING ON PROPOSED ORGANISATIONAL CHANGES

FUNCTIONAL MAP
INDUSTRY & PARTNER MARKETING

Industry Marketing

Partner Marketing

Innovation Marketing

Apprenticeship / Trade Marketing remediation
CREATIVE SERVICES

Creative Design  Copywriting  Digital Design
Web Production (front end)  Content Production  Creative Services
MARKETING TECHNOLOGY & OPERATIONS

Marketing Operations

Marketing Technology
CORPORATE COMMUNICATIONS

- Internal Communications
- Community Engagement
- Media & Communications
CORPORATE AFFAIRS

Media Relations

Public Relations
LOCATION PRINCIPLES

- There are four location models:
  - Central function – Ultimo
  - Central function - Sydney and Western Sydney
  - Central function – Regional
  - Region execution function – Regional

- Many team roles will come under the Central function – Sydney and Western Sydney model due to the collaborative and integrated nature and requirements of the positions to support the overarching TAFE NSW communications and marketing strategy and activities.

- The Central function – The regional model allows for certain central function positions to operate from regional locations. These roles have been assessed on the outputs and requirements of individual positions, and the ability of that role to operate effectively away from the Central Sydney team.

- The Region execution function – This model is for specific roles where the main function of the position is to execute the overarching TAFE NSW marketing strategy and communications on a local and regional level, mainly through local events and media with positions within each Region for these functions.
## COMMUNICATIONS & MARKETING

### IMPACT ON POSITIONS OF THE PROPOSED CHANGE

<table>
<thead>
<tr>
<th>Classification</th>
<th>Current Position FTE</th>
<th>Current Occupied FTE</th>
<th>Current Vacant FTE</th>
<th>Proposed Future Position FTE</th>
<th>Net Impact on Position FTE</th>
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CONSULTATION TIMELINE FOR COMMUNICATIONS & MARKETING

Communications & Marketing is part of the second group to go through the consultation process. Over the next 12 months, we will build the other Corporate Functions, with a view to having those teams in place in the second half of 2017.

4 Stages:

**Preparation**
- October – 17 Mar
- Analysis of roles
- Impact Analysis

**Consultation**
- 20 Mar – 13 Apr
- All staff review and provide feedback on the proposed structure and roles
- Briefings with the Union

**Review**
- April
- Feedback assessed and collated
- Themes identified and communicated to staff
- Final structures confirmed and announced

**Placement**
- May to August 2017
- Direct appointments
- Interviews, as per the Placement Process

Note: should significant changes be required as a result of feedback, consideration will be given to a second round of consultation, which will likely impact the above timeline.
PLACEMENT PROCESS

Details of the Placement process as it applies to the Modernisation Program are on the Intranet.

1. **Step 1: Direct Appointment**
   - Current position matches new position (50% or greater alignment)
   - More positions than people, or an equal number (i.e., no competition for roles)
   - Direct Appointments made (no selection process)

2. **Step 2: Pool Assessment**
   - Current position matches new position (50% or greater alignment)
   - More people than positions (i.e., competition for roles)
   - Pool Assessment required, via a selection process

3. **Step 3: Self match**
   - No current position matches new position (less than 50% alignment)
   - Impacted staff can express interest in roles at or below their grade
   - Selection process to determine placement

4-6. **Steps 4-6**
   - Remaining roles become more widely available to staff outside the affected group, on a progressive basis: (excess staff across TAFE NSW, then excess employees sector-wide, then advertised externally)
SUPPORT FRAMEWORK

Employee Assistance Program (EAP)  Manager Assist & Finance Assist (components of the EAP)

Career Transition Services (new)  Existing Support Networks (eg: Managers, P&S team)
HOW TO FIND INFORMATION AND PROVIDE FEEDBACK

PROVIDE FEEDBACK AND ACCESS ADDITIONAL INFORMATION VIA THE INTRANET

1. Consultation Feedback

https://staff.tafensw.edu.au/one-afe/people-and-structure-changes/

Intranet closes on 13 April 2017

From the site above, just click on Provide Feedback on any page and enter your feedback into the text box.

Feedback is anonymous – if you want to identify yourself please do so but it is not compulsory.

2. Ask a Question Portal

3. Frequently Asked Questions
# NEXT STEPS

<table>
<thead>
<tr>
<th>INDICATIVE TIMING</th>
<th>ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Now</td>
<td>Debrief sessions on site – stay around to discuss what was presented and ask questions</td>
</tr>
<tr>
<td>10am Today</td>
<td>All relevant documents will be uploaded to the Intranet site, including this presentation</td>
</tr>
<tr>
<td>22 Mar onwards</td>
<td>GM Regional visits</td>
</tr>
<tr>
<td>Now until 13 April</td>
<td>Consultation Period – for all TAFE NSW employees to provide feedback</td>
</tr>
<tr>
<td>13 April to 28 April</td>
<td>Feedback reviewed and considered (2 working weeks)</td>
</tr>
<tr>
<td>End of April</td>
<td>Summary of themes of feedback and any changes incorporated</td>
</tr>
<tr>
<td>May</td>
<td>Final structures for Communications &amp; Marketing published on the Intranet (assuming a second round of consultation is not required)</td>
</tr>
<tr>
<td>May to August</td>
<td>Placement process undertaken</td>
</tr>
<tr>
<td>DATE / TIME</td>
<td>LOCATION</td>
</tr>
<tr>
<td>------------</td>
<td>-------------------</td>
</tr>
<tr>
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<td>Wollongong (AM)</td>
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<tr>
<td></td>
<td>Wagga (VC)</td>
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<tr>
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<td>24 March</td>
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<tr>
<td>27 March</td>
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The consolidated calendar for Group 2 Regional Visits can be found on the Intranet.
THANK YOU