Strategic Cost Management in Higher Education

2-Day Training Course: A proactive response to reductions in Government funding

The 2017/18 Commonwealth Budget made what some describe as ‘catastrophic’ changes to funding for higher education. This course takes a proactive response to the inevitable disruption funding formula changes drive. The course examines revenue and expenditure opportunities to ensure higher education providers survive and thrive despite funding reductions.

19-20 Sep 2017 | Sydney  
26-27 Sep 2017 | Brisbane  
3-4 Oct 2017 | Perth

Key Learning Objectives

- Understand specific changes to Commonwealth higher education funding for 2019
- Review the sustainability of the higher education sector and its parts
- Recognise funding performance targets
- Appreciate the interrelationship between student profiles and future government funding
- Identify the potential operational impact
- Manage revenue risk and opportunity
- Examine cost management opportunities to meet the 2.5% efficiency dividend

Our Expert Instructor

John Cleary

John is a cost management specialist with over 20 years of experience. John has worked many with public and private higher education providers and has delivered solutions as a consultant, trainer and facilitator Australia, New Zealand, South East Asia and Africa.

John Cleary has delivered solutions as a Consultant, Trainer and Facilitator in Australia, New Zealand, South East Asia and Africa for more than 20 years. John has worked for many public and private higher education providers and has an extensive client base beyond higher education.

John highly values the higher education sector and its role in equipping Australians for employment in the digital age and driving vital export earnings. He also appreciates the value of strategic planning for the inevitable consequences and disruption of the new funding model.

**ABOUT THE COURSE**

Higher education is vital in upskilling the workforce in a global economy and the Australian higher education sector is a major source of export earnings of approximately $20 billion per annum.

Higher education funding has been on the Commonwealth Governments radar for the past three years and changes become a reality in 2019. The time for strategic planning on how to survive and thrive, despite funding decreases, is NOW.

This practical course examines and reviews the higher education funding model to define a sustainable business model. The review ensures all options are considered noting different providers will choose different options to meet their specific needs.

The facilitators experience as a long-term Cost Management Specialist will blend with participant’s insight to stimulate a practical and achievable way forward for each participant to stimulate debate back at their workplace to assist all decision makers plan to survive and thrive.

Enterprise change is never easy. Funding reductions drive change and impact broadly. This course will assist participants and their employers in managing both the change and the impact to achieve a positive outcome for all stakeholders.

**WHO WILL BENEFIT**

- Deans
- Council Members
- Faculty Managers
- Academics
- Researchers
- Corporate Service Managers
- CFOs
- CIOs
- Registrars
- Project Managers

**EXPERT COURSE INSTRUCTOR**

**WHAT OUR CLIENTS SAY**

“Great amazing facilitator - very knowledgeable.”

“Very good understanding of subject and communicated clearly.”

“Very informative and useful. Your style also made it very easy to apply to our business.”

“Spot on. People need your workshop if only to demonstrate what’s possible.”

“Pointed in right direction in planning, what to look for, relationships & implementation.”

**Would You Like To Run This Course On-Site?**

**Informa Corporate Learning:**

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If you have 8+ interested people, an onsite course can be an ideal solution. Speak with Holly Baldwin on +61 (02) 9080 4454 to discuss your customised learning solution, or email training@informa.com.au
# 2-Day Course Outline

## Day 1

### Welcome, Objectives and Revenue Imperatives
- Ice Breaker and Objectives
- Competition for Education & Research funding
- Higher Education for the Real World
- Government/Students/Business as stakeholders
- Stakeholder Management Essentials

### Sustainability of Higher Education and its parts
- Historical Perspective – the higher education landscape
- Performance Perspective - how the sector has performed
- Innovative Perspective – evolving Higher Education sector
- Global Economy Perspective – IoT Anything, Anytime, Anywhere
- Drivers of higher education choice and market share
- Business model implications of higher education choice

### Strategic Cost Management & Higher Education
- The Higher Education Value Stream
- Constraint management, Capacity and Target Utilisation
- Workforce Planning and Labour Management
- Asset Management and Utilisation
- Best Value in the Supply Market
- Features of a sustainable higher education business model

### Optimising Funding – Government & Non-Government
- Revenue drivers – current and future revenue streams
- Student Profiles and Completion Rates
- Student Employment Outcomes
- Business as a customer
- Research as a revenue stream
- Assets as a revenue stream

### Higher Education Case Study
- As Is and To Be using the 2019 Funding Formula
- Quantifying Revenue and Expenditure Outcomes
- Foreshadowed Operational Implications
- Case Study Debrief

### Operational Impact of 2019 Higher Education Funding Formula
- Revenue Focus – the prospect to client pathway
- Change Management – people, process, product, productivity
- Direct, Indirect and Discretionary Expenditure
- Workforce Planning and Labour Management
- ICT investment, Asset Capacity and Utilisation
- Strategic & Sustainable – mission & competitive advantage

## Day 2

### Day 1 in Review
- Operational Impact revisited
- Strategic Cost Management in Higher Education
- Market demand and market share

### Revenue Risk and Opportunities
- Pareto Principle and Revenue
- Revenue Streams – opportunity and risk
- Business Intelligence, Student Relationship & Marketing
- Ongoing Education, loyalty & the long-term student
- Non-Government Funded revenue
- Investment in Completion Rates

### Cost drivers, risk, opportunity & 2.5% efficiency dividend
- The Ouroboros Effect, Victoria Bitter and Murray Goulburn
- Identifying and Selling Value to diverse market segments
- Raise the Bridge, Lower the Water, Improve the Flow
- Direct, Indirect & Discretionary Costs
- ROI and Target Costing
- Labour & Asset Utilisation

### Strategic Planning in Higher Education
- Internet of Things, higher education and the digital age
- Understanding the market, & market share
- Differentiation, centres of excellence & competitive advantage
- High tech, high touch – optimising the student experience
- Collaboration and Partnerships
- Defining a sustainable business model

### Higher Education Case Study
- Sustainable by Design using the 2019 Funding Formula
- Revenue, Expenditure & Operational Implications
- Case Study Debrief

### Higher Education Sustainable Business Model
- Marketing Imperatives
- Student and Customer Experience Imperatives
- Outcomes Imperatives
- Collaboration Imperatives
- Revenue Imperatives
- Expenditure Imperatives

### Workshop in Review & Action Plan
- Higher Education in the Real world
- Demand Planning and Strategic Cost Management
- Stakeholder Management & managing change resistance

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**REGISTER NOW**

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Easy Ways to Register

1. Web  

2. Telephone  
   +61 (02) 9080 4028

3. Email  
   training@informa.com.au

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<th>Course Dates</th>
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