

2016-2019 STRATEGIC PLAN

Vision

ACPET will be recognised for its leadership of tertiary education and training in Australia.

To achieve this vision ACPET will:

- Lead and contribute to the development of educational policies and innovation to support the growth and contribution of private tertiary education and training in Australia
- Work with governments, stakeholders and the community to enhance the value and benefits of a high quality, diverse tertiary education sector in meeting the needs of students, industry and the Australian economy and community
- Provide professional services to its members that help build their capability to deliver and support best practice tertiary education and training within ACPET's professional and ethical framework
- Implement comprehensive governance and professional development strategies to embed ethics into the culture of membership

2016-2019 Strategic Priorities

Policy

- Lift ACPET's policy engagement and thought leadership in the Australian tertiary education and training sector
- Build the understanding of the value and contribution of Australia's non-university higher education provision
- Influence the future design, governance and funding of Australia's tertiary education and training sector
- Embed ACPET's national quality and ethics standards to underpin quality education and training

Advocacy

- Advocate for non-discriminatory higher education funding arrangements that support student choice
- Identify opportunities and support members' work in growing the international education and training sector
- Work with governments, regulators and industry to enhance the reputation of the private tertiary education and training sector
- Build strong links, understanding and cooperation with industry and related organisations that support ACPET's priorities for tertiary education and training
- Commission and publish research that contributes to a better understanding of the role of the private tertiary education and training sector
- Drive improvements to policy and ethical standards in the Australian tertiary education and training sector

Member Services

- Implement membership recruitment strategies to attract quality private tertiary education and training providers
- Implement new membership categories that underpin ACPET's commitment to high standards for membership
- Lift the customer service standards and professional services provided to members and other clients
- Overhaul ACPET's public presence and communications channels to support stronger engagement with members, media and community
- Enhance professional development to align with the changing demands of markets and regulators