

Australian Qualifications Framework

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AQF Council Communication and Engagement Plan 2008 – 2009

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Australian Qualifications Framework Council

A Committee of the Ministerial Council on
Education Employment Training and Youth Affairs



AQF Council Communication and Engagement Plan 2008 – 2009

AQF Council Objective and Vision

The object of the Australian Qualifications Framework Council is to provide strategic and authoritative advice to Ministers on the Australian Qualifications Framework to ensure it is nationally and internationally robust and supports flexible cross-sectoral linkages and pathways.

The Council's vision is to ensure Australia has a nationally and internationally recognised framework of qualifications that meets the current and future needs of learners and industry.

The Council will foster effective relationships with clients and stakeholders through communication and engagement strategies to ensure the Council achieves its terms of reference.

AQF Council Stakeholders

The success of the AQF is dependent upon the full implementation of and trust in the AQF by its users. The key users of the AQF are:

- Accrediting Authorities
- Education and Training Providers
- Learners and Graduates
- Employers.

Stakeholder support and confidence is critical to the uptake and credibility of AQF qualifications. The key stakeholders are:

- Employer and industry associations and unions
- Government Boards, Councils, Committees and Agencies
- Government Departments
- Peak Provider Organisations
- Other Recognition Agencies.

Other stakeholders of importance to the Council are:

- International Qualifications Authorities, Agencies and Networks
- Researchers and Consultants
- Broader Community.

The Council and its Secretariat will actively engage with its key users and stakeholders and will engage with other bodies and individuals as appropriate.

AQF Council Communication and Engagement Goals

The goals of the Council's Communication and Engagement Plan are to:

- Build understanding of and promote to users, stakeholders and the broader community the AQF as a underpinning quality assurance mechanism for Australian qualifications
- Influence full implementation of AQF policies and uptake of AQF qualifications
- Keep users and stakeholders informed of AQF Council decisions and activities
- Make information and resources about the AQF readily available to users and stakeholders
- Encourage broad involvement in the Council's work to strengthen the AQF
- Influence decision-making of key stakeholder bodies in relation to the AQF.

To achieve these broad goals, the Council's communication and engagement strategies will include specific objectives for each category of users and stakeholders to reflect the differences in communication and engagement needs.

Communication and Engagement Methodologies

The Council's key communication methodologies are:

- An enhanced AQF website which provides comprehensive information on the AQF as well as an ongoing presence for the AQF Council
- An email newsletter with extensive distribution which is informative and provides an avenue to disseminate news
- Informative and contemporary publications, including an updated Implementation Handbook and a suite of promotion brochures providing an overview of the AQF and its policies for different audiences.

The Council's key engagement methodologies are:

- Targeted consultations
- Targeted meetings with organisations and individuals
- Membership of, or guest attendance, at Council and Committee meetings
- Conference/forum speaking engagements .

The communication and engagement approaches will be proactive as well as responsive, formal as well as informal, and will encourage two-way communication and engagement with users and stakeholders.