



TAFE NSW – New England Institute

**WHAT KNOWLEDGE? WHAT BORDERS?
WHAT BOUNDARIES?**

**Innovation Through Knowledge Transfer
Conference**

**University of Coventry
7 December 2010**

WHAT DROVE THE INNOVATION?

- A highly dispersed industry and population base:
- 140,000 people living and working in over 100,000 square kilometres

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THE COMPONENTS OF THE SYSTEM

➤ Web conferencing technology used

In conjunction with

➤ Workplace Learning

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WHAT DROVE THE INNOVATION?

- Industry needs knowledge and skills to remain economically viable and prosper
- The Institution's core business is to provide the needed knowledge and skills

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TYPE OF KNOWLEDGE

Two types of knowledge transferred:

- Cross-enterprise, industry-wide knowledge
- Intra-enterprise specific knowledge

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HOW IS IT INNOVATIVE?

- Workplace learning has been a long-term feature of technical and vocational education.
- In some industries this has been the only platform for knowledge transfer and this has proved very limiting for individuals and industries

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HOW IS IT INNOVATIVE?

- Web conferencing introduces knowledge transfer across a large variety of enterprises and geographically dispersed areas.

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HOW IS IT INNOVATIVE?

- The methodology differs from other online learning and learning management systems as it values both elements equally.
- Professional discussions are enabled in real time – whether in the workplace or virtually

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HOW IS IT INNOVATIVE?

- Sharing amongst industry experts, teachers and trainees and enterprise owners is enabled
- Methodology uses very effective knowledge transfer process – conversation with visual enhancements enabled

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WHO IS IT FOR?

➤ Currently some of the biggest industries using the methodology are:

❖ Health Care

❖ Veterinary Care

❖ Building and Construction

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CHARACTERISTICS OF PARTICIPANTS FROM THESE INDUSTRIES

- Self-employed and senior management with extensive industry experience and knowledge

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CHARACTERISTICS OF PARTICIPANTS FROM THESE INDUSTRIES

- Post-school students aiming for entry-level access to specific industries
- Entry-level trainees completing final years of secondary schooling and completing traineeship simultaneously

SOME OF THE KNOWLEDGE TRANSFER PRINCIPLES USED

- Reflects Open Innovation Principles (i)
- Maximises the value of IP, rather than the protection of IP⁽ⁱⁱ⁾

[1] Chesbrough, H. (2003), "*Open Innovation: The New Imperative for Creating and Profiting from Technology*", Harvard Business School Press
Referred to at: <http://www.openinnovation.eu/openinnovatie.php>

(ii) [1] Shaprio, Carl and Varian, Hal R (1999), "*Information Rules: A Strategic Guide to the Network Economy*".
Harvard Business School Press, Boston, Massachusetts, USA, page 5

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EMBEDDING THE INNOVATION

➤ The increase in enterprises and individuals seeking knowledge transfer, particularly using the web conferencing element of the methodology, is growing quickly.

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EMBEDDING THE INNOVATION

➤ As enterprise owners and senior managers become skilled in using the two elements, and accept the credibility of the knowledge transferred, they are seeking this methodology for their workforce

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EMBEDDING THE INNOVATION

➤ Interestingly whilst the methodology was originally intended to meet the needs of highly geographically dispersed groups, there has been a significant increase in the number of metropolitan-based participants.

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WHAT BORDERS?

➤ Australia's vocational and technical education system is based on national industry needs. Local jurisdictional needs are also met, eg for licensing and compliance purposes.

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WHAT BORDERS?

➤ Participants come from anywhere in Australia and a small number from international locations.

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WHAT BORDERS?

➤ Australian qualifications are recognised internationally and knowledge is transferred internationally.

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WHAT BOUNDARIES?

- Equality of access to the internet is a critical issue
- Equal access to employment is also a critical issue

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VALUE ADDED FEATURES

➤ Imminent innovations in all industries, for example tele-medicine, will rely on information and communication technologies such as this methodology uses. Participants in these programs will be well placed to adopt such innovations with relative ease.

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VALUE ADDED FEATURES

- Reduction in down-time for industries and individuals is achieved as accessing industry-wide knowledge does not require travel to a (sometimes) far distant location

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VALUE ADDED FEATURES

- Carbon-reduction modelling has commenced to assist enterprises to identify what carbon savings they are achieving.

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Thank you for your interest. If you would like to know more about this knowledge transfer methodology please contact:

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