

The TAFE value and perception challenge

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**We heard TAFE has a
perception problem –
so we tested it**

The TAFE

Value  and

Perception 

Challenge

Unpacking TAFE to attract the next generation of learners

mccrindle

Methodology

Survey of **1,000** Victorians plus interviews with Careers Advisors:

- Female 50%, Male 50%
- Gen Z (18-19) 24%, Gen Y (30-44) 33%, Gen X (45-59) 28%, Baby Boomer (60-78) 15%
- Metro 82%, Regional 18%
- Use a language other than English at home: Yes 34%, No 66%, Prefer not to say 1%
- Of Aboriginal or Torres Strait Islander decent: Yes 1%, No 98%, Prefer not to say 1%
- Identify as person with a disability: Yes 6%, No 93%, Prefer not to say 1%



Perception vs reality...



PERCEPTION

Outdated



REALITY

High quality facilities in priority and emerging areas:



Cyber security
workplace simulator



Wind turbine
training tower



Healthcare



Advanced
manufacturing



PERCEPTION

Lower employment outcomes

Limited earning power

Specialised knowledge limited to trades



REALITY

TAFE employment outcomes (78%) match university graduates' (79%)

Median full time earning power after graduating

TAFE (Cert IV and above)

\$71,650

University (Bachelor degree)

\$68,000

More than 150 courses available in areas beyond trades including business and finance, ICT, nursing and more





PERCEPTION

TAFE is an inferior choice

TAFEs and private RTOs are the same



REALITY

TAFE is a legitimate option

TAFE has an unequalled legacy as a quality education and training provider

“I don’t think it’s the career practitioners [that have a bias], it’s the schools. They tell you what you need to promote to students, and it depends which school you are at as to what the expectation is. If you’re from a high performing school, **parents even expect you to push university even if it’s not what the student needs.** When we finally get the student’s results and **they haven’t got what they need, then TAFE sort of becomes their best friend because they can use it as a pathway.**”

- Careers Advisor (The TAFE Value and Perception Challenge)

Parents are more likely to encourage university enrolment

HOW LIKELY ARE YOU TO ENCOURAGE YOUR CHILD TO EXPLORE THE FOLLOWING PATHWAYS?

Extremely/very likely

University

66%

TAFE

56%

Apprenticeships

51%

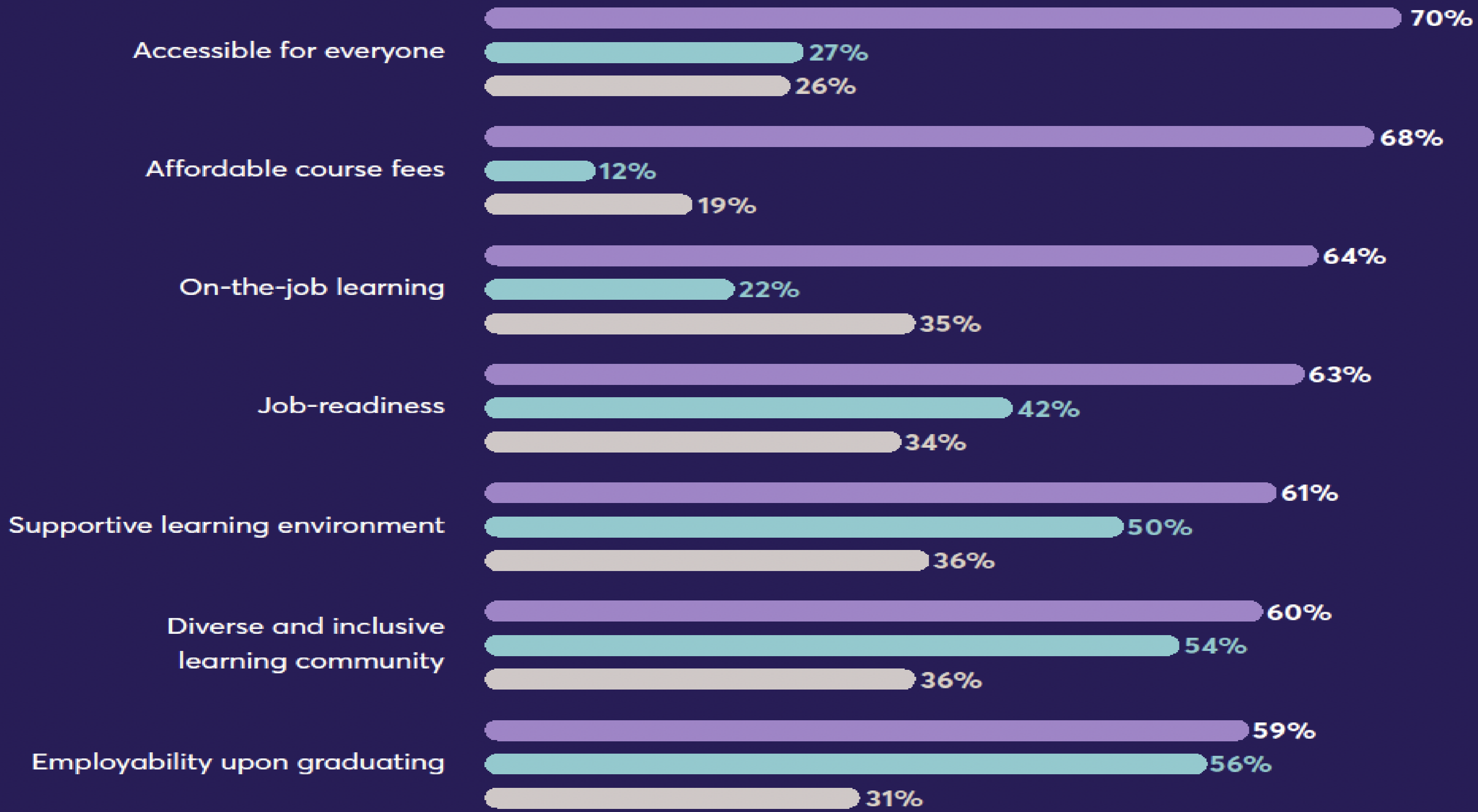
Traineeships

48%

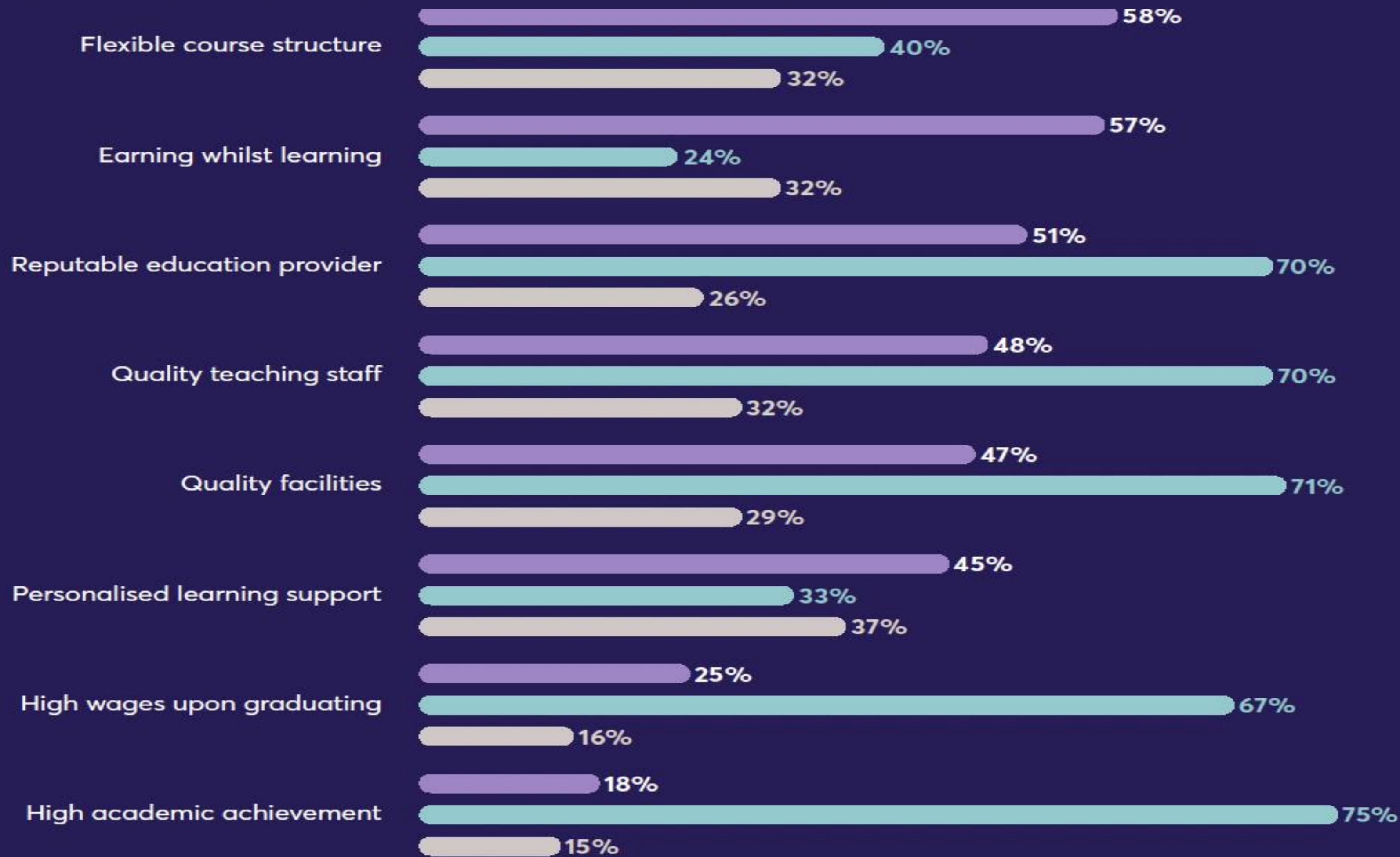
Private Registered Training Organisation

29%

WHICH OF THE FOLLOWING DO YOU ASSOCIATE WITH THESE EDUCATION PROVIDERS?



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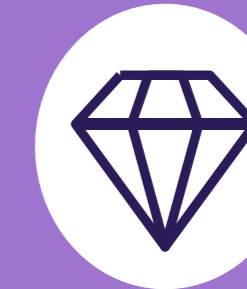




PERCEPTION

People who are smarter go to university

Enrolling in TAFE is harder and takes too long



REALITY

Student success is found at TAFE

Opportunity for improvement

*“Some of them are really easy to navigate and some of them are terrible. **I think it says a lot about an institution if their website is a bit of a nightmare,** some also have too much information.”*

– Careers Advisor

*“They’ve also taken off the VTAC applications. So now **students have to apply separately for courses.** I used to be able to encourage them just put that one at the bottom of your preferences on VTAC. Now if they have to take the extra step to apply separately, go and do the literacy numeracy tests, maybe attend an interview. **It’s all extra steps when it’s usually a backup option for them. And they usually won’t bother because it’s not a first preference.** So, if it was part of VTAC, I think that’s very helpful.”*

– Careers Advisor

Do you see TAFE as a beneficial education pathway for...



Yourself

75% Yes

25% No



Your Child

86% Yes


14% No



Any member of the
Victorian Community

91% Yes

9% No



**TAFE is diverse,
accessible and
affordable, supplying
essential skills**

TAFEs are dynamic and diverse learning communities

Adult learners (20+ years old)



Females



School leavers (15-19 years old)



Students who speak a language other than English



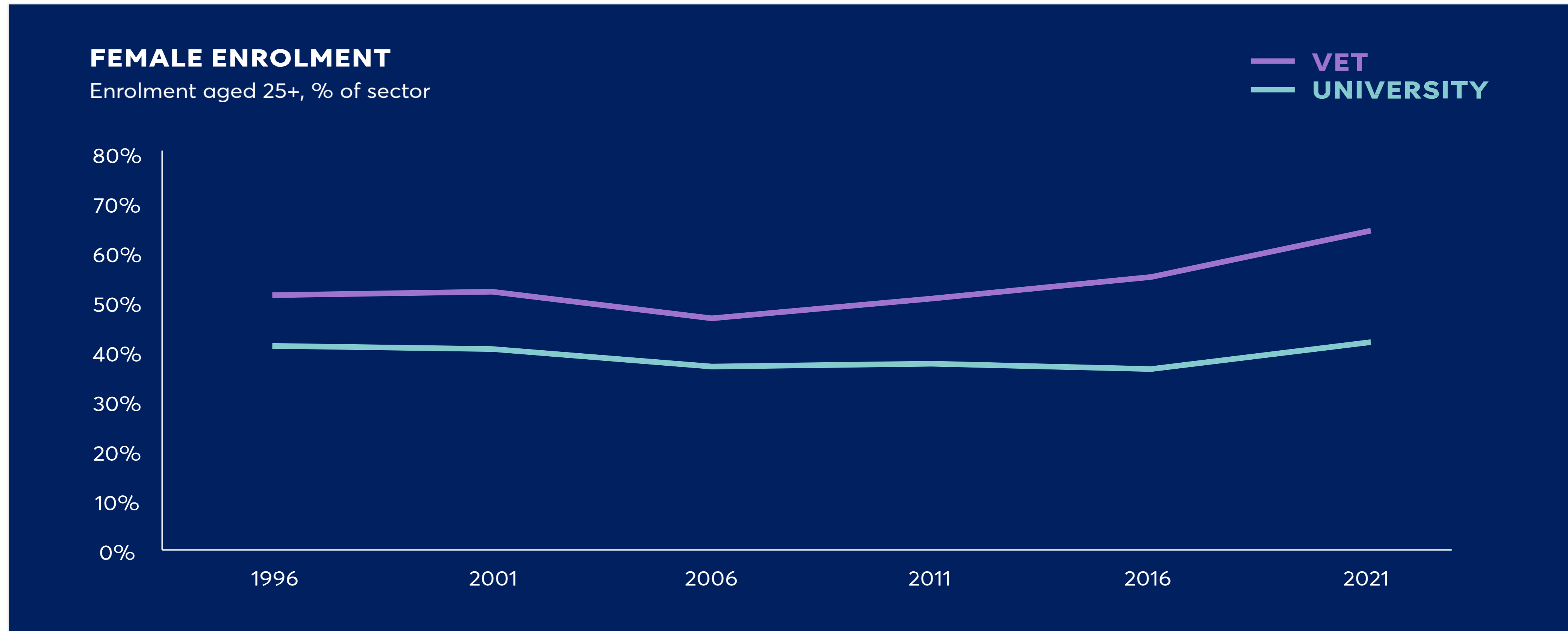
Students with disability



First Nations students

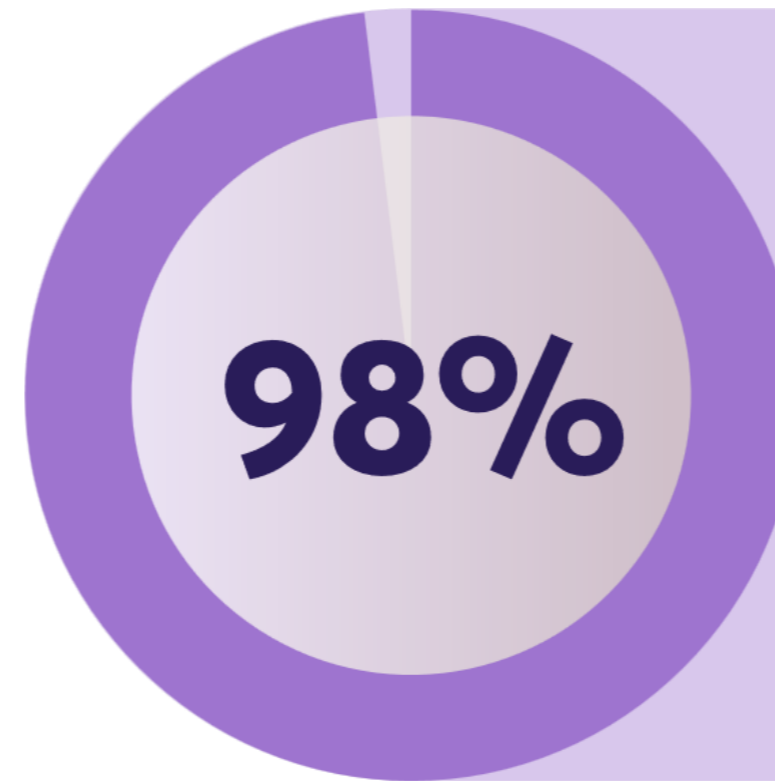


TAFE paves the way for women to upskill and work

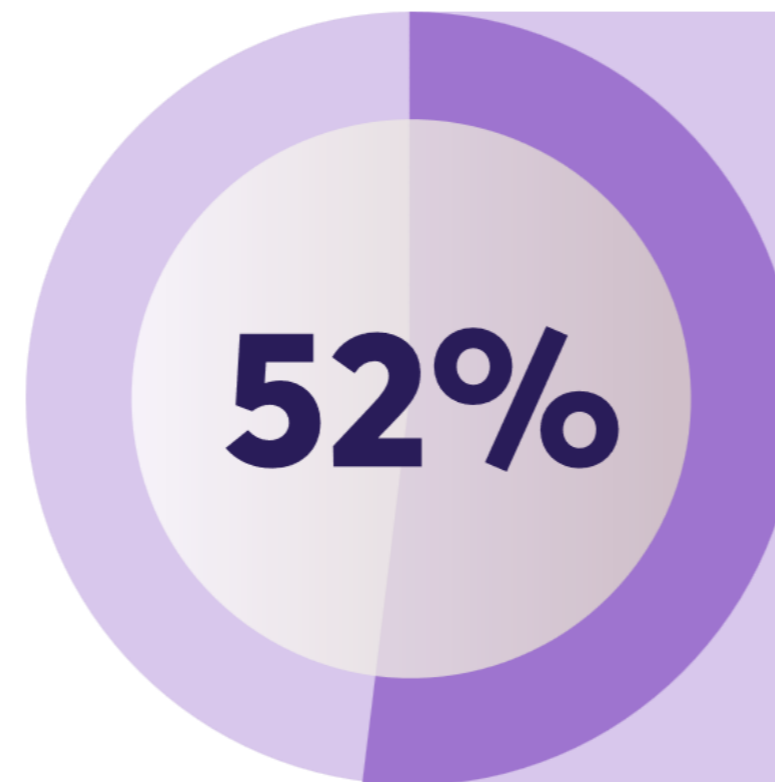


TAFE empowers entrepreneurship

86% of students anticipate working in something they have started, either solely or as a side-hustle



Small businesses (0-19 employees) comprise 98% of Victoria's business landscape



52% of Victorian business owners with post-school qualifications hold VET qualifications

TAFE is closing skill gaps in areas of need

- By 2026, 9 in 10 new jobs will require a post-school education
- 80% of future jobs are attainable via a TAFE education



67% of Victoria's 364 occupations in shortage can be fulfilled via a TAFE education

Growing jobs towards 2026 attainable via a TAFE education:



Aged and Disability Carers



Software and Applications Programmers



Management and Organisation Analysts



Accountants

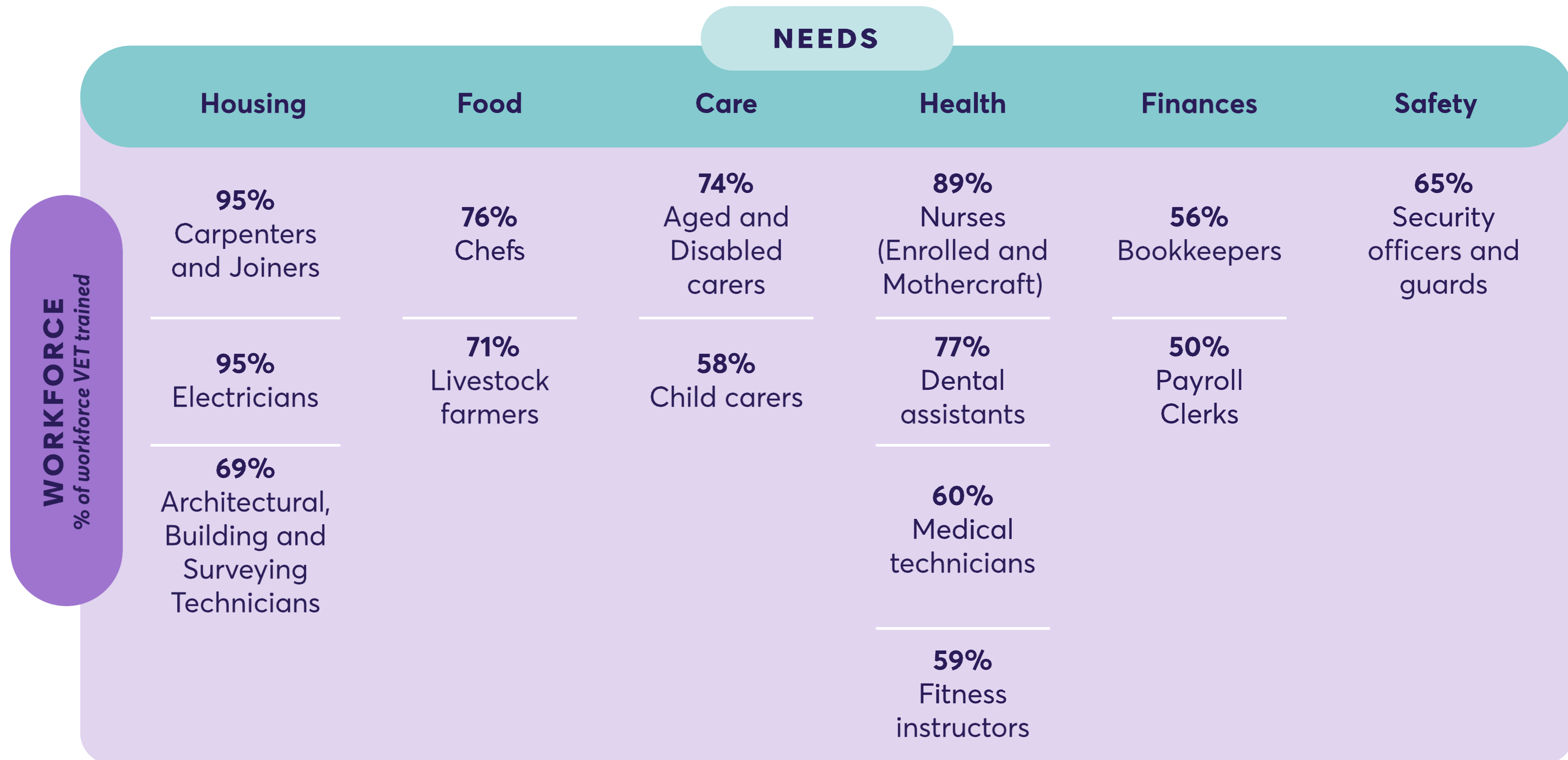


Human Resource Managers



Clean economy workforce

TAFE supplies the essential workforce skills for Victoria's needs



*ABS, 2021 Census

Jobs that require high growth are attainable via a TAFE education

LEGEND

- Projected job growth
- Vocational Education and Training (VET)
- Informal or on-the-job
- University

Occupation

Pathway

Aged and Disability Carers



General Clerks



Software and Applications Programmers



Management and Organisation Analysts



Human Resource Managers



A workforce for Victoria's clean energy goals

Clean energy roles that are VET trained



Wind

Blade technician

Wind technician - mechanical

Electrical superintendent



Solar

Solar farm technician - electrical

Electrical superintendent

Electrician – solar rooftop accredited



Hydro

Hydropower – electrical technician

Hydrographer

Electrical power systems technician

Addressing the perception challenge

Invest in positioning TAFE as a compelling option

Empower industry influencers to become advocates

Emphasise TAFE as a definitive solution for future proofing Victoria

Future proof through early engagement with Gen Z and Gen Alpha

The Value of TAFE in Victoria



Attracting and training the next generation of learners

TAFES ARE DYNAMIC AND DIVERSE LEARNING COMMUNITIES

Adult learners (20+ years old)
 118,805

Females
 69,515

School leavers (15-19 years old)
 57,035

Students who speak a language other than English
 28,030

Students with disability
 10,810

First Nations students
 3,910

Download the full report



PERCEPTION

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Specialised knowledge limited to trades

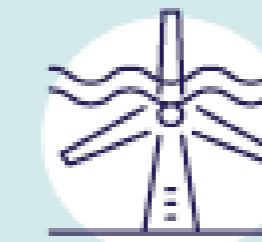
REALITY



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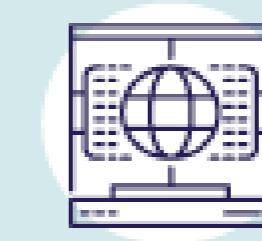
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