

Project ID No.	CP	97	8	1	07
GOAL	4	SUB-PROGRAM			

Effective Networking Communities of Practice

Action plans must be submitted online to www.reframingthefuture.net by COB Tuesday 5 June 2007.

Please select "Submit a Form" on the Home Page Menu and follow the prompts.

All sections must be completed.

Please note: sections 1 – 9 of this document will be uploaded onto the Reframing the Future website. Details of participants in item 11 will be only be used in accordance with our privacy policy and will not be published on the website.

Name of organisation funded by Reframing the Future

FutureNow-Learning for Life

1. Convenor's details

Name:	Mal Gammon		
Position:	Executive Director		
Organisation:	FutureNow-Learning for Life		
Address:	PO Box 57		
City/Suburb:	CLAREMONT WA	Postcode:	6910
Ph:	08 9285 8555	Fax:	08 9285 8755
		Mobile:	0419 908 137
Email:	mgammon@futurenow.org.au		

2. Facilitators' details

Name:	Mal Gammon		
Address:	PO Box 57		
City/Suburb:	CLAREMONT WA	Postcode:	6910
Ph:	08 9285 8555	Fax:	08 9285 8755
		Mobile:	0419 908 137
Email:	mgammon@futurenow.org.au		

3. Project overview (100 words maximum)

What outcomes do you hope to achieve in your project?

The outcome of this project will be the development of a community of practice in the fitness sector that will oversee the development of industry, RTO and University partnerships in order to identify delivery outcomes across the VET and University sector. It will also create pathways to university and industry from TAFE, and review the quantum of training in line with industry requirements. Universities and TAFEs provide varying pathways to employment in the fitness sector, but these are not aligned and are often in conflict with industry registration schemes. The industry is in a growth phase globally in response to major health and obesity concerns, requiring that relevant, quality and cost effective training is essential in WA.

4. Domain of knowledge

What aspects of the national training system will be addressed by your project?
(e.g. establishing relationships with industry clients; improving workplace assessment or delivery;
implementing new Training Packages) (Please add rows as required)

This Community of Practice will address the following aspects of the national training system:

- Development of articulation and credit transfer pathways between RTOs and Universities.
- Establishing relationships with industry clients.
- Establishing industry, RTO and University partnerships.
- Providing input into the review of the Fitness Training Package.
- Aligning education and training with the industry registration scheme.
- Increasing industry representatives knowledge of the VET system.
- Other issues that are identified by the community during the project.

This domain of knowledge will create a common ground for community members and a sense of common identity. This in turn will provide the impetus for commitment, the sharing of knowledge and sense of purpose leading to the development of practice.

5. Facilitating your community of practice

Please describe how you propose to facilitate your group progressing through the stages of growth of a Community of Practice (see Table 4.1 in the report: *The Potential for Communities of Practice to underpin the National Training Framework*):

It is acknowledged that in the time available, progression through all of the stages is extremely unlikely. We will try to develop a community that will consist of passionate members and will find ways to become self sustaining into the future. Our experience has shown that outcomes are sometimes achieved sometime after the project is finished.

Potential

Promote the project and invite participation. Present current scenario. Identify common industry issues, concerns and problems. Identify and articulate national and international trends. Promote possible outcomes. Highlight personal development opportunities. Promote theories of communities of practice.

Coalescing

Agree on common goals. Negotiate directions and outcomes and validation strategies. Build rapport and develop trust. Ask community to sign off on confidentiality commitments.

Active

Develop the practice. Participate in professional development forums. Share information. Review commitment. Look for passion.

Dispersed

Continue dialogue. Maintain the passion and commitment.

Memorable

Original goals and outcomes achieved and the community is no longer central, yet is still talked about and held in high esteem.

6. Structuring your community

Please describe how you propose to support the development of the three components of your community: its domain of knowledge, community and practice (see *Effectively Structuring Communities of Practice in VET*):

FutureNow will structure its Community of Practice around the combination of the three fundamental elements; Domain of Knowledge; Community; and Practice as defined by Wenger, McDermott and Snyder (2002).

The Council will act as the catalyst for this group, garnering support, taking a leadership role and maintaining momentum. In developing a methodology for this project a number of factors have been considered:

The Council's involvement and evaluation of past Reframing the Future (Communities of Practice) projects;

Information and advice provided by stakeholders in the proposed Community; and

Underpinning theoretical premises of Communities of Practice especially stages of Community and challenges for starting and supporting a Community (the management, community, technical and personal challenge).

Domain of Knowledge

This community is being formed because it involves groups of people (stakeholders) who share a concern over a set of problems for which they have a passion, and who are willing to participate in this community to deepen their knowledge and expertise in this area, by interacting on an ongoing basis in an effort to resolve their concerns. This definition reflects that articulated by Wenger, McDermott and Snyder, 2002, p.4.

This community will use its common knowledge, experience and passion for the fitness sector in WA as the basis for a common grounding.

Community

A challenge in the community will be providing leadership and forming relationships across and within a group that represents different view points and in some cases are in competition with each other. However, given the professional nature and the level of participants, I am confident that the community will create an effective social learning system, sharing ideas, asking difficult questions, and challenge each other in exploring options for a successful outcome.

Practice

As outlined earlier, one challenge will be to assist the diverse range of stakeholders to develop a shared practice.

Specifically, the methodology within the practice will include;

- Undertaking preliminary research on issues in the Fitness sector
- Analysing data and articulating findings.
- Inviting Community members to join and advising them of the proposed process and outcomes.
- Disseminate literature on and explain the theory and benefits of Communities of Practice.
- Establishing an agreed method and number of networking strategies, including face to face meetings, emails, website, blogs or wikis
- Providing members with ongoing feedback and progress reports
- Promotion of the Community.
- Providing direct and measurable professional development value.
- Community members will be encouraged to engage in joint activities and address common issues while adapting to changing circumstances where necessary.
- The convenor and facilitator will try to get members to the Active stage as early in the project as possible.
- Evaluate process throughout.
- Report and promote project outcomes.

7. Anticipated outcomes (see Chapters 6-7 of *The Potential*)

Please describe the outcomes anticipated as a result of your project:

for participating individuals	VET and University staff will have a better understanding of industry's needs while the industry participants will gain a better understanding of the RTOs delivery issues and general knowledge of the VET system.
for participating organisations	RTOs and Universities will have greater capacity to meet industries needs which in turn will provide more work ready graduates for the industry. Partnerships will be developed to enable an industry driven system in which industry, RTOs and Universities work collaboratively to develop and deliver industry required skill sets and/or qualifications that are cost effective, timely and relevant, while establishing pathways and alignment to industry registration systems.

8. Promotion

Please outline how your project's processes and products will be promoted:

within your organisation(s)	The project's processes and products will be promoted to our members through our eNewsletter, website and through Board papers.
to industry and other relevant organisations	Similarly, industry and other VET stakeholders will be informed by eNewsletter, FutureNow website, and where relevant by direct email.
to the broader VET sector	The broader VET sector will be informed by the process outlined above, curriculum advisory group meetings, and VET circulars.

9. Evaluation

Please provide an outline of the methods you will use to evaluate the participants' learning and your project's efficiency and effectiveness.

- Participants will be asked to self evaluate their knowledge and understanding of VET at the beginning and the end of the project .
- Evaluation of the effectiveness of the learning process and other project outcomes will be undertaken throughout the project.
- The initial analysis of the proposed outcomes as outlined in the application will be agreed to, and/or modified by the Community at its first meeting. Data will be sourced highlighting the current scenario of what is actually happening in the delivery of training in outdoor recreation and the industry sector itself.
- This will provide a basis for discussion, confirm the context for the project, harness commitment, set achievable targets throughout the life of the project and enable evaluation to be undertaken on an ongoing basis.
- Group evaluation will be encouraged throughout the project using reflective activities and group discussion. The network will be encouraged to find creative and innovative solutions.
- Final evaluation will be made to review the outcomes as identified are achieved and acted on.
- Individuals will be encouraged to communicate to either the facilitator or the convenor with feedback on all aspects of the project.
- Facilitator and convenor to self evaluate their contribution to the project.
- Final report of the project will be evaluated by Reframing the Future staff.

10. Project timeframe

Please list project milestones and key dates

(Please add rows as required)

Milestone	Key date
Promote the community of practice and extend invitations to participate.	June 2007
Workshop No 1 Setting the scene-Reframing the Future and Communities of Practice Establishing the issues Agreeing on methodology Agreeing on goals Agreeing on community outcomes	July 2007
Workshop No 2 To be determined by Workshop No 1 Ongoing evaluation	August 2007
Workshop No 3 To be determined by Workshops 1 & 2 Ongoing evaluation	September 2007
Mid Term Forum	September 2007
Workshop No 4 To be determined by Workshops 1,2 & 3 Ongoing evaluation	October 2007
National Forum	19-20 November 2007
Final Report	27 November 2007