

## Inner Melbourne Action Plan

### Final Report

#### Action 7.7 – Universities and Regional Development: Work Integrated Learning Project

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#### Purpose

1. To update the Committee on the achievements of the Work Integrated Learning project and provide a final report for the project.

#### Background

2. At the end of 2008 the IMAP Implementation Committee resolved to support a round table with key stakeholders to identify the issues and opportunities relating to the IMAP Councils working collaboratively with universities and TAFE in the definition and development of a stronger role in regional development. Through the round table, Work Integrated Learning (WIL) was identified as a key area where the IMAP councils and higher education providers could partner and work collaboratively.
3. Work Integrated Learning are activities that allow students to put into practice the theory they have learnt in the classroom. Work Integrated Learning is known by other terms, such as student placements; work experience and internships.
4. In May 2010 a workshop was held between the IMAP councils, Office of Knowledge Capital and the Australian Collaborative Education Network and the intent, opportunities and actions of the IMAP WIL Project were defined.
5. The IMAP WIL Working Group, made up of Human Resource team members from the IMAP Councils, progressed the project with the intent of rolling out policy and a promotional strategy across the IMAP Councils. At the IMAP Implementation Committee held in December 2010, the group recommended a part time Project Manager be appointed.
6. The part time Project Manager, Alexandra Moloney, started in May 2011 based at the City of Melbourne and reporting to the IMAP Executive Officer.
7. A project plan was developed and approved by the IMAP Implementation Committee. At a high level the project's primary driver was to leverage and use WIL to develop stronger links with the universities and TAFE sector, and the project was organised into three project areas aligned to the primary driver:
  - a) Project Area 1 – PROMOTE WIL – Create Awareness
  - b) Project Area 2 – STRENGTHEN WIL – Make It Easier
  - c) Project Area 3 – FACILITATE WIL – Broker Relationships

## Discussion

8. Between May 2011 and May 2012 a broad range of deliverables and achievements have been made by the IMAP WIL Project Team in each of the 3 project areas – **refer Attachment 7a**. The project team resolved to replace the Work Integrated Learning title with a more meaningful term 'Student Placements'. The deliverables establish an accessible WIL process for managers and staff in the IMAP Councils to follow – **refer Attachment 7b** for Student Placement policy and documents now available via Council intranet websites and the IMAP website.
9. In summary, the project achieved:
  - a) A greater awareness across IMAP Councils of student placements
  - b) Greater awareness from both local Councils and the universities on how they can partner on student placements, and suggested placement opportunities being progressed
  - c) Greater awareness from the universities of the student placements relevant to local Councils.
  - d) Ongoing activities which promote IMAP and the project achievements and deliverables to other Councils
  - e) Provision of policy and supporting documents which make it easier for managers to plan for and access students
  - f) Better outcomes for students and Councils through planning ahead of time for student placements and considering students in workforce planning
  - g) Student recruitment can be aligned with each Councils strategic workforce planning objectives
  - h) IMAP Council managers and team leaders have an ongoing resource in the Student Placement Inventory and Key Contacts to help them broker relationships
10. This project illustrates there is value for the IMAP Councils sharing knowledge and information about internal Council policy, process and projects and sharing best practice
11. University stakeholders are now more aware of IMAP and the IMAP Councils. There is now an opportunity for the IMAP Implementation Committee to resolve to leverage this knowledge and interest and to continue its focus on Strategy 7 – Action 7.7 Universities and Regional Development.
12. In 2012 the City of Melbourne will increase its focus on the knowledge sector through the 'Knowledge Melbourne Program'. This program provides opportunities to the other IMAP Councils, who could also be involved in these activities as an obvious extension to this project. It is proposed that a presentation on the Knowledge Melbourne Program be provided to the IMAP Implementation Committee meeting for consideration.

13. Continuation of Action 7.7 could also include re-evaluating the 'Town and Gown' recommendation considered by the IMAP Implementation Committee in February 2009 (*Refer Footnote 1 for details from that report*). This would involve supporting and facilitating workshops/information sharing sessions between the IMAP Councils and university stakeholders on selected topics. Examples for Town and Gown sessions:

- a) a topic would be chosen for a session and IMAP Councils' representatives and university academics would be invited to participate.
- b) a session could be held on 'Local Government Workforce Planning Challenges and Opportunities' with IMAP Council Human Resource teams and Human Resource academics

### Acknowledgements

14. The Work Integrated Learning Project Manager would like to formally thank the IMAP WIL Project Team and also a number of other key stakeholders who have contributed significantly to the project:

- a) Project Team
  - City of Melbourne – Austin Ley and Tanya Athans
  - City of Port Phillip -Marnie Gibson.
  - City of Stonnington – Katherine Sinclair and Kylie Storer.
  - City of Yarra – Fiona Monagle
- b) Key Stakeholders
  - City of Melbourne –Roni Le and Shireen Huda
  - City of Stonnington – Kelly Jackson
  - City of Yarra – Scott Glover

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#### FOOTNOTE 1

##### Proposed 'Town Gown' initiative

Developed in Massachusetts, USA in the early 1990's by Harvard University, MIT and Lesley College in partnership with the City of Cambridge, Town Gown initiatives were developed to promote and explore the potential for mutually beneficial relationships between universities and the community, to ultimately strengthen university-community relations. The initial forums examined the role of the universities in the community of Cambridge in the following contexts:

- University and Community Growth and Change
- University and Community Fiscal Health
- Universities as Educators
- Universities as Economic Enterprises and Neighbours

As a result, the first Town Gown reports were produced by the institutions in 1992 and are now presented on an annual basis to the City of Cambridge as a means of informing the City and the community of the Universities activities. Each university reports on their growth and development, community collaborations and programs, community educational and training resources etc. thereby presenting the City with the opportunity to combine university and community needs and plans.

Research has shown that the production of the reports has resulted in:

- Balanced, harmonious, productive relations between the learning institutions and other members of the community in all areas of interaction
- Opportunity to explore broad community concerns and problems and the production of new joint efforts between the city and universities to address these issues
- Maintenance of agreements and commitments between the universities and the community
- Enhanced understanding of the community at large about the relationships between the educational institutions and the city.

## **Recommendations**

15. That the IMAP Implementation Committee resolves to accept the final report for the Work Integrated Learning Project and close out the project.
16. That the IMAP Implementation Committee give consideration to the next phase of this project to capitalise on the work and networks already created with the University sector.

## *Attachments:*

6a *Action 7.7 WIL Project Achievements*

6b *Action 7.7 Council Internet Resources*