

# IFCBAA ITALC Training Update JUNE 2021

## Strategic Goal 1 - ITALC Material Redevelopment

---

- IFCBAA Re-Brand Update, 564 out of 648 documents updated into new IFCBAA brand since 1/7/2020 (Last report 518/648 in Feb 2021). Progress at 87% of completion is satisfactory with entire team still involved on a daily basis. Will remain an ongoing process, throughout 2021.
- Diploma Material Redevelopment Major Project continues and has just submitted the Milestone 2 Report with invoices to ITDF. The project while behind schedule for a number of reason makes solid progress which will benefit ITALC for many years.

## Strategic Goal 2 – Compliance

---

- External compliance consultant appointed to oversee compliance function:
  - First internal audit completed with audit report provided
  - Minor non-compliances identified with an overall assessment of above “average”
  - Training team working on recitifications
  - Next compliance visit scheduled for June 2021
- Validation project commenced and continuing:
  - With assistance of QLD RAC members (Colin Brame, David Lawson & Renee Wilson)
  - With regular Lecturer and industry guests
  - Validation is a critical component of compliance

## Strategic Goal 3 – Automate Systems

---

- Review of systems and processes has commenced
  - Commenced with review of ITALC Moodle LTI connector costing \$12Kpa. Have identified a better solution at lower cost saving \$4Kpa. No progress on this item since last report.
- Systems and process efficiency shortfalls become very obvious during enrolment periods:
  - Have identified automated enrolment form plug-in for WiseNet at \$3Kpa cost but would save on one of three data entry points. No progress on this item since last report.
  - Implemented Hubspot CRM cloud-based system for MYMV project – ongoing.

## **Strategic Goal 4 – Grow and Diversify Revenue Streams**

---

- AITGB Guardian Biosecurity Awareness Training Project setup completed:
  - Project delivered \$12K in project management revenue
  - Official handover was 1<sup>st</sup> April 2021, actual soft hand-over was 31<sup>st</sup> March 3.00pm with first automated order received and processed successfully at 3.35pm.
  - Wisetech Academy have setup in direct competition at a cheaper enrolment fee and pose a threat
  - First month of operation has delivered 178 enrolments (vs 190 in 2020 = - 6%)
  - April revenue generated \$6,620.00
    - \$4,205 fixed monthly hosting & maintenance fees (= \$50,460pa)
    - \$2,415 variable enrolment support fee @\$21/enrolment

## **Strategic Goal 5 – Develop Trainer Talent Pool**

---

- Ongoing requirement and need more effort on this area
  - Some trainers carrying too much student load ie 100+ per semester
  - Some trainers have left or have indicated leaving
- Need to find a provider and finalise a Cert IV TAE offer
- Have a number of LCBs expressing interest to become facilitators

## **Strategic Goal 6 – Marketing**

---

- Student enrolments 2021S1: DCB x 438 (85% 20S1) and DIFF x 110 (81% 20S1)
  - These enrolment numbers will be close to the final Semester figures as we have only 2 units left to commence. So with DCB at 90% of last year and SIFF at 85% we are witnessing another slight drop in enrolments year on year.
  - Again, we were expecting a much bigger negative impact so we are reasonably buoyed by this result thus far given WiseTech Academy's launch of their \$2,128 Diploma of Customs Broking and their very kind offer to recognise qualifications issues by other institutions.
- DG & Short courses since 1<sup>st</sup> February = 150 enrolments :
  - DG Re-Cert x 65 enrolments, DG Acceptance x 41, IMDG Sea x 15, Lithium Batt x 15, Export Air x 4, Import/Export Sea Freight Procedures x 4 ,Load Dist & Restraint x 0

- IFCBA Website landing pages completed for Google AdWords
  - Steady stream of enquiries for Diplomas and DG courses
  - Google adword enquiries are converting into enrolments providing ROI
- Instagram account and social media marketing campaigns continue
- Make Your Move Project Phase 5 consolidation continues with Milestone 2 report submitted with invoice
- ITALC On Demand facility developed and launched
  - ITALC On Demand provides an additional support function for our students, not provided by other providers and was primarily designed to combat the Wisetech Academy online only approach.
  - As published in DCN: *“As an industry first for our sector, ITALC On Demand will provide our students the opportunity to access an online webinar where they will have live Access to one of ITALC’s Licensed Customs Broker lecturers. Scheduled every week during ITALC’s two semesters each year, ITALC On Demand will be manned by one of ITALC’s many experienced Licensed Customs Brokers who as a team possess a combined 450+ years’ industry experience.”*
  - Uptake has been slow, although not unexpected. Some students who have attended have come back a second and third time.
  - ITALC On Demand sessions are recorded and then re-purposed as assets into the **“ITALC On Demand Knowledge Warehouse”** which over time will become a powerful reference library.

