

2014-2015

ANNUAL REPORT

WORLDSKILLS.ORG.AU

2014 WORLDSKILLS AUSTRALIA NATIONAL COMPETITION, PERTH

OVER

500

COMPETITORS FROM
ACROSS THE COUNTRY

49

SKILL
CATEGORIES

Including 10 VETiS Categories

17,000

M²

OF COMPETITION SPACE

3 DAYS

OF COMPETITIONS

300

INDUSTRY
PROFESSIONALS
JUDGING

200

VOLUNTEERS
MADE IT POSSIBLE

APPROXIMATELY

20,000

VISITORS
INCLUDING
STUDENTS

40

TRY'ASKILL ACTIVITIES
AND DEMONSTRATIONS
OFFERED

4,000

BED NIGHTS

APPROXIMATELY

\$15M

ECONOMIC IMPACT FOR
CITY OF PERTH

1,350

RETURN FLIGHTS

21,000

MEALS

147

MEDALLISTS

A MESSAGE FROM THE CHAIR

A MESSAGE FROM THE CEO

**2014 WORLDSKILLS AUSTRALIA NATIONAL
COMPETITION, PERTH**

2015 SKILLS SQUAD

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THANK YOU TO OUR VOLUNTEERS

OUR PARTNERS

A MESSAGE FROM THE CHAIR

In commencing my message for this year's annual report, I would like to start by acknowledging the WorldSkills Australia management team and the extensive network of volunteers across Australia who dedicate their time, knowledge and bountiful energies in support of young Australians and the pursuance of excellence. In an increasingly globalised economy, their tireless dedication does make a difference in ensuring the vital role that vocational education plays in securing Australia's economic future remains at the forefront.

The past year has been rewarding, with the success of the 2014 WorldSkills Australia National Competition in Perth, a testament to the importance of skills and the role they play in achieving economic growth.

A pivotal factor strategically has been to develop greater industry involvement, broader support from all registered training providers, brand awareness and to forge partnerships that accelerate the promotion and importance of encouraging young Australians to consider the many opportunities available through vocational education and training. Importantly, this year saw a commitment to the development of strategies on how to use the considerable equity in WorldSkills beyond just being a competition.

WorldSkills Australia's achievements on the world stage will again be tested in August when the 2015 Skillaroos, a team of 26 young Australians, travel to São Paulo, Brazil for the 43rd WorldSkills Competition. The competition provides the opportunity to showcase the outstanding achievements and quality delivered through Australia's vocational education and training system, supporting one of Australia's largest exports, international education with a value estimated to be over \$18 billion dollars annually.

I am proud and indeed grateful to serve as Chair of WorldSkills Australia, an organisation that enriches the lives of those directly involved as well as influencing and inspiring considerable numbers of young Australians. I would like to thank Deputy Chair Kevin Harris and my fellow directors for their support, hard work and ready council. I would also like to acknowledge Chief Executive Officer, Mark Callaghan and the National Office for their considerable hard work and the success they have achieved this year.

Finally, as Australia transitions to new industries, WorldSkills Australia can play a critical role in fostering the exchange of ideas and highlighting the future skills needs that are essential in securing Australia's competitiveness in global markets. In addition, we acknowledge the continuing role that WorldSkills Australia plays in the delivery of skills excellence, economic success and in making a difference to so many people's lives.

Brian Wexham
Chair, WorldSkills Australia

A MESSAGE FROM THE CEO

Skills continue to be the cornerstone of our lives. From the houses we live in, the transport we use to get to and from work to the 'smart' devices we communicate on – all are the result of a skilled workforce. Skills and skills excellence is the basis for successful careers and companies, thriving industries and economies. Put simply, skills make the world go round.

In 2014-15, WorldSkills Australia continued to raise awareness of the many career opportunities that exist via a vocational education and training pathway as well as challenging the outdated view that career and personal success is only achieved via a university education. As always, we do this largely by way of the WorldSkills Australia program of competitions and 2014-15 saw all three stages of WorldSkills Australia competitions.

The 2014 WorldSkills Australia National Competition, Perth – our 'flagship event' – provided the perfect platform to not only celebrate skills excellence but to showcase a myriad of career opportunities to the thousands of school children who visited the competition via our extensive Try'aSkill program. We selected the Skills Squad following the conclusion of the National Competition and after further training, including the WorldSkills Oceania Competition, we selected the 2015 Skillaroos. Together with our 2015 BBM Skilled Futures program recipients, these young Australians provide us with real role models who continually demonstrate how a passion for a trade or skill can be transformed into a successful career.

Of course, they have all commenced their WorldSkills journey at the regional level and the beginning of 2015 saw competition across the 31 WorldSkills Australia regions, including our

newest region on the Gold Coast in Queensland. Whether it be because they have won gold or because they have improved their skills, all regional competitors should be acknowledged and applauded for taking up the challenge of skills excellence.

WorldSkills Australia would not be in a position to play an important, continued role in skills promotion and development without the support of many individuals and organisations – from the many passionate volunteers who work tirelessly to help us achieve our goals, to the tremendous support we receive from corporates and Federal and State Governments. All of this is underpinned by a dedicated Board of Directors led by Chair, Brian Wexham and the professional staff of the National Office. With the continued support of all stakeholders, WorldSkills Australia will be well positioned to help Australia meet its skills needs now and in the future.

Mark Callaghan
CEO, WorldSkills Australia

2014 WORLDSKILLS AUSTRALIA NATIONAL COMPETITION, PERTH



BOARD OF DIRECTORS

Brian Wexham
Chair

Kevin Harris
Deputy Chair

Martin Baird
Board Member

Jeanette Allen
Board Member

Doug Wright
Board Member

Jarrad Langdon
Board Member

Jack Hanrahan
Board Member

Wayne Collyer
Board Member

Coralie Morrissey
Board Member

Kate MacDonald
Board Member

NATIONAL OFFICE STAFF

Mark Callaghan
Chief Executive Officer
Official Delegate

Joanne Thomson
Finance Manager

Lincoln Costello
National Operations Manager

Sam Fielke
Stakeholder & Engagement Manager

Elaina Pittas
National Marketing & Communications Manager

Jessamine Laplagne
Digital Marketing Coordinator

Devon LaSalle
Communications & PR Coordinator

Carmel Langan
Operations Coordinator

Meg Urbano
Operations Coordinator

Mick Prato
Victorian Regional Coordinator

Eloise Balgowan
Office Coordinator

Known as Australia’s largest trades and skills showcase, the 2014 WorldSkills Australia National Competition, Perth was held from Thursday, 18 to Saturday, 20 September – the first time it has been held in Western Australia since 1989.

Over 440 of Australia’s most talented young apprentices, trainees and students representing 49 specialised skills categories including 10 VETiS categories converged on 17,000m² of competition space at the Perth Convention & Exhibition Centre in the hopes of being named ‘Nation’s Best’. 300 industry professionals dedicated their time and expertise to judging the competition, with a further 200 volunteers ensuring that the competition ran smoothly from bump-in to bump-out.

The scale of the National Competition was considerable. Approximately 20,000 people visited the competition, including school students who observed the competitions and participated in 40 Try’aSkill demonstrations. The City of Perth enjoyed a significant boost in local commerce, with an estimated economic impact of \$15 million including 4,000 bed nights, 1,350 return flights from across the country and over 21,000 meals served.

147 competitors from 25 regions were awarded Gold, Silver and Bronze medals at the official Closing Ceremony held at the Riverside Theatre on Sunday, 21 September 2014.



2015 Skillaroos, Chair Brian Wexham and CEO Mark Callaghan at the 2015 Skillaroos Farewell Function. John Reminis not pictured.

Photo: Matthew Vasilescu, www.mattvas.com.au

2015 SKILLS SQUAD

IN 2014, WORLDSKILLS AUSTRALIA ESTABLISHED A NEW INITIATIVE WITH THE AIM OF ENSURING THAT THE MOST SUITABLE COMPETITORS ARE SELECTED FOR THE 2015 SKILLAROOS TEAM TO PROGRESS TO THE 43RD WORLDSKILLS COMPETITION IN SÃO PAULO, BRAZIL.

ON 13 NOVEMBER, AFTER THEIR MEDAL WINNING PERFORMANCE AT THE NATIONAL COMPETITION, PERTH AND A RIGOROUS SELECTION PROCESS, 28 COMPETITORS WERE CHOSEN TO FORM THE INAUGURAL SKILLS SQUAD.

THESE NATIONAL CHAMPIONS UNDERWENT AN INTENSIVE TRAINING PROGRAM WITH A DEDICATED TRAINING MANAGER AND IN SOME CASES, COMPATRIOT SUPPORT EXPERT, IN THE LEAD UP TO THE INTERNATIONAL COMPETITION WITH THE ULTIMATE GOAL OF SECURING A POSITION AS A 2015 SKILLAROO.

SKILL CATEGORY	SKILLS SQUAD MEMBER	REGION	TRAINING PROVIDER	TRAINING MANAGER	COMPATRIOT SUPPORT EXPERT
Automobile Technology	Kurt Trask	Brisbane Region	TAFE QLD Gold Coast	Grant Petch	John Francis
Bakery	John Reminis	Illawarra Region	TAFE NSW Illawarra Institute, Wollongong Campus	Ashley Schmidt	-
Beauty Therapy	Stacey Romanowski	Sydney West Region	TAFE NSW Western Sydney Institute, Katoomba College	Christine Churchill	-
Bricklaying	Sam Spong	Illawarra Region	TAFE NSW Illawarra Institute, Wollongong Campus	Troy Everett	Eric Davis
Cabinetmaking	Karl Geue	South East SA Region	TAFE SA, Mount Gambier Campus	Jason Hindes	-
Car Painting	Blair Watters	Hunter Region	TAFE NSW Hunter Institute, Glendale Campus	Brad Franklin	-
Pâtisserie & Confectionery	Adele Di Bella	Sydney Region	TAFE NSW Northern Sydney Institute, Ryde Campus	Herve Boutin	-
Construction Metal Work	Michael James	Riverina Murray Region	TAFE NSW Riverina Institute, Leeton Campus	Craig McVittie	-
Cooking	Joshua Mason	Sydney Region	TAFE NSW Northern Sydney Institute, Ryde Campus	Ianthe Smith	-
Fashion Technology	Emma Hillier	Sydney West Region	TAFE NSW South Western Sydney Institute, Macquarie Fields Campus	Donna Kirby-Drain	-
Floristry	Jessica Peters	Sydney West Region	TAFE NSW South Western Sydney Institute Macquarie Fields campus	Alan Randell-Smith	David Berger
Graphic Design Technology	Dale Fisher	Melbourne Region	RMIT University, City Campus	Sarah Jones	-
Hairdressing	Hayley Parker	Geelong Region	Gordon Institute of TAFE, Geelong Campus	Donna DeMaria	Alexis Scott
Industrial Control	Jim D'Elboux	Macquarie Region	TAFE NSW Western Institute, Dubbo Campus	Dave Arnold	-
Industrial Mechanics Millwright	Joseph Pauley	Perth South Region	Polytechnic West, Midland Campus	Peter Buttenshaw	-
Jewellery	Jyothi Forman	Melbourne Region	Melbourne Polytechnic	Darren May	-
Joinery	Nicholas Roman	Illawarra Region	TAFE NSW Illawarra Institute, Wollongong Campus	Dion Iori	-
Manufacturing Team Challenge (MTC)	Kelvin Marquand	Ballarat Wimmera Region	Federation University Australia, SMB Campus	Martin Bezzina	-
	Luke Davies	Brisbane Region	TAFE QLD Brisbane		
	Matt Sawers	Illawarra Region	TAFE NSW Illawarra Institute, Wollongong Campus		
Painting & Decorating	Sharlene Kidd	Perth North Region	MPA Skills, Marylands Campus	Ian Vickery	-
Plumbing & Heating	Dylan Di Martino	Melbourne Region	Victoria University, Sunshine Campus	Tyson Knight	-
Refrigeration & Air Conditioning	Beau Kupris	Sydney West Region	TAFE NSW Western Sydney Institute, Granville College	Chris MacDonald	-
Restaurant Service	Samantha Johnson	Sydney Region	TAFE NSW Northern Sydney Institute, Ryde Campus	James Sun	-
Sheet Metal Technology	Thomas Crittenden	Hunter Region	TAFE NSW Hunter Institute, Tighes Hill	Hilton Jones	-
Wall & Floor Tiling	Daniel Picariello	Adelaide Region	TAFE SA, Tonsley Campus	Ron Simeon	-
Web Design	Harlan Wilton	Sydney West Region	TAFE NSW Western Sydney Institute, Wentworth Falls Campus	Jarrad Langdon	-
Welding	Kallon McVicar	Illawarra Region	TAFE NSW Illawarra Institute, Wollongong Campus	Paul Condran	-



2015 SKILLS SQUAD TRAINING CAMP

Members of the Skills Squad and their Training Managers / Compatriot Support Experts had the opportunity to meet for the first time in December at the 2015 Skills Squad Training Camp.

The camp was held on 4-7 December at the Wollongong Surf Leisure Resort. The Training Camp commenced with a community beautification project at Mt Keira Lookout on Friday, 5 December. Thanks to the efforts of the team, tourists and residents of the area can now enjoy a renewed view from Mt Keira including freshly painted fences, cleared vegetation, new bench seating and repaired walls.

The Skills Squad, Training Managers and Compatriot Support Experts then participated in team building exercises with the aim of getting to know each other, solving challenges together, understanding their strengths and weaknesses and building independence and trust.

WorldSkills Australia extends a special thank you to the volunteers from the Lions Club of Woonona Inc. for preparing the team's meals, TAFE NSW Illawarra Institute for providing conference facilities for the weekend and the Illawarra TAFE Student Association (ITSA) for providing morning tea for the community beautification project.

PLEASE NOTE: Luke Schaezel replaced Luke Davies as a member of the Manufacturing Team Challenge and Karl Davies replaced Kurt Trask to compete in the Automobile Technology skill category.

43 RD

WORLD SKILLS COMPETITION
SÃO PAULO, BRAZIL



SKILLAROOS

From 14-17 April 2015, the Skills Squad travelled to Hamilton, New Zealand, to compete in the inaugural WorldSkills Oceania Competition held at Wintec Waikato Institute of Technology.

The event commenced with a welcome dinner at the institute's city campus. Teams from Australia, New Zealand, South Korea, Malaysia, China, India and Canada had the privilege of witnessing a Powhiri, the traditional Maori welcoming ceremony, where WorldSkills CEO David Hoey was charged with acknowledging the traditional welcome to confirm that the manuhiri (visitors) came in peace.

The 102 competitors from the seven countries competed in 30 skill categories over the four days, completing projects that emulated what the competitors would face at the 43rd WorldSkills Competition in São Paulo, Brazil, in August 2015. Australia's Skills Squad fared well, leaving the Closing Ceremony with 10 gold, 10 silver and 6 bronze medals.

2015 WORLDSKILLS OCEANIA COMPETITION RESULTS

Gold Medallists

- Sam Spong, Bricklaying
- Sharlene Kidd, Painting & Decorating
- Jyothi Forman, Jewellery
- Jessica Peters, Floristry
- Emma Hillier, Fashion Technology
- Adele Di Bella, Pâtisserie & Confectionery
- Samantha Johnson, Restaurant Service
- Beau Kupris, Refrigeration & Air Conditioning
- John Reminis, Bakery
- Joseph Pauley, Industrial Mechanics Millwright

Silver Medallists

- Kelvin Marquand, Manufacturing Team Challenge
- Matt Sawers, Manufacturing Team Challenge
- Luke Schaezel, Manufacturing Team Challenge
- Daniel Picariello, Wall & Floor Tiling
- Dylan Di Martino, Plumbing & Heating
- Harlan Wilton, Web Design
- Jim D'Elboux, Industrial Control
- Karl Geue, Cabinetmaking
- Dale Fisher, Graphic Design Technology
- Thomas Crittenden, Sheet Metal Technology

Bronze Medallists

- Nicholas Roman, Joinery
- Stacey Romanowski, Beauty Therapy
- Kurt Trask, Automobile Technology
- Joshua Mason, Cooking
- Blair Watters, Car Painting
- Michael James, Construction Metal Work

On 11 May 2015, WorldSkills Australia announced the names of the 26 Skills Squad members that will represent Australia as a Skillaroo at the 43rd WorldSkills Competition in São Paulo, Brazil, on 11-16 August 2015.

SKILL CATEGORY	COMPETITOR
Automobile Technology	Karl Davies
Bakery	John Reminis
Bricklaying	Sam Spong
Cabinetmaking	Karl Geue
Car Painting	Blair Watters
Pâtisserie & Confectionery	Adele Di Bella
Construction Metal Work	Michael James
Fashion Technology	Emma Hillier
Floristry	Jessica Peters
Graphic Design Technology	Dale Fisher
Hairdressing	Hayley Parker
Electrical Control	Jim D'Elboux
Industrial Mechanics Millwright	Joseph Pauley
Jewellery	Jyothi Forman
Joinery	Nicholas Roman
Manufacturing Team Challenge (MTC)	Kelvin Marquand
	Luke Schaezel
	Matt Sawers
Painting & Decorating	Sharlene Kidd
Plumbing & Heating	Dylan Di Martino
Refrigeration & Air Conditioning	Beau Kupris
Restaurant Service	Samantha Johnson
Sheet Metal Technology	Thomas Crittenden
Wall & Floor Tiling	Daniel Picariello
Web Design	Harlan Wilton
Welding	Kallon McVicar

INTERNATIONAL PATHWAYS

WorldSkills Australia competitors have taken advantage of several international pathways and opportunities during the 2014-15 financial year.

BBM SKILLED FUTURES PROGRAM

On 21 April 2015, WorldSkills Australia announced the names of the 16 recipients of the 2015 BBM Skilled Futures Program scholarship:

NAME	SKILL CATEGORY	REGION	TRAINING PROVIDER
Byron Allsopp	Retail Butchery	Wide Bay Region	Axial Training
Ellen Savige	Printing & Graphic Arts	Victoria Country Region	RMIT University
Gemma Edwards	Hairdressing	Mid Coast Region	TAFE NSW North Coast Institute
Harley Clements	Signage	Perth North Region	Polytechnic West
Jake Barton	Mechatronics	Geelong Region	The Gordon Institute of TAFE
Jarrold Wardle	Painting & Decorating	Hunter Region	TAFE NSW Hunter Institute
Jed Sparks	Construction Steel Work	Southern QLD Region	TAFE Queensland
Julia Wood	Fashion Technology	Perth North Region	Polytechnic West
Kane Girard	Auto Electrical	New England Region	TAFE NSW New England Institute
Luke Diaz	Mechatronics	Geelong Region	The Gordon Institute of TAFE
Mitchell Cook	Plastering	Canberra Region	Canberra Institute of Technology
Natahlia Brandt	Floristry	Melbourne Region	Marjorie Milner College
Oliver Baker	Cabinetmaking	Canberra Region	Canberra Institute of Technology
Peter Ives	Carpentry	Hunter Region	TAFE NSW Hunter Institute
Thomas Meyers	Carpentry	Illawarra Region	TAFE NSW Illawarra Institute
Trent Yeo	Autobody Repair	Melbourne Region	Kangan Institute

The BBM Skilled Future Program is designed to help enhance the participants’ career prospects and provide them with invaluable international experience in their respective trades and skills. BBM Youth Support and WorldSkills Australia first partnered in 2000 to select and grant young and talented competitors with this scholarship.

QUEENSLAND OVERSEAS FOUNDATION SCHOLARSHIP

WorldSkills Australia competitors were awarded three out of the five Queensland Overseas Foundation (QOF) scholarships for 2015:

- Byron Allsopp – Retail Butchery, Wide Bay Region
- Russell Routledge – Sheetmetal Work, Brisbane Region
- Timo Pretorious – Electrical Control, Central QLD Region

The awards were presented by Hon Paul de Jersey AC, Governor of Queensland at Parliament House in Brisbane on 19 March 2015. Established in 1976, the QOF offers scholarships each year to provide young people in the vocational education and training sector with the opportunity to develop their careers through travel and work overseas. This is made possible through the support of the Queensland Government and a range of industry training sponsors.

AUSTRALIAN OVERSEAS FOUNDATION SCHOLARSHIP

WorldSkills Australia competitor Harrison Denford was awarded one of the four Australian Overseas Foundation (AOF) scholarships for 2015.

The AOF offers scholarships each year to provide young Australians with the opportunity to develop their careers through travel and work overseas. This is made possible through the support of the Australian Government and a range of industry, business and training partners and Rotary clubs. Scholarship recipients must be between the ages of 21 and 31 and have completed a trade apprenticeship or vocational traineeship to Certificate Level III.

INTERNATIONAL OPPORTUNITIES

Several competitors and experts from the National Competition have travelled overseas during the 2014-15 financial year to take advantage of opportunities for additional training, competitions and television appearances. Countries visited include the United States of America, China, Japan, Turkey, South Africa, Denmark, New Zealand and the United Kingdom.

2015 INTERNATIONAL EXPERTS

TRAINING MANAGER	SKILL CATEGORY	TITLE
Grant Petch	Automobile Technology	International Expert
John Francis	Automobile Technology	Compatriot Support Expert
Ashley Schmidt	Bakery	Deputy Chief Expert
Christine Churchill	Beauty Therapy	International Expert
Troy Everett	Bricklaying	Chief Expert
Eric Davis	Bricklaying	Compatriot Support Expert
Jason Hindes	Cabinetmaking	Chief Expert
Brad Franklin	Car Painting	International Expert
Herve Boutin	Pâtisserie & Confectionery	International Expert
Craig McVittie	Construction Metal Work	International Expert
Donna Kirby-Drain	Fashion Technology	Deputy Chief Expert
Alan Randell-Smith	Floristry	Chief Expert
David Berger	Floristry	Compatriot Support Expert
Sarah Jones	Graphic Design Technology	Deputy Chief Expert
Donna DeMaria	Hairdressing	Chief Expert
Alexis Scott	Hairdressing	Compatriot Support Expert
Dave Arnold	Electrical Control	International Expert
Peter Buttenshaw	Industrial Mechanics Millwright	Deputy Chief Expert
Darren May	Jewellery	International Expert
Dion Iori	Joinery	International Expert
Martin Bezzina	Manufacturing Team Challenge (MTC)	International Expert
Ian Vickery	Painting & Decorating	Deputy Chief Expert
Tyson Knight	Plumbing & Heating	International Expert
Chris MacDonald	Refrigeration & Air Conditioning	Deputy Chief Expert
James Sun	Restaurant Service	International Expert
Hilton Jones	Sheet Metal Technology	Deputy Chief Expert
Ron Simeon	Wall & Floor Tiling	International Expert
Jarrad Langdon	Web Design	Deputy Chief Expert
Paul Condran	Welding	Chief Expert

2015 TECHNICAL TEAM SUPPORT

NAME	TITLE
Brigitte Collins	Technical Delegate
Grant Stewart	Technical Delegate Assistant
John Shiel	Expert Team Leader

2015 COMPETITOR TEAM LEADERS

NAME	TITLE
Dave O'Donnell	Team Leader
Rachel Sullivan	Team Leader
Patrick Rawnsley	Team Leader Assistant

TRY'ASKILL

WorldSkills Australia's Try'aSkill program aims to encourage people to appreciate that vocational education and training can open the door to many viable career choices. The program is a unique and exciting way of promoting trades and skills to all Australians and emphasising the importance of these vocations for business, government and society.

Participants are guided through fun hands-on activities by industry experts, allowing them to discover the different types of techniques and tools required in a large variety of trades and skills such as Automotive Services, Building & Construction, Client Services, Computing & Business, Hospitality Services and Metals & Engineering.

32 Try'aSkill events have been hosted throughout the 2014-15 financial year.

EVENT / REGION	LOCATION	DATES
Wide Bay Region	University of the Sunshine Coast Sports Stadium	Jul 22, 2014, 10am - 4pm
Wide Bay Region	University of the Sunshine Coast Sports Stadium	Jul 22, 2014, 4pm - 7pm
Construction Skills Queensland	University of Southern Queensland - Clive Berghofer Centre	Jul 28, 2014, 10am - 2pm
Construction Skills Queensland	University of Southern Queensland - Clive Berghofer Centre	Jul 28, 2014, 4pm - 7pm
Construction Skills Queensland	Logan Metro Sports Centre	Jul 29, 2014
Construction Skills Queensland	Cooktown Events Centre	Jul 29, 2014
Canberra CareersXpo	Exhibition Park in Canberra	Jul 30, 2014 - Jul 31, 2014
Construction Skills Queensland	Hope Vale Multi-Purpose Centre	Jul 30, 2014
Construction Skills Queensland	Rockhampton Showgrounds	Aug 5, 2014
Construction Skills Queensland	Townsville RSL Stadium, Murray Sports Complex	Aug 11, 2014
Construction Skills Queensland	Townsville RSL Stadium, Murray Sports Complex	Aug 11, 2014
Construction Skills Queensland	Proserpine SHS	Aug 12, 2014
Northern Territory Region	Darwin Convention Centre	Aug 13, 2014 - Aug 14, 2014
Northern Territory Region	Katherine Training Centre	Aug 13, 2014
Construction Skills Queensland	Mackay Entertainment Centre	Aug 13, 2014
Hunter Region	Newcastle Jockey Club (NJC)	Sep 12, 2014
Northern Territory Region	Charles Darwin University- Alice Springs Campus	Sep 17, 2014 - Sep 18, 2014
Construction Skills Queensland	Suncorp Stadium	Sep 18, 2014
Perth Try'aSkill	Skills West Expo	Sept 18, 2014 - Sept 21, 2014
Smart Futures 4 Northern Queensland (SF4NQ)	Reid Park Pit Complex	May 7, 2015
Gold Coast Careers Expo	Convention Centre, RACV Royal Pines Resort	May 7, 2015
Burnie Try'aSkill	Burnie, Tasmania	May 19, 2015 - May 20, 2015
Tamworth Regional Careers & Business Expo	Tamworth Regional Entertainment & Conference Centre (TRECC)	May 20, 2015
Cairns Careers and Employment Expo	Fred Moule Exhibition Centre - Cairns Showgrounds	May 21, 2015
Bundaberg Careers Expo	Bundaberg Civic Centre	May 26, 2015
Fraser Coast Jobs and Careers Expo	Brolga Theatre & Convention Centre	May 27, 2015
Gympie Regional Careers Expo	The Pavilion Conference & Reception Centre, Gympie	May 28, 2015
Brisbane National Career and Employment Expo	Brisbane Convention & Exhibition Centre	May 29, 2015 - May 30, 2015
Capricorn Careers Expo	CQUniversity Community Sports Centre	Jun 3, 2015
Hunter Region	TAFE NSW Hunter Institute - Ourimbah Campus	Jun 17, 2015



Students participated in various Try'aSkill activities at Burnie Arts and Function Centre in Tasmania on 19-20 May 2015.

ONLINE ACTIVITIES

WorldSkills Australia has seven online media channels: The official WorldSkills Australia website, Facebook, Twitter, Instagram, LinkedIn, YouTube and SkillNews.

38,640 users created 63,627 sessions on the WorldSkills Australia website over the 2014-15 financial year, 52.9% of which were new users. Social media channels have also experienced a steady increase in activity, with 28% new likes on Facebook and 52% new followers on Instagram over the period.

Spikes in online activity generally coincided with the organisation's main activities, most significantly surrounding the National Competition. The WorldSkills Australia website was visited by 3,711 engaged users creating 5,422 sessions over the five days of competition including the Opening and Closing Ceremonies and Familiarisation. Social media channels experienced similar engagement, with 24,626 engaged users on Facebook, 822 engagements on Twitter and 6,291 video views on YouTube. The two most popular tweets in terms of engagement and impressions also occurred during the National Competition. The September edition of SkillNews was also the most popular, experiencing 777 click-throughs.

The 13 November 2014 announcement of the Skills Squad also proved popular across the organisation's online channels, with a peak in website activity. This was boosted by Facebook activity, with the link containing the announcement proving to be the most popular Facebook post with a link for the financial year. The post reached a total of 9,280 users and received 488 likes, 109 comments and 40 shares.

Users continued to follow the Skills Squad online with a noticeable peak in April for the 2015 WorldSkills Oceania Competition. Facebook experienced the highest period of engagement during April, engaging 9,752 users. The most popular Facebook post with a video for the financial year featured an Australian competitor at the 2015 WorldSkills Oceania Competition. Reaching 4,910 users, the video received 1,720 views, 71 likes, 3 comments and 6 shares. The competition also inspired a peak in Twitter activity, with 220 engagements and 13,383 impressions over the month of April. The most popular article in SkillNews was the announcement of the results from the 2015 WorldSkills Oceania Competition published in April 2015, receiving 162 clicks.

The most popular news item of the financial year was the 11 May 2015 announcement of the 2015 Skillaroos team, receiving an average of 45 page views per day since its publication (2,295 page views total). The official launch of the 2015 WorldSkills Australia Regional Competition cycle also proved popular, with an average of 25.89 page views since its publication on 10 March 2015 (2,926 page views total).

PR ACTIVITIES

WorldSkills Australia was referenced in 783 media items across both printed (i.e. newspaper and magazine) and digital (i.e. radio, television and online) media in the 2014-15 financial year, reaching an estimated total of 25,469,221 people.

Spikes in media and online activity occurred as predicted, with a significant spike between July and October 2014 corresponding with the National Competition and another spike in May 2015 corresponding with the official announcement of the 2015 Skillaroos team.

71% of the media items that referenced WorldSkills Australia were newspaper media, comprised primarily of regional newspapers across the country. A gap has been identified and reviewed surrounding the way in which magazine and online media activity is captured, and an increase in these activities is anticipated over the next financial year.

Media coverage in New South Wales has been quite significant over the last financial year, but this was expected considering 44% of the medals from the National Competition were awarded to competitors from New South Wales and that 17 out of 28 members of the Skills Squad were from New South Wales.

As predicted, the National Competition was a strong topic in both media and online activity that referenced WorldSkills Australia over the last financial year. There was also a steady stream of other topics, including editorials referencing the national survey conducted by WorldSkills Australia about perceptions of vocational education and training in Australia.

THE YEAR AHEAD

WorldSkills Australia has four major focus areas for its communications and PR activities over the next financial year:

- Data Analysis – Investigating new ways to collect, report on and utilise media items in order to enable the organisation to respond to current events as they occur and, in turn, increase the strength and credibility of the WorldSkills Australia brand
- Thought Leadership – Providing a quarterly 'Message from the CEO', reactive commentaries to current events and the development of Q&A panels at career and trade conferences and expos
- Media Partnerships – Developing partnerships with trade and industry-specific publications to guarantee high quality, specially targeted media coverage for WorldSkills Australia with minimum financial output required
- Regional Relationships – Strengthen relationships with regional contacts (i.e. State & Territory Managers, Main Regional Coordinators, media contacts and training organisations) through additional support and resources



2015 FINANCIAL REPORT

WorldSkills Australia presents its financial report for the year ended 30 June 2015.

- The directors of WorldSkills Australia during the financial year and to the date of audit report are:
 - o Brian Wexham, Chair
 - o Kevin Harris, Deputy Chair
 - o Martin Baird
 - o Jeanette Allen
 - o Jack Hanrahan
 - o Jarrad Langdon
 - o Douglas Wright
 - o Wayne Collyer
 - o Coralie Morrissey
 - o Kate MacDonald (appointed 25 July 2014)
- The principal activity of WorldSkills Australia continued to be the organisation and promotion of regional, national and international competitions.
- For the purpose of this Annual Report, extracts from the audited financial statements are included. The complete financial statements and auditor's report are available by request.
- The financial statements were independently audited by HLB Mann Judd (VIC Partnership) and an unqualified audit report was issued on 15 October 2015.
- The financial statements as at 30 June 2015 showed the following:
 - o Deficit for the year \$809,809
 - o Net assets of \$1,809,856

STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2015

	2015	2014
	\$	\$
Revenue	3,762,309	4,579,713
Employee benefits expense	(1,049,055)	(1,021,616)
Depreciation expense	(23,582)	(22,734)
Program expenses	(3,142,841)	(1,436,737)
Property and maintenance expenses	(91,561)	(89,753)
Administration and marketing expenses	(265,079)	(311,137)
Surplus/(deficit) before income tax	(809,809)	1,697,736
Income tax expense	-	-
Net surplus/(deficit) for the year	(809,809)	1,697,736
OTHER COMPREHENSIVE INCOME		
Items that will not be reclassified subsequently to profit or loss	-	-
Items that will be reclassified to profit or loss when specific conditions are met	-	-
Total comprehensive income for the year	(809,809)	1,697,736

STATEMENT OF FINANCIAL POSITION AS AT 30 JUNE 2015

	2015	2014
	\$	\$
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	1,440,937	2,304,189
Trade and other receivables	377,298	2,597,696
Other assets	667,901	591,338
TOTAL CURRENT ASSETS	2,486,136	5,493,223
NON CURRENT ASSETS		
Property, plant and equipment	48,826	29,633
TOTAL NON CURRENT ASSETS	48,826	29,633
TOTAL ASSETS	2,534,962	5,522,856
LIABILITIES		
CURRENT LIABILITIES		
Trade and other payables	298,234	662,916
Employee benefits	141,221	91,818
Other liabilities	266,218	2,085,298
TOTAL CURRENT LIABILITIES	705,673	2,840,032
NON CURRENT LIABILITIES		
Employee benefits	19,433	63,159
TOTAL NON CURRENT LIABILITIES	19,433	63,159
TOTAL LIABILITIES	725,106	2,903,191
NET ASSETS	1,809,856	2,619,665
EQUITY		
Reserves	751,260	817,641
Retained earnings	1,058,596	1,802,024
TOTAL EQUITY	1,809,856	2,619,665

This information is an extract from the complete audited financial statements which are available by request.

THE YEAR AHEAD

17–24 JULY 2015–BBM SKILLED FUTURES PROGRAM

11–16 AUGUST 2015–43RD WORLDSKILLS COMPETITION, SÃO PAULO, BRAZIL

MARCH–OCTOBER 2015–WORLDSKILLS AUSTRALIA REGIONAL COMPETITIONS

17–19 MAY 2016–WORLDSKILLS AUSTRALIA NATIONAL REFRIGERATION COMPETITION, MELBOURNE

6–8 OCTOBER 2016–2016 WORLDSKILLS AUSTRALIA NATIONAL COMPETITION, MELBOURNE

THANK YOU TO OUR VOLUNTEERS

The vast WorldSkills Australia ‘family’ of volunteers are a cohort of extremely passionate and dedicated individuals. While juggling the demands of their own work and family, they dedicate their time to work together in pursuit of the same goal - to shape the future of Australia by way of nurturing and mentoring our future business leaders.

WorldSkills Australia recognises that our volunteer workforce is our greatest asset and as such, we would like to thank everyone who has been involved with the organisation over the past year. From those of you who coordinated and convened Regional Competitions through to those who trained and mentored our 2015 Skillaroos - thank you.

“Many in the international WorldSkills community ask me why Australia consistently performs to a high standard; without hesitation, my answer is always the same - it is due to the people involved in WorldSkills Australia.”

Mark Callaghan
CEO, WorldSkills Australia

OUR PARTNERS

GOVERNMENT PARTNERS



MEDIA PARTNERS



EVENT PRINCIPAL PARTNERS



GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



Thank you to all Inkind Event, Industry and Inkind Supply partners who supported the 2014 WorldSkills Australia National Competition, Perth. For more info visit worldskills.org.au.

2014 SKILLS SQUAD TRAINING CAMP

28

SKILLS SQUAD MEMBERS

30

TRAINING MANAGERS

4 DAY

TRAINING CAMP

2015 WORLDSKILLS OCEANIA COMPETITION

30

SKILL CATEGORIES

7

COUNTRIES

4 DAYS
OF COMPETITION

10

GOLD MEDALS

10

SILVER MEDALS

6

BRONZE MEDALS

2015 SKILLAROOS

30

EXPERTS

26

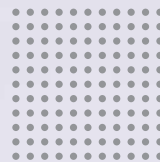
SKILLAROOS

10

SUPPORT PERSONNEL

3

TEAM LEADERS



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