Swinburne
Career Practitioners' Seminar

Friday 15 February 2019

CRICOS 00111D, TOID 3069

Welcome

- Tara Peck

  Schools Recruitment Team Leader

- Nishan Bandaranayake

  Head of Domestic and Direct Recruitment

Today’s program

Time	Event details	
9.00am – 9.30am	**Vice-Chancellor address** Professor Linda Kristjanson AO Vice-Chancellor and President	
9.30am – 9.50am	**Chief Marketing Officer address** Sarah Graham Chief Marketing Officer	
9.35am – 10.10am	**The Future of Work** Dr Sean Gallagher Director, Centre for the New Workforce	
10.10am – 10.30am	**Morning tea** AMDC Level 3	
10.50am – 11.30am	**Workshop session 1**	Choose from four course areas
11.35am – 12.30pm	**Workshop session 2**	
12.35pm – 1.30pm	**Workshop session 3**	
1.30pm – 2.45pm	**Lunch and dessert** AMDC Level 3	
2.30pm	**Optional accommodation tour** Departing from AMDC level 3	

KNOW ING

Workshop sessions

Health

For students interested in biology, physical education and sociology.

Society & Culture

For students interested in communications, business and legal studies.

Creative

For students interested in art, digital media and visual communication design.

STEM

For students interested in science, maths, engineering and information technology.

SESSION 1

AMDC502

Careers on the rise: The demand for nurses

Australia's nursing sector is growing – and with a shortage of 85,000 nurses predicted by 2025, it's a smart career choice for students interested in health. Learn about our cutting-edge labs and industry placements, plus hear from one of our Bachelor students about their experience.

AMDC604

Under the hood: The tech driving marketing into the future

Automation. Personalisation. With great technology comes great responsibility – and vastly more targeted marketing. Learn how Swinburne's digital advertising courses equip our graduates with advanced technical skills, allowing them to thrive in a marketing landscape that is constantly evolving.

AMDC507

In the frame: Screen and media

With state-of-the-art equipment, close ties to industry and hands-on learning, find out why our diploma and advanced diploma offerings in Screen and Media are the perfect start for students with their eyes on the silver screen.

AMDC301

The science of success with Alan Duffy

Science is all academia and lab coats, right? Not quite. Join Swinburne's Associate Professor Alan Duffy as he shares how he found his own path. Plus, you'll hear how new technologies and innovations mean big things for today's science graduates.

SESSION 2

SPW building

Healthy perspective: Tour our labs

Ever worked on a cadaver in a virtual laboratory? How about using a life-sized iPad to study human anatomy in 3D? Explore our health facilities and see first-hand where your students will be learning. Tour includes our Anatomy, Biomechanics, Strength and Conditioning and Exercise and Physiology labs.

AMDC505

The business of innovation

Entrepreneurs like Richard Branson, Bill Gates and Steve Jobs all share one thing in common: they didn't rely on luck. Find out how our business courses teach the mindset of innovation and arm graduates with the entrepreneurial skills necessary for success.

AMDC507

Get with the Times New Roman: Careers in UX Design

UX design is fast becoming a must-have skill for graduates in design, marketing, IT and beyond. Learn how our courses prepare students for a wide range of careers, with the skills to adapt in a rapidly developing field.

AMDC301

Keys to the network: Industry ties in IT

The digital revolution is here, and our IT courses are ready for it. Learn how students benefit from our close industry connections – including a $135 million partnership with global tech giant Siemens – and gain hands-on experience through industry engagement with our courses.

SESSION 3

AMDC502

Data, technology and the future of health

Advanced data analytics and new technologies are rapidly changing the health sector. In this session, you'll learn about some of these innovations, their benefits and risks, and how our courses prepare students for a future where Siri could feasibly replace your GP.

TD120

Live course face-off: Crime and punishment

Two course directors face off to highlight the benefits of their course for society, for the world, and for students. Exhibit A: artificial intelligence, and its ramifications for the future of law and legal practice.

TB building

The skyline's the limit: The future of architecture

How are advancements in robotics and augmented reality changing the way buildings are designed and made? What does it mean for students – and the skyline? Learn about how our architecture and building design courses are tackling industry trends to ensure students are future-ready.

TC201

An Australia-first: Inside the Engineering Practice Academy

Our engineering practice degree throws out the traditional study model and embeds our students in a workplace setting from day one. Visit our Academy and hear how this game-changing course is producing graduates that are industry-savvy and career-ready.

KNOW ING

Vice-Chancellor address

- Professor Linda Kristjanson AO

  Vice-Chancellor and President

CAREER PRACTITIONER SEMINAR

Swinburne University of Technology

February 2019

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WHY SWINBURNE?

Technology is part of our DNA

Swinburne was born as a technical college and technology continues to be a core driver for our organisation. Our heritage places us well to tackle technological change and challenge old ways of thinking to create innovative ways of learning; adapt to a world where information is more readily available than ever; and continually evaluate our roles and responsibilities as education providers.

Innovation is not simply the latest buzzword

Innovation was a key driver for our founder. More than 100 years later we continue to embrace an innovative and entrepreneurial spirit. Swinburne excels in innovation in learning, research, and the way we approach our business and we are known for our willingness and readiness to innovate and collaborate.

We are inclusive

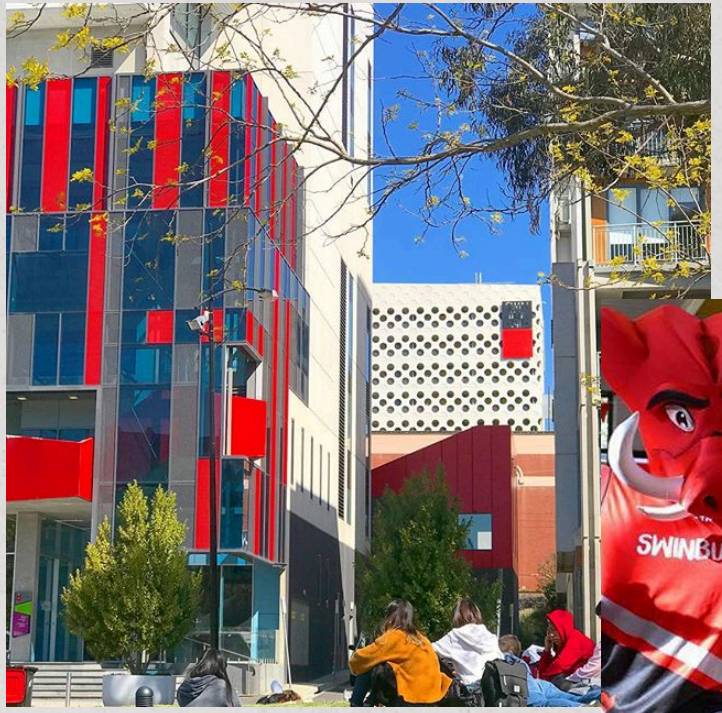
Swinburne is known for who we include rather than who we exclude. We value and embrace the great value that diversity brings and celebrate the way it enriches experiences, fosters understanding, drives innovation and impacts on a social and global scale.

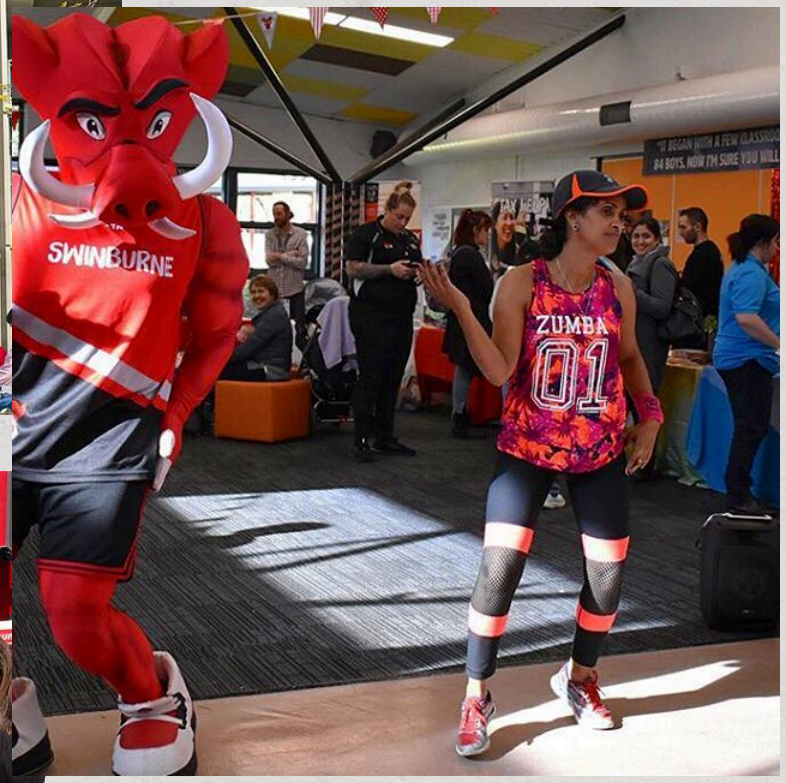
We are a challenger

Our people think and do things differently, unencumbered by expectations of what a university should be. Backed by our willingness to tackle problems that are beyond a typical university, our students graduate with an entrepreneurial and enterprising mindset, confident to take on their future.

ABOUT US

- Almost 60,000 students
  - 42,000 degree students,
  - 16,000 diploma students
- 9,000 online degree students
- 3,000 in Kuching
- 2,500 staff





SWINBURNE UNIVERSITY OF TECHNOLOGY

KNOWING

Year to Date: 2019

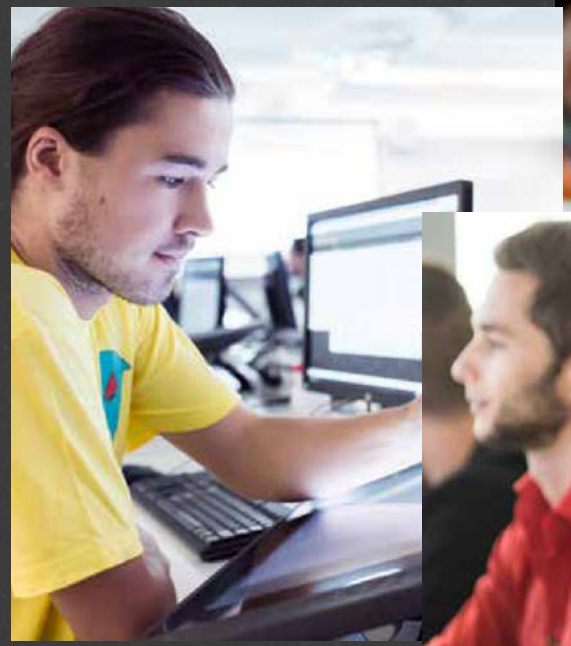
Overall 1% increase in Bachelor degree offers via VTAC (R0+R1).

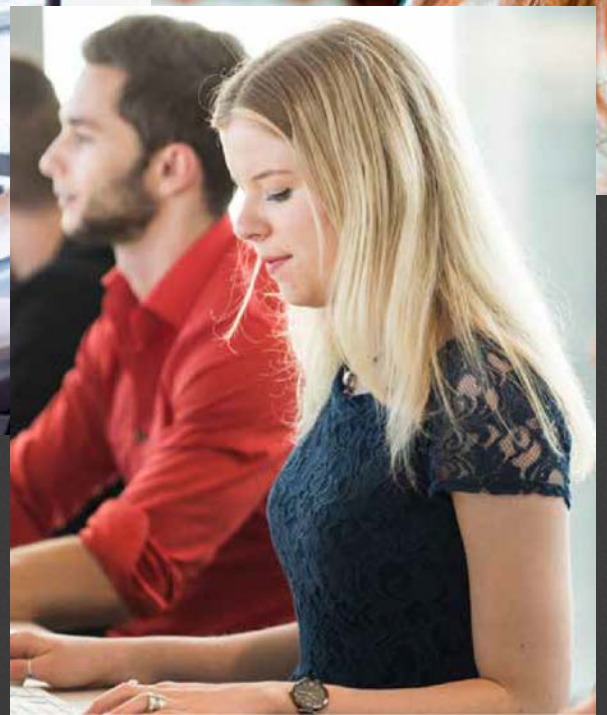
Unilink domestic pathway offers declined 13%

Huge growth in Free TAFE courses – more than double 2018

Most growth in:

- Health/Nursing
- Criminal Justice
- Exercise Science
- Professional degrees





KNOW ING

Relative ATARs

RMIT B Bus (Mgmt)	ATAR (excluding adjustment factors)			Selection rank (ATAR plus any adjustment factors)		
	Highest	Median	Lowest	Highest	Median	Lowest
City	88.1	68	46	99.95	75.5	**67.7**

Deakin B Bus	ATAR (excluding adjustment factors)			Selection rank (ATAR plus any adjustment factors)		
	Highest	Median	Lowest	Highest	Median	Lowest
Burwood	91.8	64.75	50.5	94	70.95	**62.05**

Swinburne B Bus	ATAR (excluding adjustment factors)			Selection rank (ATAR plus any adjustment factors)		
	Highest	Median	Lowest	Highest	Median	Lowest
Hawthorn	95.7	63.7	51.5	97.1	68.95	59.65

KNOW ING

Relative ATARs

LaTrobe B Health Sci	ATAR (excluding adjustment factors)			Selection rank (ATAR plus any adjustment factors)		
	Highest	Median	Lowest	Highest	Median	Lowest
Melbourne	98	56.75	40.45	99.95	72.6	**52.3**

Deakin B Health Sci	ATAR (excluding adjustment factors)			Selection rank (ATAR plus any adjustment factors)		
	Highest	Median	Lowest	Highest	Median	Lowest
Burwood	95	62.75	50.95	98.3	68.55	**60.2**

Swinburne B Health Sci	ATAR (excluding adjustment factors)			Selection rank (ATAR plus any adjustment factors)		
	Highest	Median	Lowest	Highest	Median	Lowest
Hawthorn	95.4	62.6	51.45	96.9	68.8	**60**

KNOW ING

Emerging Trends

- Students with multiple VTAC offers
- Students choosing what they really want to do, not just based on ‘ATAR values’
- Rise of VET
- Free TAFE courses as entry to degree
  - Certificate IV in Cyber Security
  - Certificate IV in Community Services
  - Certificate IV in Allied Health Assistance
- Degree debt and impact on future goals eg buying a house

KNOW ING

Course Costs
Pathways and VET

Institution	Course	Degree transfer credits	Student Debt – Deferred Cost
Deakin College	Diploma of Business	8 (1 year)	$22,720
LaTrobe College	Diploma of Business	8 (1 year)	$23,000
Swinburne Unilink	Diploma of Business	8 (1 year)	$10,003
Swinburne VET	Advanced Diploma of Accounting	8 (1 year)	$8,650

Advanced Diploma in Accounting	Course	
CIV Accounting	Free TAFE	
Diploma of Accounting	$5,150 (Skills First eligible)	Defer to Fee HELP
Advanced Diploma of Accounting	$3,500 (Skills First eligible)	Defer to Fee HELP

KNOW ING

Advising for 2020

- Swinburne will continue guaranteed ATARs.
- Free TAFE will continue.
- Courses with high levels of interest, we may not make offers through all of the VTAC rounds, so applicants have to ensure they are careful with their preference order, as it may be too late to receive an offer in the later rounds.
- All International applications from Australian Yr12 applicants now have to go through VTAC and Swinburne makes offers through all of the international rounds.

KNOW ING

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The Future of Work

2019 Swinburne Career Practitioners' Seminar

Sean Gallagher

Centre for the New Workforce

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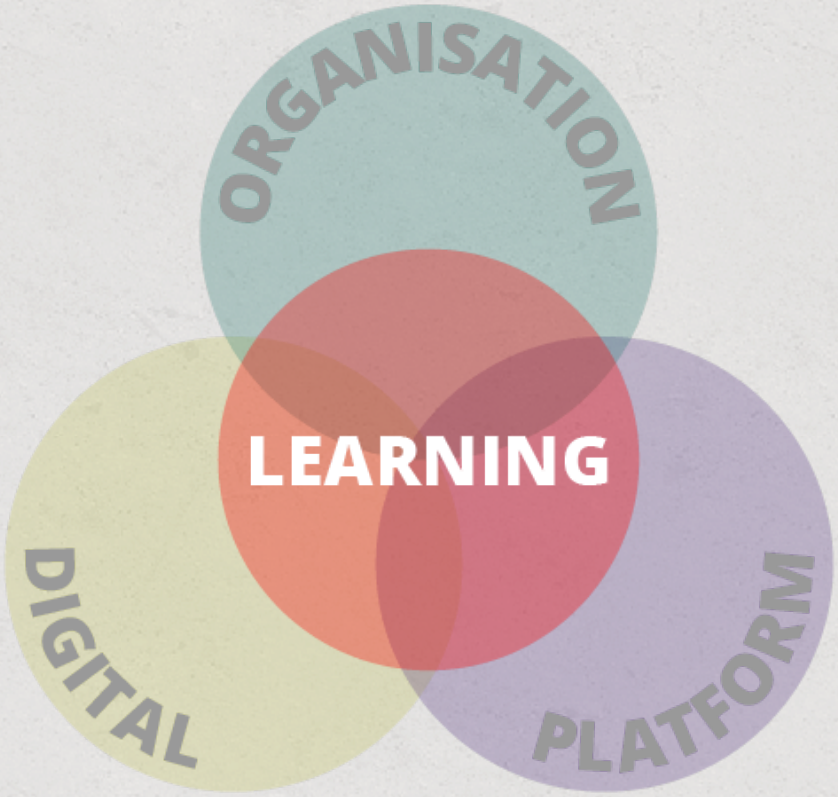
CENTRE FOR THE NEW WORKFORCE

- A research and analysis initiative that explores the fundamental changes underway in the future of work
- Develops new approaches to learning
- Helps individuals prepare and organisations adapt their workforce for the digital economy.



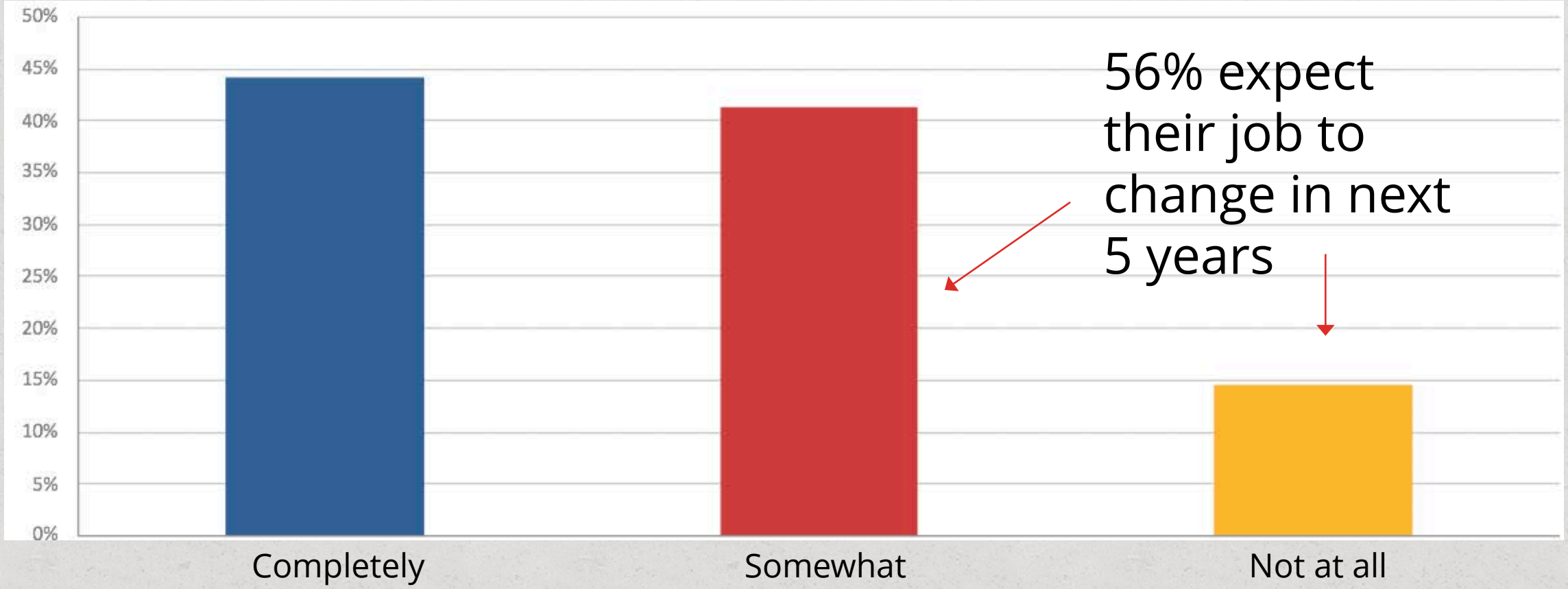
SWINBURNE Centre for the New Workforce

KNOWING

NATIONAL SURVEY: AUSTRALIAN WORKERS & FUTURE OF WORK

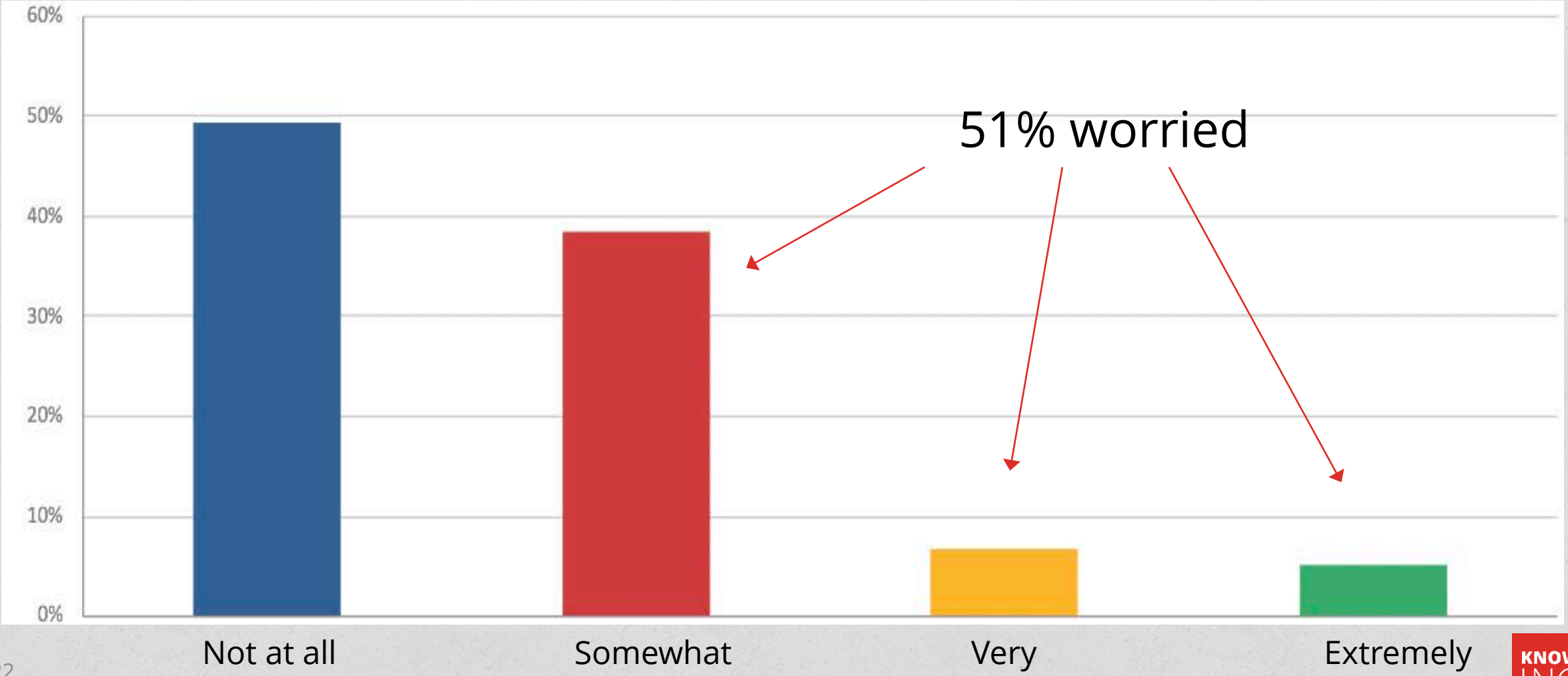
- How aware are they of the future of work?
- How prepared are they for the future of work?
- What skills are the most important?

Confident current skill suited for next 5 years

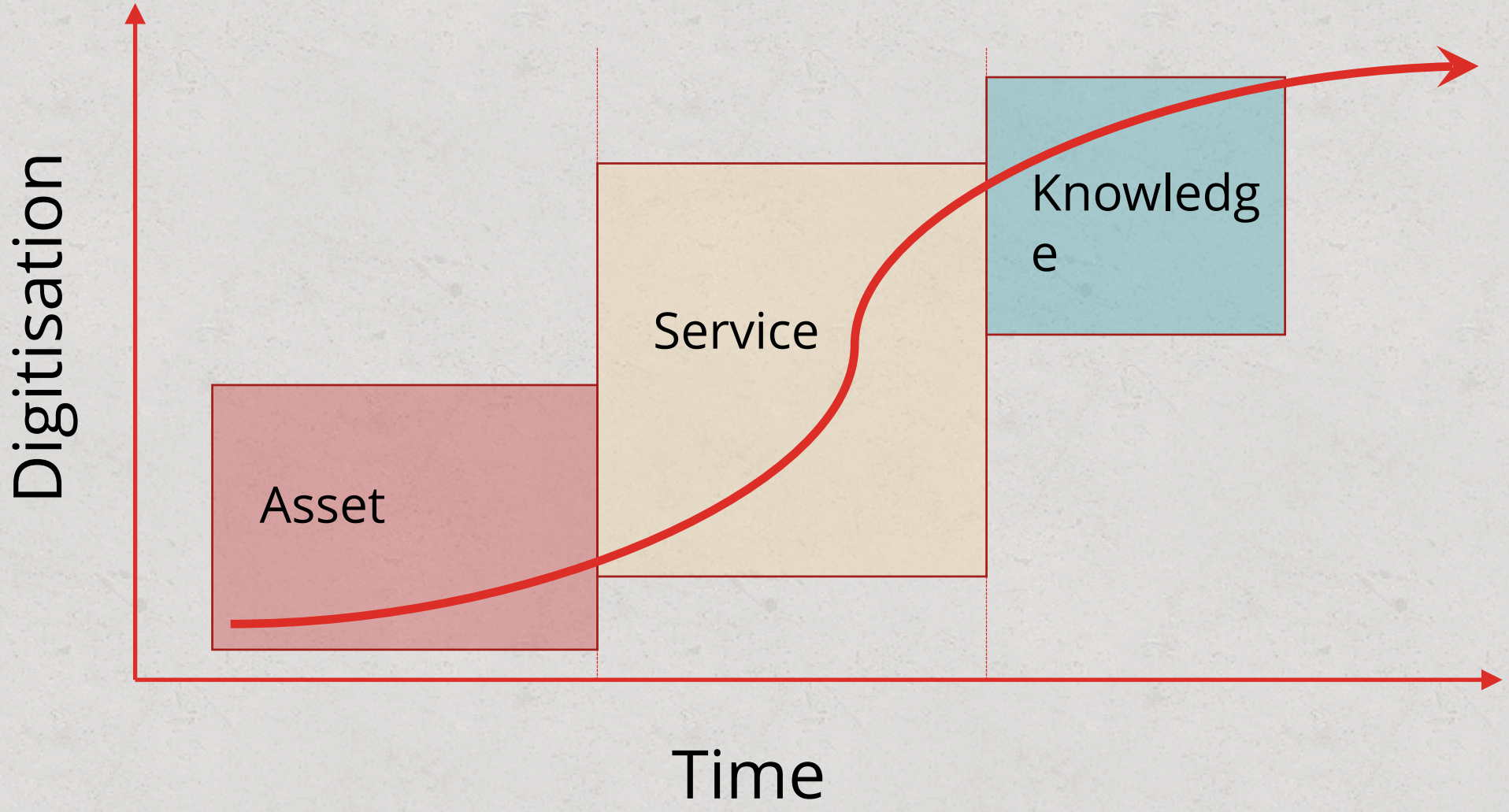


→ Only 27% of 18-24 year-olds completely confident

Worried about losing their job to AI + robots



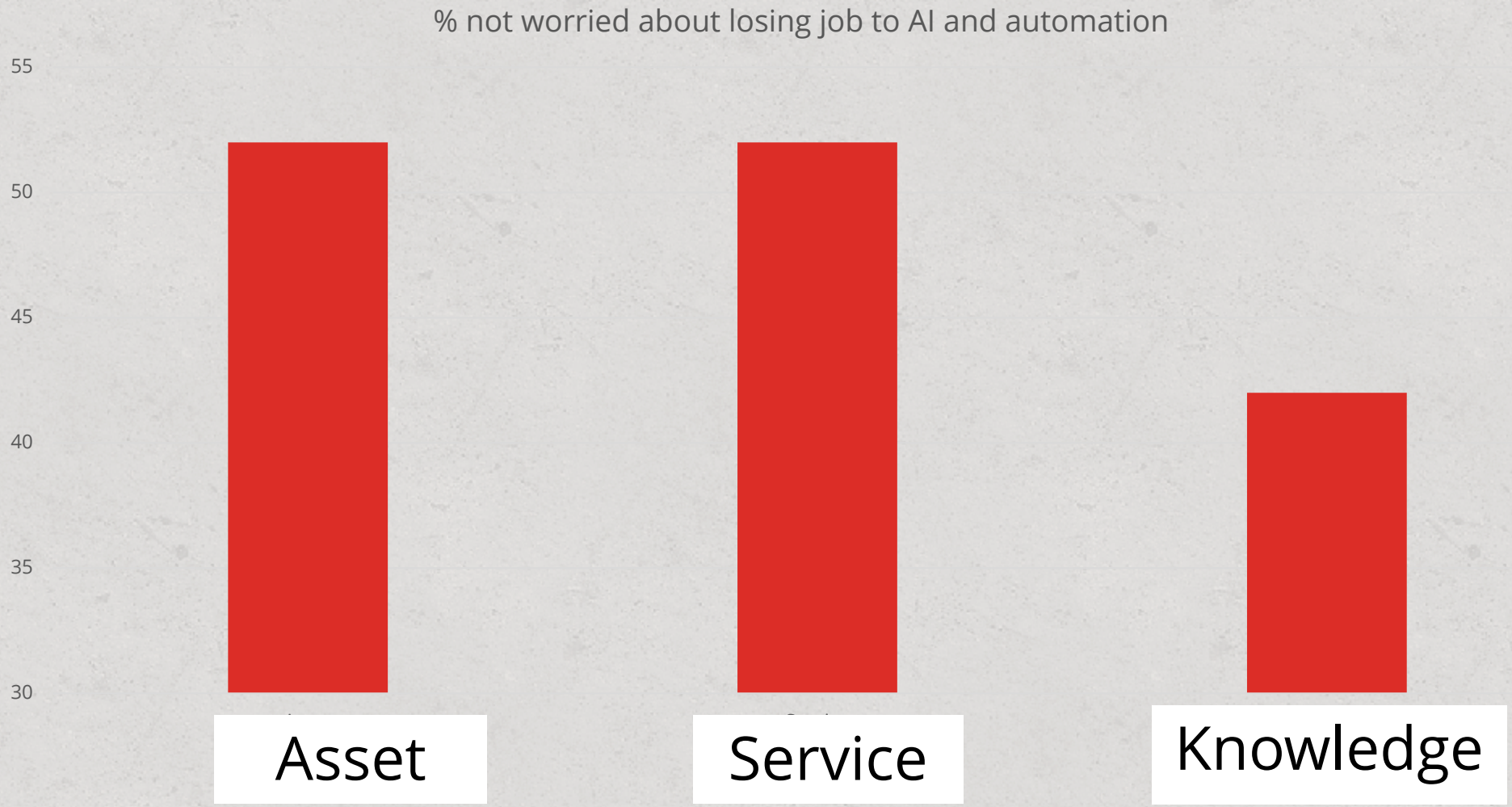
Digitisation maturity of sectors of the economy



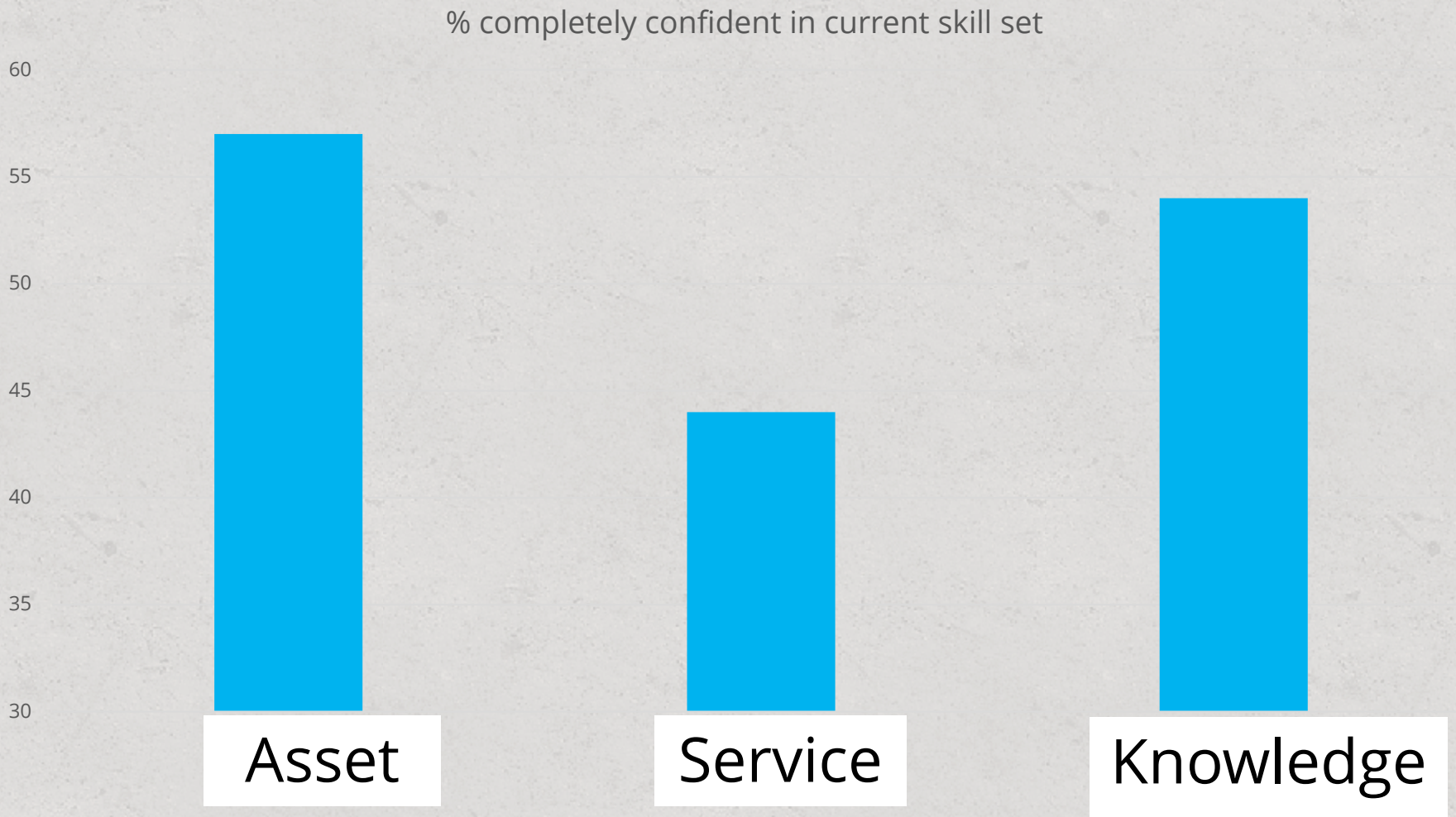
Digitisation wavefront

1. Job change
2. Job divisibility and/or devalued
3. Job loss

Not worried about losing their job to technology

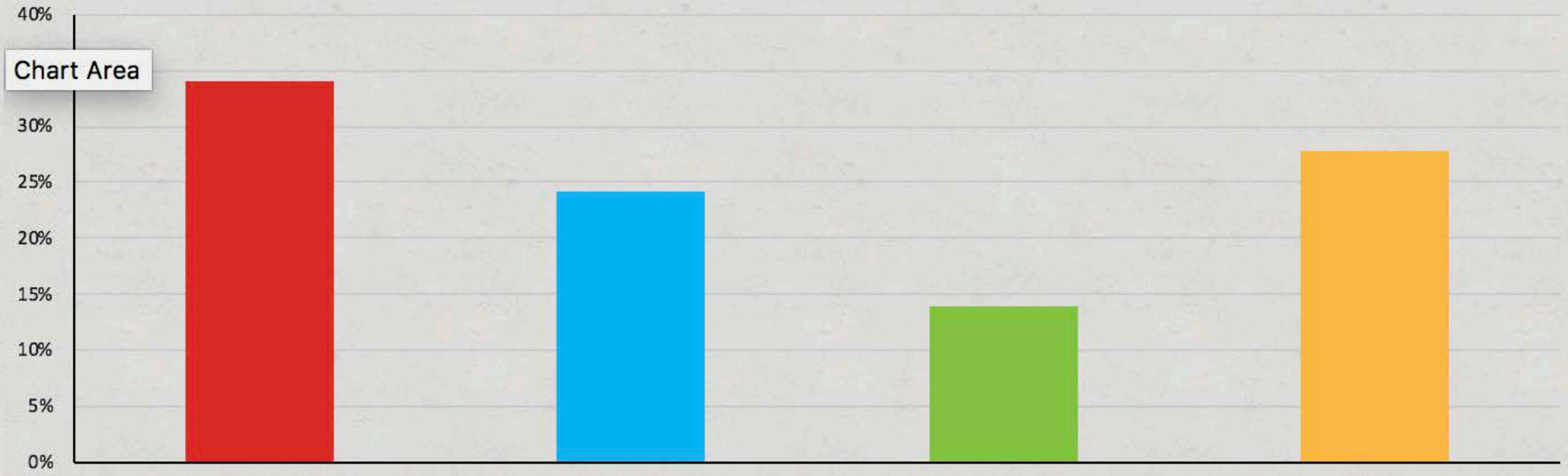


Completely confident in current skill set



Completely confident in ability to learn new skills

MOST IMPORTANT SKILLS FOR WORKPLACE OF THE FUTURE?



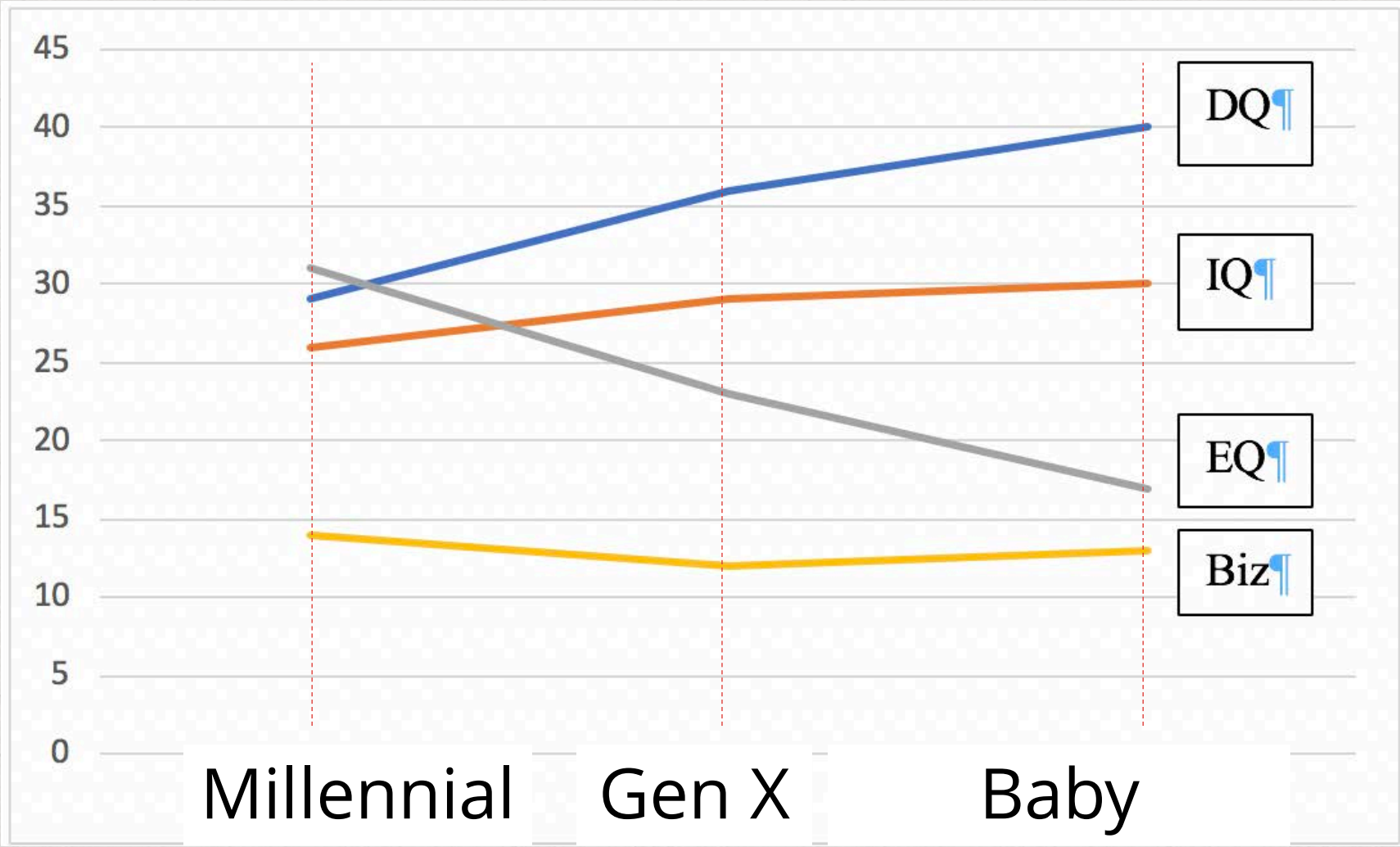
Digital & technical

Emotional & social

Entrepreneurial

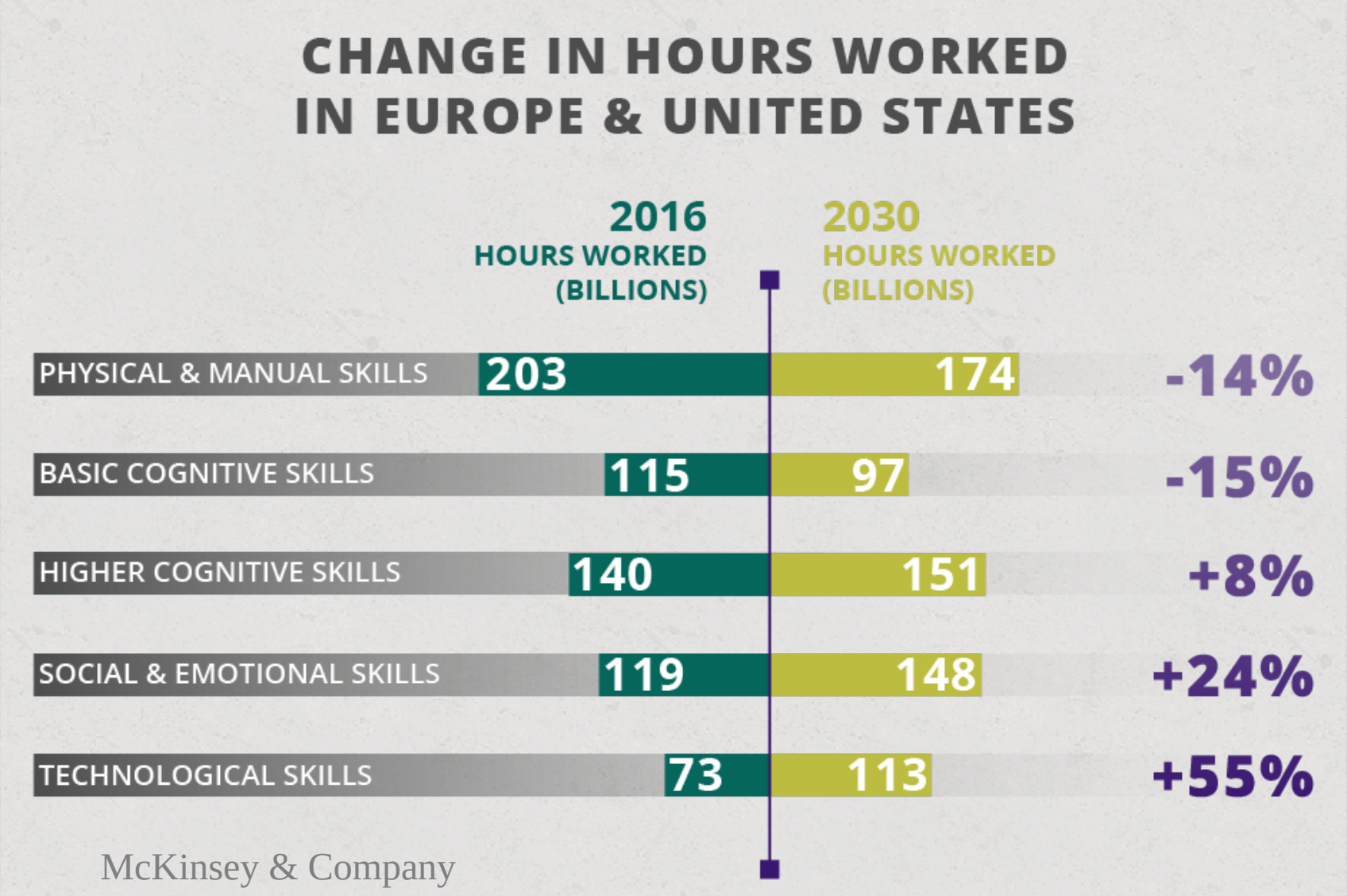
Trade or profession

GENERATIONAL DIVERGENCE



IQ – expertise
EQ – social & emotional
DQ – digital & technological

SKILLS OF THE FUTURE - “IQ+EQ+DQ”



McKinsey & Company

Jobs in lesser demand towards 2030

Physical and manual skills	General equipment operation and navigation	Drivers, assembly line workers
	General equipment repair and mechanical skills	Car and truck mechanics
	Craft and technician skills	Stonemasons, roofers, electricians
	Fine motor skills	Nurses, food preparation workers
	Gross motor skills and strength	Machine feeders, cleaners, packers
	Inspecting and monitoring skills	Security guards, quality control
Basic cognitive skills	Basic literacy, numeracy, and communication	Cashiers, customer service
	Basic data input and processing	Typists, data entry, accounting clerks

Jobs in higher demand towards 2030

Higher cognitive skills	Advanced literacy and writing	Editors, paralegals, writers
	Quantitative and statistical skills	Financial analysts, accountants
	Critical thinking and decision making	Doctors, insurance underwriters
	Project management	Purchasing agents, front-line supervisors
	Complex information processing and interpretation	Market research analysts, lawyers
	Creativity	PR specialists, music composers
Social and emo-tional skills	Advanced communication and negotiation skills	Sales representatives, real estate agents
	Interpersonal skills and empathy	Counselors, social workers, therapists
	Leadership and managing others	Managers, executives
	Entrepreneurship and initiative-taking	Business development, strategists
	Adaptability and continuous learning	Emergency responders, programmers
	Teaching and training others	Teachers, instructors, trainers
Techno-logical skills	Basic digital skills	Administrative assistants, desktop publishers
	Advanced IT skills and programming	Software development, network administrators
	Advanced data analysis and mathematical skills	Statisticians, operations research analysts
	Technology design, engineering, and maintenance	Engineers, robotics experts, product designers
	Scientific research and development	Scientists

KNOW ING

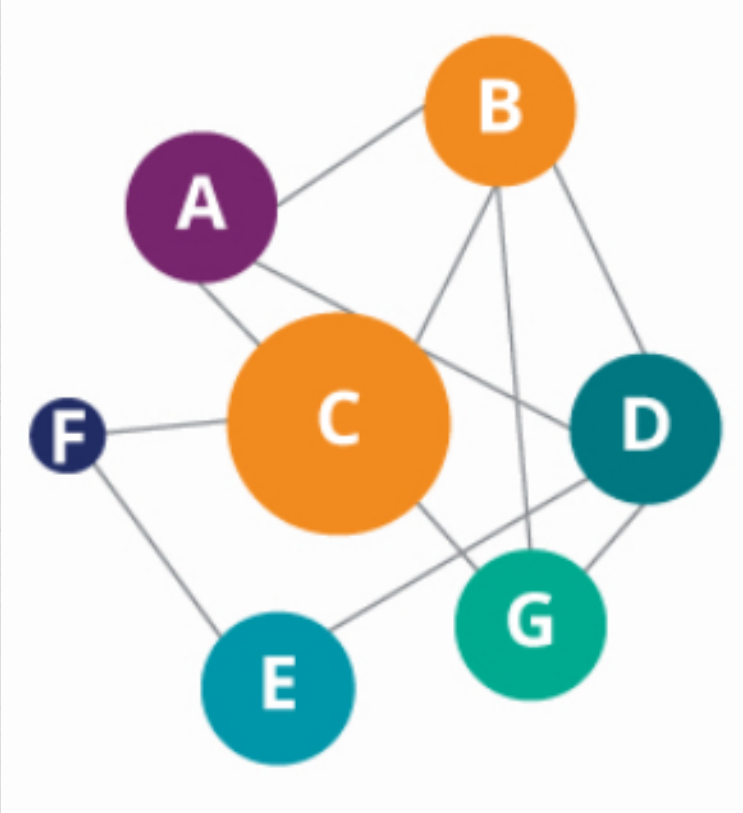
FUTURE OF WORK 1

- **Industry 4.0** – how digital technologies are transforming the way we create value

→New mindset

→More than technical, it's bringing technologies together to create a solution

FUTURE OF WORK 2

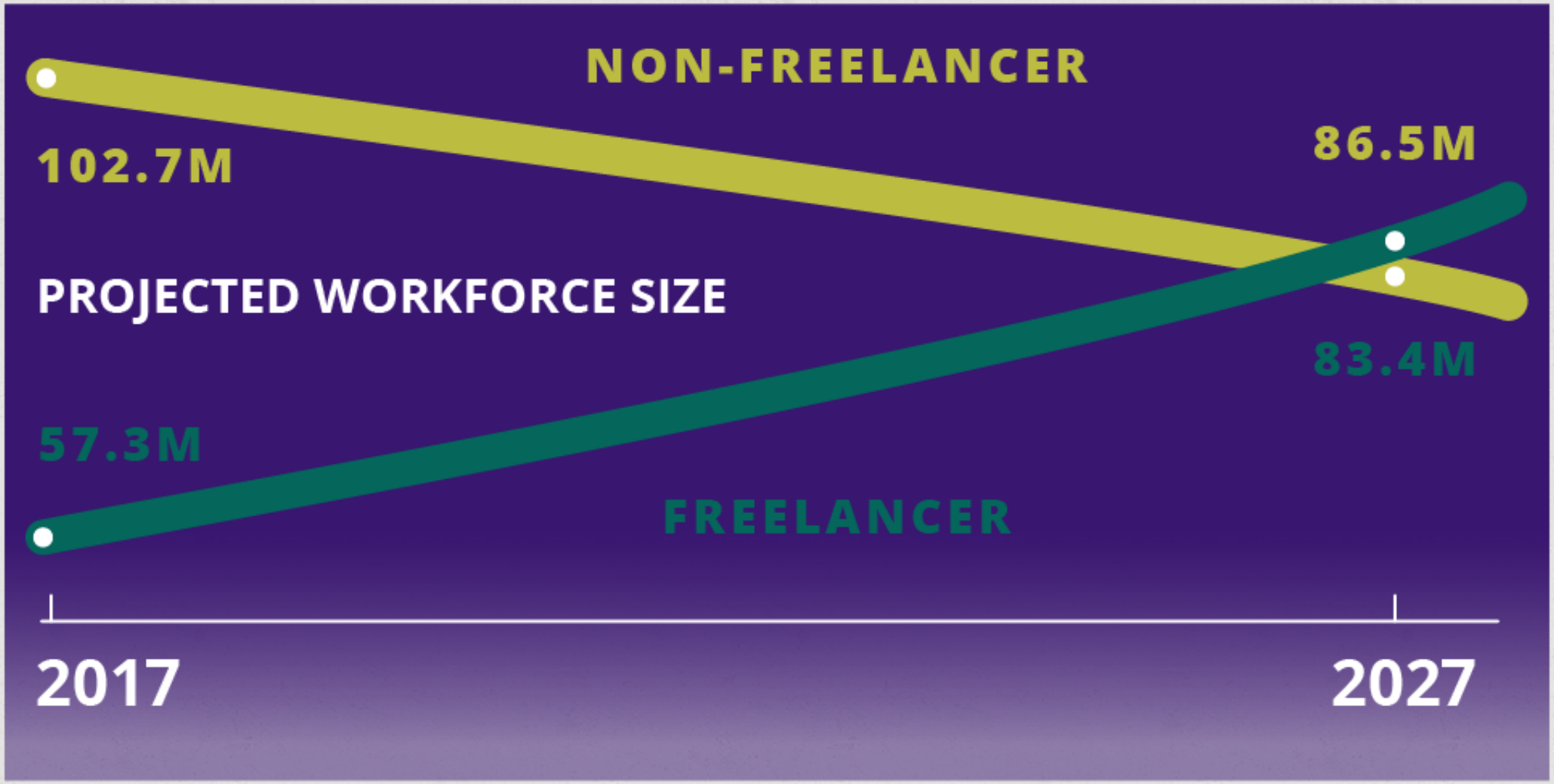


- **Agile** – how organisations are restructuring themselves to take advantage of the digital economy
- Every worker becomes a decision maker and a value creator

FUTURE OF WORK 3

- **Platform Economy** – how digital platforms are transforming work by disconnecting it from jobs, “expertise as a service”

MAJORITY U.S. WORKERS FREELANCE BY 2027



UpWork

Success the future of work?

→ From technical skills to uniquely human skills

→ From knowledge expert to value creator