



# Building and Design Capability Statement

Image by Graphic Design student Jake Hunwick

**DESIGN**  
CENTRE OF  
EXCELLENCE



# Overview

The Gordon Institute of TAFE (The Gordon) has a long standing and proud history as the largest regional TAFE in Victoria. For more than 130 years, The Gordon has supported people in gaining the skills and qualifications needed for employment, delivering a large range of TAFE courses including short courses and nationally accredited training across apprenticeships, traineeships, certificates, diplomas and advanced diplomas.

Training packages are under continuous review to ensure they are Australian Skills Quality Authority (ASQA) compliant and reflect current industry practices.

Celebrating 100 years of international training, The Gordon is well placed to continue delivering quality training to students from across the globe.

**13,500+**  
students annually

International  
students from  
**75+**  
countries

**550+**  
staff and one of the largest  
employers in  
the Geelong region

**138+**  
courses, including state  
and nationally accredited  
qualifications

**60%**  
of students reside in  
the wider Geelong  
catchment region

**5**  
campuses throughout  
the regions of Geelong  
and Wyndham



Every year The Gordon trains over 15,000 students and delivers more than 138 nationally accredited courses. The extensive infrastructure and facilities provide a reliable platform and depth of capability to deliver high quality training and skill development solutions to meet the needs of students, business, industry, and economic development. The Gordon delivers to a range of companies, primarily those in the West and South-West of Victoria in industries including building, civil construction, plumbing, and electrical.

The Gordon was one of the first training provider in Victoria to deliver vocational training to international students, with the first Japanese students commencing in 1920. This grew during the 1930s and 1940s to include India and China, then Nauru in the 1950s and later into Malaysia, Singapore, Hong Kong, the Pacific Nations, the Middle East, Africa and the USA. The Gordon now has agents working in 46 countries.

On an international scale, The Gordon is actively expanding its training delivery and has enjoyed several partnerships with various TAFEs and Colleges, most recently a number of Chinese collaborations. This includes current discussions with a Chinese Vocational Training Institute in Hangzhou Province to deliver a dynamic one-year engineering program.

The Gordon has two major campuses in Geelong, a port city located on Corio Bay and the Barwon River, in the state of Victoria. Located 75 km south-west of Melbourne, it is the second-largest Victorian city with an estimated urban population of 268,277 (as of June 2018) and is Australia's second fastest-growing city. The Gordon has also expanded into the growing Wyndham region (Werribee and Hoppers Crossing campuses), which presents a set of specific needs, including rapid population growth, increasing educational attainment, a socially diverse population, and a changing economy and industries.



The Gordon was officially founded in 1887 at our City campus location, operating as a Mechanics Institute and night trades' school as a result of the region's manufacturing growth and need for skills training. It features a unique blend of historic architecture and modern training facilities, conveniently located in Geelong's CBD and opposite Geelong Train Station.





# Australia's first and only UNESCO City of Design

Geelong is one of 64 international cities to be inducted into the United Nations Educational, Scientific and Cultural Organisation's (UNESCO) Creative Cities Network – making it Australia's first and only – City of Design. Announced in Paris in 2017, Geelong shares the esteemed company of other design cities such as Beijing, Montreal, Berlin, Singapore, Dubai, Cape Town, Istanbul and Mexico City. The Gordon's Design Centre of Excellence delivers cutting-edge design training to support Geelong as a UNESCO city and the jobs of the future.

## Design Centre of Excellence

In 2018 The Gordon unveiled the new Centre of Excellence, a major project that reflects the city's global recognition as a leader in design and creativity.









# Skilling the future workforce

The international recognition as a UNESCO City of Design acknowledges the rich creative history of Geelong. It surrounds a past in which The Gordon has been deeply involved through the teaching of building construction trades since 1891. The decades following have seen this industry grow and flourish exponentially in the region.

Today it remains a major sector with a vast workforce demand - from tradespeople to site and construction managers - for commercial and residential projects.

Over the years, The Gordon has expanded, adapted and enhanced its education and technology in line with the evolving industry standards, regulations, and trends. State-of-the-art building and design training facilities are located at the East Geelong campus and at the Design Centre of Excellence at the City Campus. Courses are delivered by qualified, passionate teachers with extensive experience culminating in a wealth of expertise, knowledge, and quality resources for skilling the future workforce of this booming industry.

The COVID-19 pandemic will have a substantial negative impact on labour market activity in the region over the coming months - and potentially instigate a significant structural adjustment. At the time of writing, however, there is considerable uncertainty around the economic implications of the virus and the magnitude of the changes to employment that will result. The following represents an overview of the sector as The Gordon understands it coming into the pandemic period.



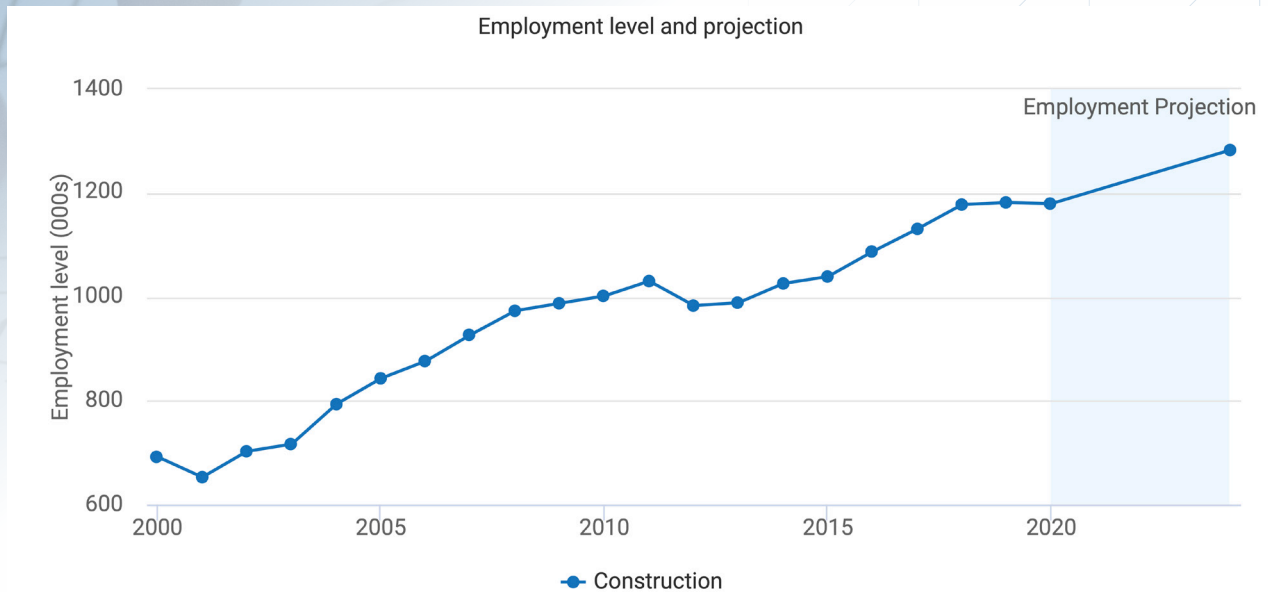
Gordon Building Department apprentices at Geelong's former Returned Sailors' and Soldiers' Woollen Mill in 1979.



The Gordon's East Geelong Campus.



The Construction industry generates over \$360 billion in revenue, producing around 9% of Australia's Gross Domestic Product, and has a projected annual growth rate of 2.4% in the next five years. In the Geelong region, construction output is estimated at \$5.608b, or 14.4% of total output (\$38.929b). More than 12,333 jobs are supported by construction in the region from a total of 124,645 jobs (9.9%) – and \$861.785 million in wages and salaries is supported by construction from a total of \$9.264b (9.3%).



Source: Australian Bureau of Statistics, National Skills Commission and the Industry and Skills Committee.

### Accredited Courses

The Gordon remains at the forefront of innovative practices ensuring all students – regardless of age and experience – will have access to the latest skills and knowledge throughout their training in Building and Design. With quality courses designed by industry bodies, there are options for pre-apprenticeship and apprenticeship programs across a variety of trades, including bricklaying, carpentry, cabinet making, furniture making, joinery, painting and decorating, shop-fitting, electrical and plumbing.



At an advanced level, The Gordon's building design and construction accredited courses are highly regarded in the building industry, designed to hone practical skills, knowledge, and qualifications to work at a para-professional level in residential and commercial construction or become a registered project manager.

### Building Design and Construction:

- 22477VIC Advanced Diploma of Building Design (Architectural)
- CPC40110 Certificate IV in Building and Construction (Building)
- CPC50210 Diploma of Building and Construction (Building)

### Interior Design:

- CUA30715 Certificate III in Design Fundamentals
- MSF40118 Certificate IV in Interior Decoration
- MSF50218 Diploma of Interior Design

Completion of the Advanced Diploma of Building Design (Architectural) and Diploma of Building and Construction (Building) are pathways into university degrees including construction management, building design and surveying.

# Established Partnerships and Connections with Industry

## Creating industry-led training

At The Gordon, education and training are appropriately aligned to industry practices within the building and design sectors. To enable this, the Institute engages with key stakeholders, including employers, peak employer associations, unions, and education organisations, as part of curriculum development and ongoing updating of education and training standards and programs. The Gordon has mechanisms in place to create education options at all levels that adequately balance quality and reflect contemporary industry practices, within a framework of speed-to-market.

## Creating pathways into the Building and Design sectors for new entrants

Industry employers can recruit new entrants through The Gordon's Skills and Jobs Centre, which has significant expertise in raising awareness of upcoming industry opportunities and the skills needed to undertake these roles. Further, The Gordon has key relationships across the local community that can support the development of knowledge and interest in the building and design sectors from a young age.

Established industry relationships across the Geelong region demonstrates The Gordon's capacity to leverage networks across the education, community, government and business sectors.

These are integral to the success of the future building and design workforce. Key stakeholders include:

- Building Practitioners Board
- City of Greater Geelong
- Design Matters Australia
- Design Institute of Australia
- Deakin University
- Victorian Advanced Building Studies Network
- Building Designer's Association of Victoria

The Gordon's Design Centre of Excellence develops initiatives in collaboration with industry that enhance skills in multi-disciplinary learning and applied design thinking to solve contemporary design problems, which in turn, support the jobs of the future. The project aims to connect design-focused programs across the Institute, enhance design student collaboration, develop new courses, and, through applied research, strengthen partnerships with industry to lead in the development of the skills required for Geelong to thrive as an UNESCO City of Design.

The founding industry project partners of The Centre of Excellence include:

- 3iD Architecture
- Austeng Engineering
- Cotton On Group
- Goop Digital



## Spotlight on Kate Elstone

### Building the way for women in woodwork

Former student Kate Elstone is one of only a few women in Geelong carving a successful career in cabinet making. While completing Certificate III in Cabinet Making and an apprenticeship with Fusion Cabinets in Ocean Grove, the talented Ms Elstone achieved numerous accolades, including a gold medal in cabinet making at the 2013 WorldSkills regional competition, while only a first-year apprentice. She then continued to represent the industry at WorldSkills events in Perth, Turkey, Kathmandu, and Melbourne. A multi-award-winning chair that Ms Elstone designed and built in Turkey was exhibited in a timber museum in the northwestern city of Eskisehir for permanent display. In 2017 Ms Elstone won The Gordon's Apprentice of the Year Award.



**The Gordon taught me about hard work and the benefits that come with putting in that little bit extra, and I've been given the opportunity to travel around Australia and overseas to compete in national and international competitions. The teachers are passionate about what they teach, and have played a big role in what I was able to achieve throughout my apprenticeship."**

Kate Elstone  
Certificate III in Cabinet Making, 2016 Graduate.

# Forward thinking and constantly evolving

## Global partners

In 2019 The Gordon began delivering the Diploma of Building and Construction to Chongqing Jianzhou College (CJC) students in China. By the end of 2020, more than 60 Chinese students had successfully enrolled in the course. In 2020 The Gordon signed an agreement with the Chongqing Centre for International Education Exchange, this partnership gives The Gordon access to teacher training and other professional development programs to one of the largest municipalities in China, boasting a population of 34 million.

## Construction Industry Group

The Construction Industry Group is an exciting adaptation of the standard delivery stream of the Diploma of Building and Construction. The Institute identified a need for a flexible delivery mode suited to experienced, busy individuals of various building and design backgrounds looking to enhance their existing skills and progress into supervisory or management roles. Since commencing in 2020, this alternative format, delivered online two nights per week with remote blended learning, has proven popular among students who must have at least three years' industry experience to enrol in the three-semester course. The new course has grown from two teachers to six, and 46 students to 122 students in just its first year. In addition to the strong domestic enrolments, there are approximately 72 international students engaged in both on and off-shore course delivery.

## Interior Design

The Interior Design Program has worked on community projects to enable not-for-profit organisations to benefit from The Gordon's Diploma of Interior Design students. In 2020 the students provided design solutions for the Naval Club of Australia, Geelong Base, and in 2021 students will work with Encompass Community Services to address the needs of both staff and disadvantaged groups.

Interior Design has also developed programs to enable Deakin University Architecture and Engineering students to gain practical skills in software programs relevant to their courses by offering Revit and AutoCAD short courses. The plan is to continue and extend the range of face-to-face and online short courses offered for both TAFE and Tertiary Students across Victoria.

The Gordon CEO Joe Ormeno with CJC President Mr. WU Guoqiong





## Key Capabilities

- Geelong's dynamic design destination for aspiring designers and builders.
- Specialist facilities, equipment and resources.
- Continuous review of programs to ensure they are Australian Skills Quality Authority (ASQA) compliant and reflect current industry practices.
- Highly experienced and professional teaching staff.
- Close connections with major industries in Australia and Asia.
- Modern and engaging e-learning delivery to support practical training.
- Nationally recognised programs with pathways to higher education.

## Innovation Priorities

- Technological advancement and innovation in teaching and learning
- Extending our current Community and Industry engagement and profile
- Creating connections with other secondary and tertiary institutions and specialists for complementary delivery opportunities
- Attracting, supporting and advancing women in non-traditional roles.
- Intelligent data analytics skills – Industry 4.0 technologies.
- Digital literacy – preparing workers for technology-rich environments.
- Advanced cognitive skills will be important in an Industry 4.0-enabled environment.
- Upskilling – complementing existing skills base through pathways into advanced manufacturing industries, and shorter training such as micro-credentials.
- Creating pathways into the manufacturing sector for new entrants.
- Creating industry-led training.

## Key Focus Areas

Building Design

Interior Design

Construction & Management

Innovation

Sustainability

Co-design & Development with Industry

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