

Think Differently, Think Opportunity

Commercialisation Strategy

“To be the provider of choice for industry training and innovation services in the southern region, embedding an entrepreneurial culture and commercial mindset across the College, that continuously drives income generating activities through commercial activity whilst delivering results to industry.”

Communication, both internally and externally, will play a large role in the effective delivery of this strategy.

Supporting the College to adopt a more innovative and commercial approach requires a careful plan, broken down into short-, medium- and long-term actions. This plan will include a programme of activity to ensure effective and inclusive idea generation, challenge, business planning, prioritisation and project management.

