

7B Association Education Offerings: Online and Traditional

Annabel Reid

Director Member Services
Australian Medical Association

Chris Champion

Director International
Institute of Public Works Engineering Australasia

Nick Lane

Deputy Chief Executive Officer
Australian Airports Association



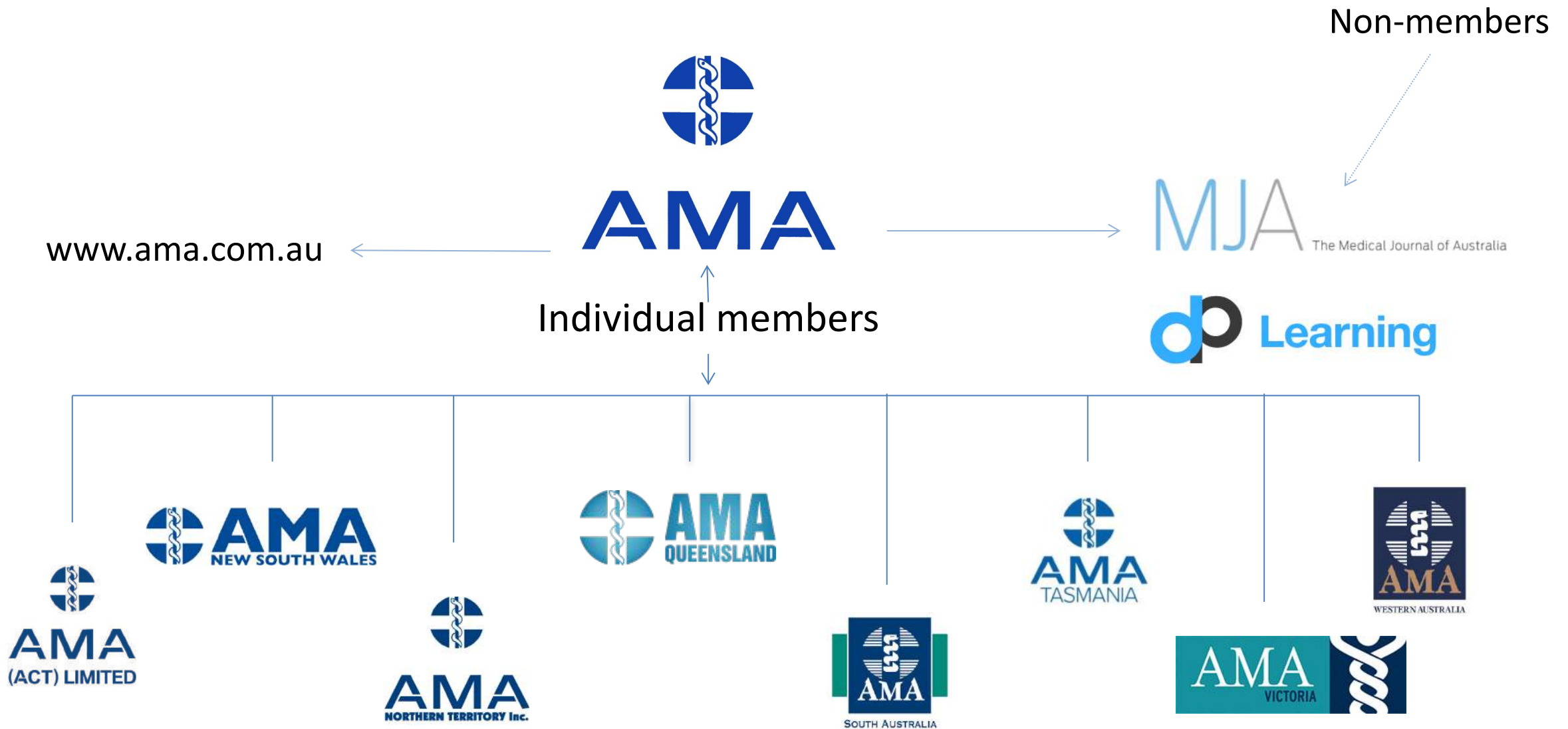
AMA

Australian Medical Association

Delivering education for medical professionals

Presented by Annabel Reid,
Director Member Services (Federal AMA)

AMA is a federated organisation. So where do (Federal) member services sit?



“Perception of value rises with involvement to a point where those who govern the association are no longer in sync with the perceptions of the majority who are not involved.”

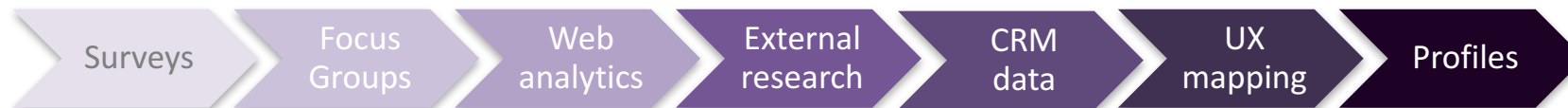
- James Dalton & Monica Dignam, *The Decision to Join*

Why education?

Non-member focus groups showed that junior doctors were very concerned about getting specialty training placements and being competitive for jobs.



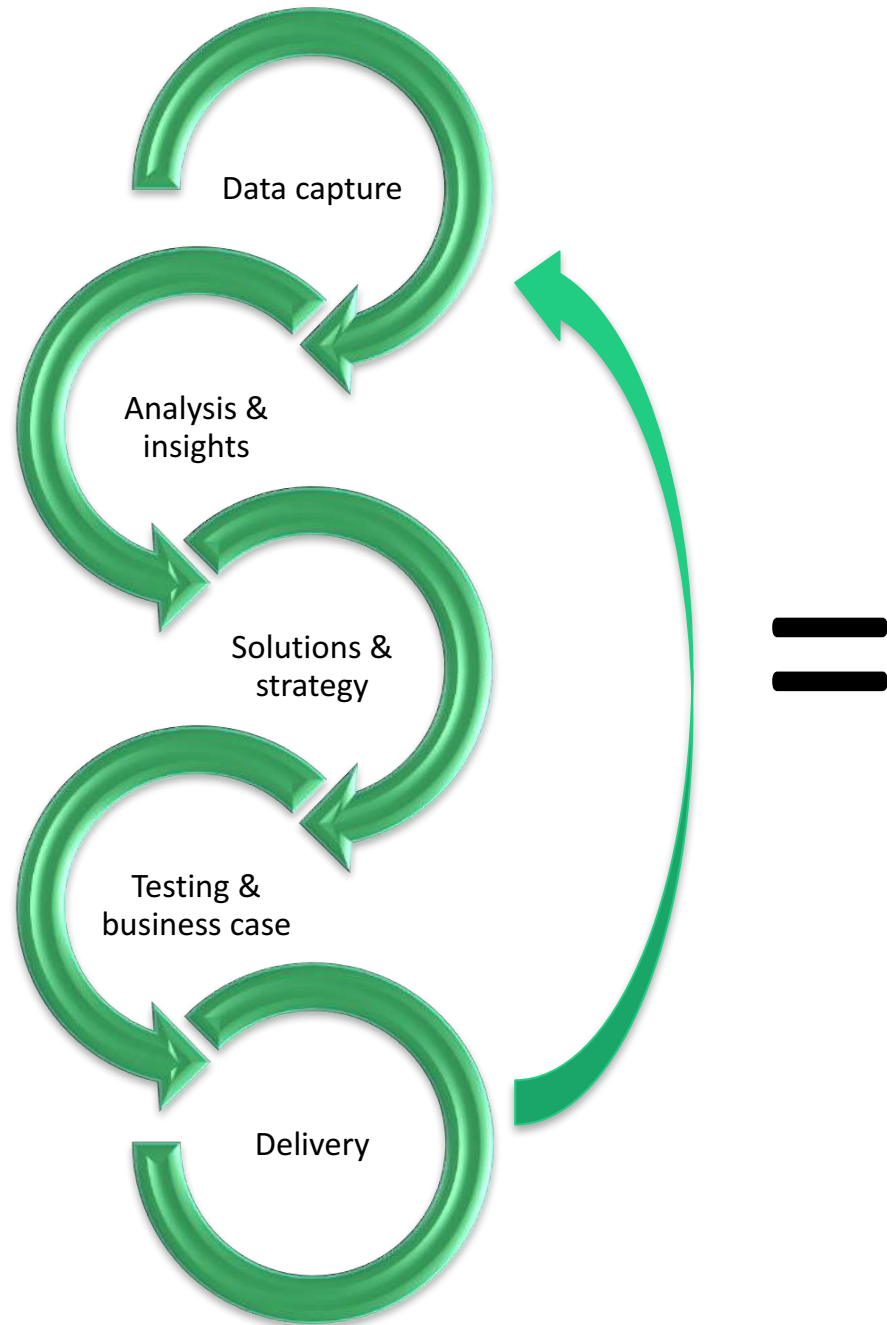
A national member survey showed that members would value improved online resources, training and events.



Is it worth developing an education program deployed through an LMS?

Putting your ideas under the microscope







[Home](#) [Find A Doctor](#) [Tools](#) [Jobs](#) [Bookshop](#) [Learning](#) [Events](#) [MJA InSight](#) [Sign Up](#) [Log In](#)

[Learning Home](#) [Learning Catalogue](#)

[HOW DO I REGISTER?](#) [HOW MUCH DOES DOCTORPORTAL LEARNING CPD TRACKER COST?](#) [FAQ](#) [ENQUIRIES](#)

Welcome to doctorportal Learning

doctorportal Learning is a state-of-the-art, mobile friendly, CPD and learning management system specifically designed for Australian doctors. Developed with the busy doctor in mind, doctorportal Learning provides a one-stop-shop for registering, completing and managing your professional learning, meeting your CPD reporting requirements.

[Sign Up](#) [Log In](#)

Your doctorportal Learning account enables you to:

- ✓ create your personal learning profile by adding your medical college(s) and scope of practice
- ✓ understand your CPD requirements for the Medical Board of Australia (MBA) or up to 16 different specialists colleges, depending on your practice
- ✓ track the progress of your CPD activities against these requirements in one place
- ✓ upload and track your external learning
- ✓ download and print your CPD report to meet your CPD reporting obligations.

In addition, doctorportal Learning:

- ✓ provides access to a range of learning opportunities that support your learning needs and professional interests
- ✓ provides 24/7 access to enrolled self-paced online learning
- ✓ remembers where you left off your last learning, so you don't have to start all over again
- ✓ automatically updates any completed doctorportal Learning CPD to your CPD activity record as



Filter

You have to be logged in to be able to use Filters.

New Course

Coming Soon 

Assisted Dying

Conference

The 2016 AMA National Conference Q&A session on assisted dying was...



Complex Communica...

Course

Complex Communication in Healthcare, a PMC Masterclass, is suitable...



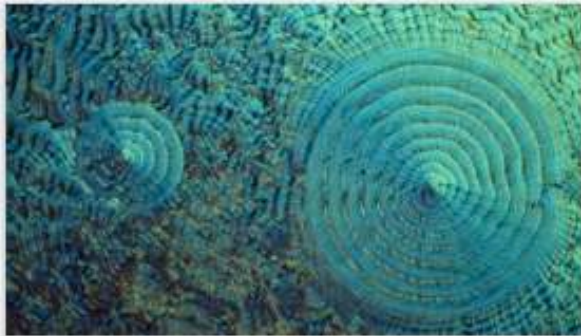
Thrombosis in Primar...

Online Learning

The focus of this education module is thrombosis management in...



Priorities for professio...



Are Aboriginal people...



The imperative to pre...

A close-up photograph of a snowflake, showing its intricate, six-fold symmetrical structure. The snowflake is white and appears to be resting on a dark, textured surface. A soft, pinkish-purple light is cast across the entire scene, creating a dreamy, ethereal atmosphere. The text "Thank you!" is superimposed in the center of the image in a white, sans-serif font.

Thank you!

7B Association Education Offerings: Online and Traditional

Annabel Reid

Director Member Services
Australian Medical Association

Chris Champion

Director International
Institute of Public Works Engineering Australasia

Nick Lane

Deputy Chief Executive Officer
Australian Airports Association

International standing through online delivery of training

Chris Champion

chris.champion@ipwea.org

Director International, IPWEA

Secretary General, IFME



A group of five business professionals, three men and two women, are captured in a dynamic pose as if they are starting a race on a red running track. They are dressed in formal business attire: suits, blouses, and a dress. The woman on the far left is in a black dress and high heels, leaning forward with her arms outstretched. The man next to her is in a blue shirt and dark trousers, also leaning forward. The man in the center is in a dark suit, leaning forward with his arms pumping. The woman behind him is in a light-colored blazer and trousers, also leaning forward. The man on the far right is in a dark suit, leaning forward. The background shows a grassy field, a fence, and some trees under a blue sky with light clouds. The text "There is strong competition in the education space" is overlaid in the center in a bold, yellow, sans-serif font.

There is strong competition
in the education space



Our traditional training
options are under threat

How do I deliver
better training outcomes?



How do I take my training
to the next level?

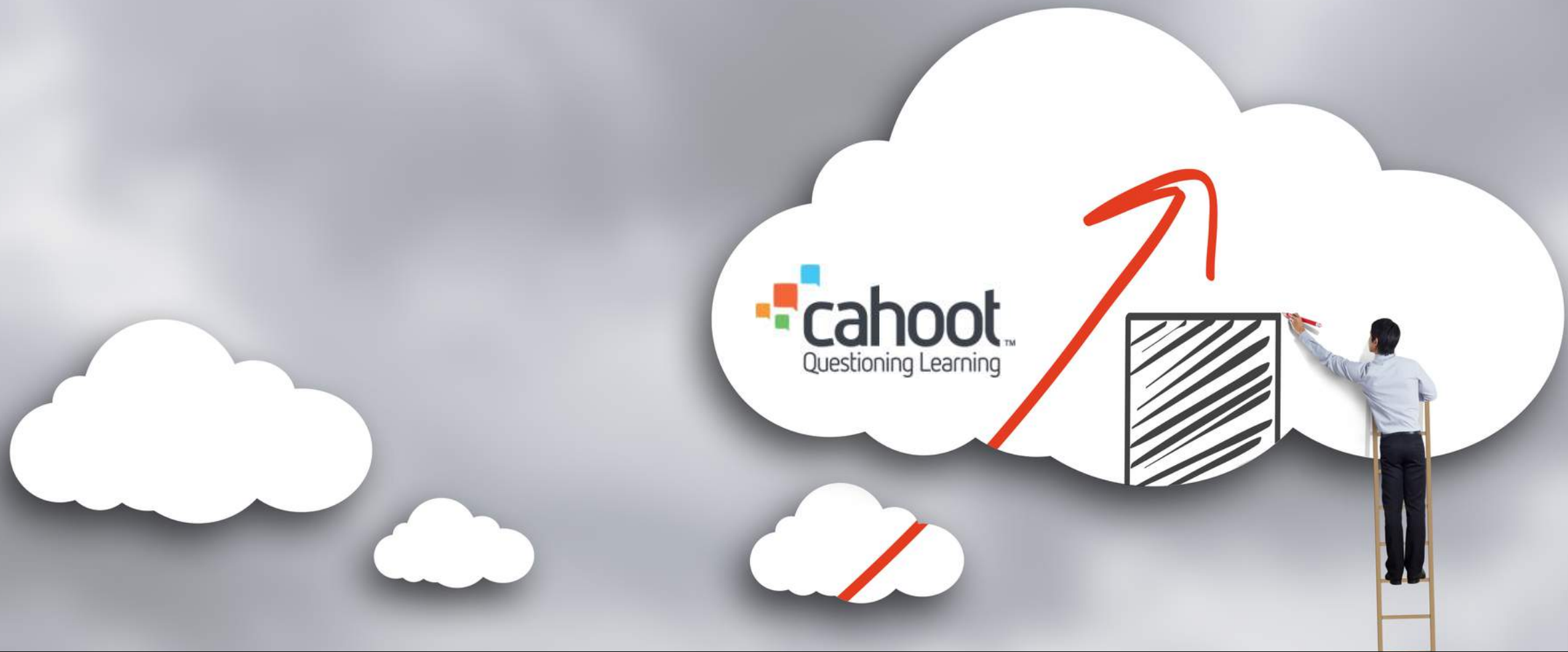


3 essential elements for online success

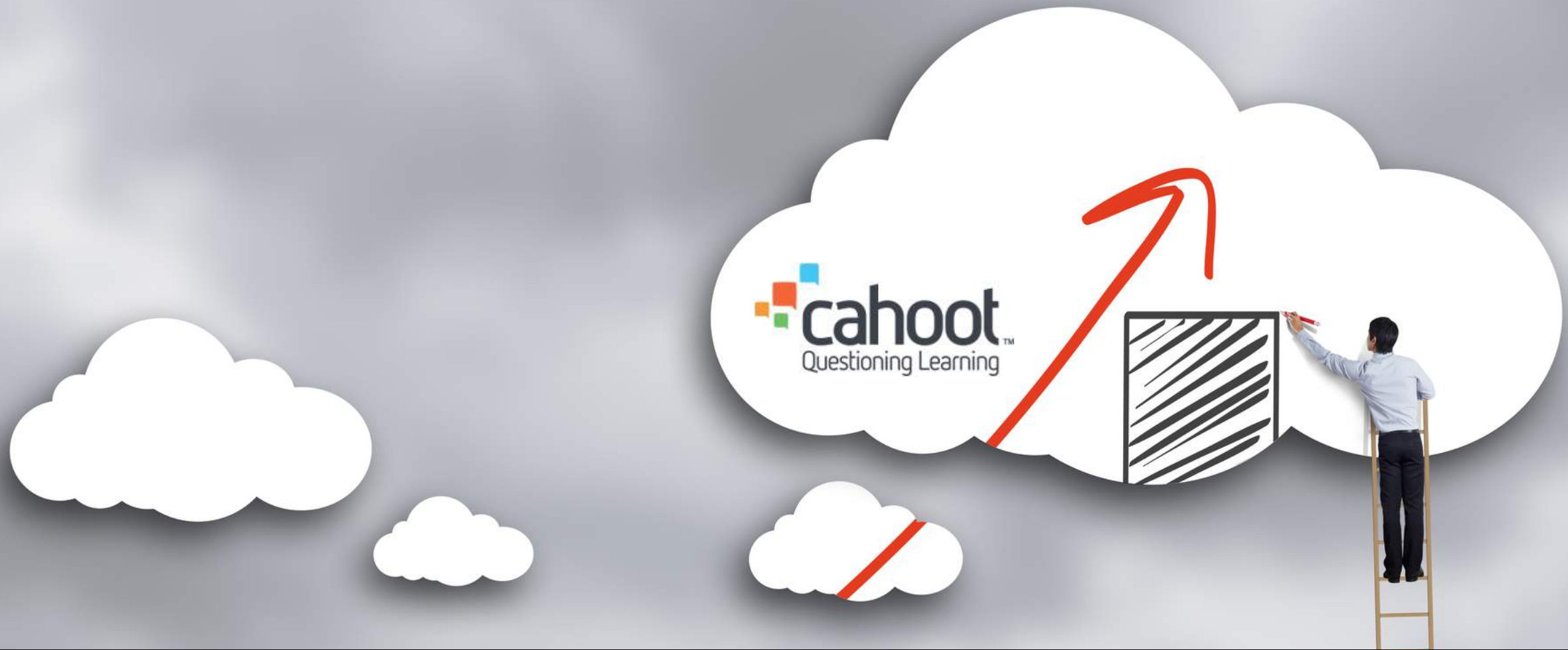


1.
Deliver high
value content
on leading edge
online platform





8 modules delivered over 10 weeks
> but not just 8 webinars
> content is globally recognised



Engaging presenters, online chat, Q&A,
discussion forums, post-it notes, videos,
peer-to-peer interaction, progress scores



75%+ successful completion rate
> for a 10-week online course!

2. Deliver employer project

“...while earning
qualification”





Compelling business case for employer
+ incentive for the participant > themed



The future is an industry recognised
Professional Certificate



For professions, filling the gap
between RTO & University |

3. Breakthrough video marketing using YouTube & social media





MARKETING



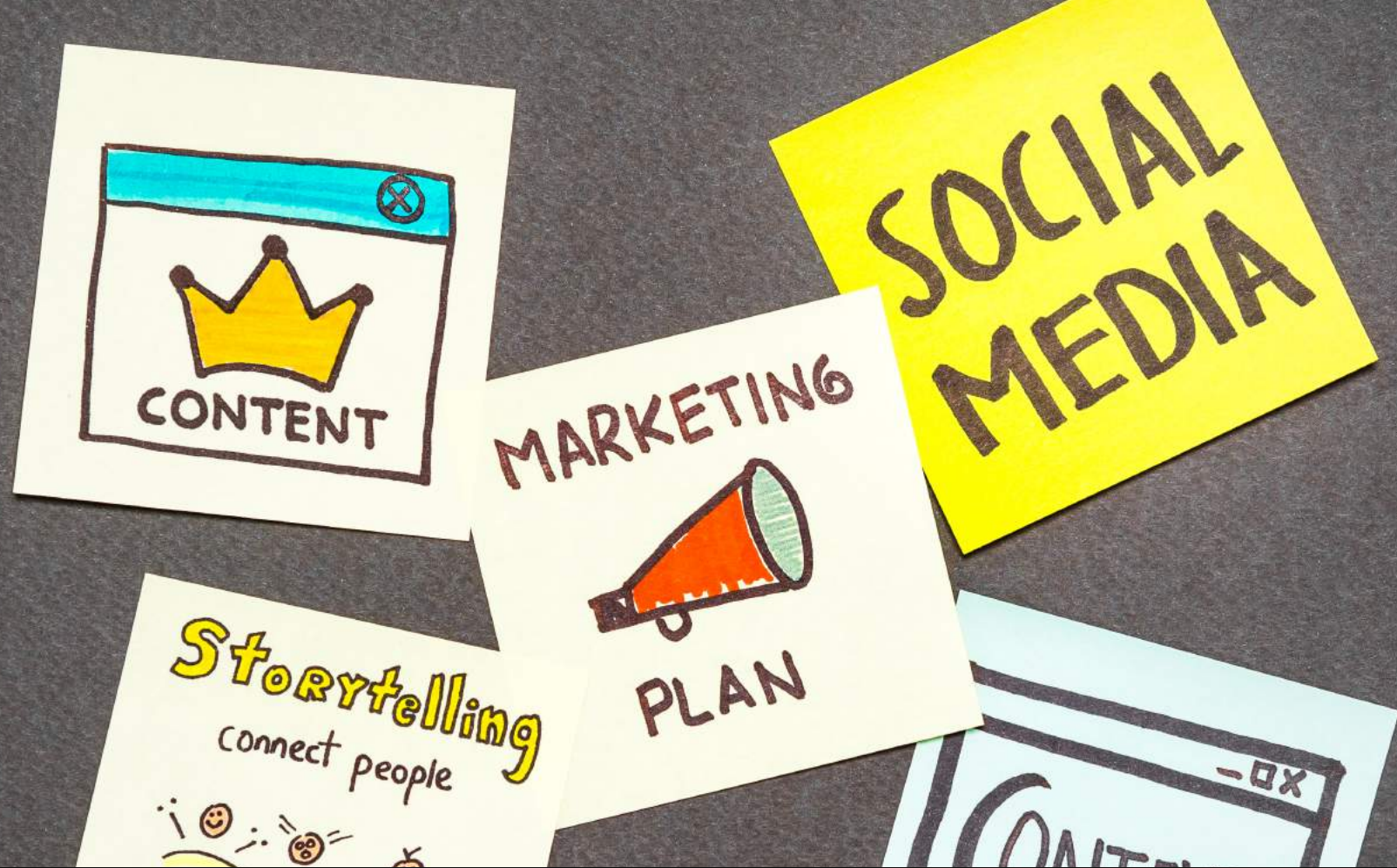
PLAN

SOCIAL
MEDIA

Storytelling
connect people



Reaching a new international audience
using YouTube, LinkedIn, Twitter



Simple visual messages
doubled the click through



MARKETING



PLAN



Animated video clip
using VideoScribe & Fiverr

3 essential elements for online success

1.

Deliver high
value content

on leading edge
online platform

2.

Deliver employer
project

“...while earning
qualification”

3.

Breakthrough
video marketing

using YouTube &
social media

Already a success nationally
> doubled enrolments to 200 per course

Covered development costs in #2
> now delivering Cahoot #8

\$500k revenue #7 > 100% ROI

Collaboration partners now in
USA, Canada, Finland



Taking your training, brand & organisation
to a new international level



7B Association Education Offerings: Online and Traditional

Annabel Reid

Director Member Services
Australian Medical Association

Chris Champion

Director International
Institute of Public Works Engineering Australasia

Nick Lane

Deputy Chief Executive Officer
Australian Airports Association



AUSTRALIAN
AIRPORTS
ASSOCIATION

Panel: Association Education Offerings: Online and Traditional
Associations Forum Conference
Tuesday, 18 July 2017

Nick Lane, Deputy CEO & Company Secretary
www.airporteducation.asn.au/

Overview

- Background – AAA's members and structure
- AAA Online Education – Our Offering
- AAA Online Education – How we got to here
- AAA Online Education – Meeting the Need
- AAA Online Education – Course Feedback
- Major Challenges encountered to date
- The Future of AAA Online Education
- Other AAA Education Services

Background – AAA's members and structure

- AAA – 35 Years old - professional Secretariat since 2011
- Represents 260 airports – small regional aerodromes, large regional airports, major airports and Airports Act Airports
- 140 corporate members - provide goods and services to the industry
- Structure - Company Limited by Guarantee
- Elected board (12 person) and Chair appointed by the Board that meets quarterly

AAA Online Education – Our Offering

- The AAA hopes to provide the wider industry with relevant training development opportunities - members and non-members alike.
- AAA Education is focused on creating exciting and interactive training products that allow the student to engage in real world application of the content.

AAA Online Education – Our Offering

AAA conducts regular industry wide reviews to seek feedback on a variety of training needs.

Feedback is gathered by:

- Survey's
- Divisional Meetings
- Education Working Group
- National Conference

AAA Online Education – Our Offering - Testing the Need

As a result of this feedback AAA identified that:

- There is a definite demand for flexible, affordable online training.
- There is some segmentation within the membership along the lines of Major (big end of town) privately owned airports and small (local council owned/operated) airports/aerodromes.
- Greater demand for online training from smaller, remote/regional airport operations.
- Generally, a blended approach to training (face-to-face and online) was preferred.
- AAA can play a part in providing suitable online training opportunities to the membership and wider industry.



AUSTRALIAN
AIRPORTS
ASSOCIATION

AAA Online Education – Our Offering – the Solution

As a result of this development program we identified that:

- AAA was in a position based on the skill sets and resources available to provide a range of tailored solutions not just to Major operations but to all.
- The use of documentation, procedures and policies can be added to our existing course resource at minimal cost to enable a more relevant course delivery to the student.

AAA Online Education – How we got here

- Reflect on the Objects of the AAA – online education align? ✓
- Market research on what the members want? ✓
- Developed an informed proposal for the board to consider including detailed costings and alternative ways to deliver the project? ✓

The board carefully considered the all options and opted for a “small steps approach” to minimize costs and allow the AAA to enter the market in a measured way – one course at a time.

AAA Online Education – How we got here

- **Internal Staff Resource** - first decision was to engage an internal staff resource with capabilities to scope/write and design courses – Education Manager (Andrew Goodlace).
- Note: quotes from external providers/consultants where exorbitant – in one instance to give you an idea the quote to do one course was in excess of our entire budget spend on all courses to date.
- **Content Development** – Utilise preexisting practice notes and AAA developed resources as the source document for the courses (cost savings as content did not need to be developed from scratch).



AUSTRALIAN
AIRPORTS
ASSOCIATION

AAA Online Education – How we got here

- **Adobe Captivate and Design Elements** - Next step engaged another internal staff resource (Education Design Officer) to assist with the design elements within our training development program – **Adobe Captivate**.
- **Learning Management System (LMS)** - Engaged a company, **OtrainU**, to provide the LMS platform.
- **Record Management System (RMS)** – purchased a RMS to maintain student records – ensured that this program is AVETMIS compliant to future the AAA in the event that the AAA education offering take a new direction (beyond online training) in the years ahead.
- **AAA Education Website** – marketing of course to members and non-members and new Education (microsite) is an essential element and the primary sales portal – www.airporteducation.asn.au.

AAA Online Education – Meeting the Need

- Next steps – lets develop online courses!
- The Australian Airports Association developed and continues to develop a range of subjects that include:
 - ARO/WSO Refresher course
 - Airside Safety Essentials course
 - Wildlife Hazard Management Essentials course
- Additional subjects relevant to airport operations are in development – further 8 online courses have been scheduled for development.

AAA Online Education – Meeting the Need

- Students can access course material, complete assessments and communicate with our Education team to respond to queries.
- Course material includes a range of interactive screens, video and audio presentations and a number of confirmation slides to measure progress.
- Students can self enroll on the AAA Education webpage and all records of training are hosted on the AAA LMS. Where requested identified client managers can review their respective student/s progress.

Australian Airports Association Online Education

Flexible learning when you want it

AAA Education

The Australian Airports Association offers a range of education services including online training to members and non-members.

Ground Operations

The Australian Airports Association suite of online courses are aimed at those persons who are employed to ensure that aircraft can operate safely at any aerodrome in Australia.

A Growing Industry

The Australian Aviation Industry keeps growing, this means new technology and new processes which leads to more knowledge. Make sure you keep your skills at the highest level possible.

[View The AAA Online Education Brochure](#) 📄

Australian Airports Association Course Enrolment

Please select the course you would like to enrol into. Access to your training is granted immediately on successful enrolment without the need to wait to be issued your login details.

[Click Here to See Details of the Enrolment Process](#)

For organisations requiring to be invoiced please forward your details to education@airports.asn.au

Please review our [Terms and Conditions](#) for details regarding your purchase.

Showing all 9 results

Default sorting



ARD/WSO Refresher Course Module 6 Airside Serviceability Inspection Free Trial
Free!



NOTAM Awareness Course - AAA Member
\$99.00



NOTAM Awareness Course - Non AAA Member
\$159.00



ARD/WSO Refresher Course - AAA Member
\$660.00



ARD/WSO Refresher Course - Non AAA Member
\$1,320.00



Wildlife Hazard Management Essentials Course - AAA Member
\$220.00



Wildlife Hazard Management Essentials Course - Non AAA Member
\$440.00



Airside Safety Essentials Course - AAA Member
\$330.00



Airside Safety Essentials Course - Non AAA Member
\$660.00



dominicdeluca

Log in

Don't know your Username or Password?
[Reset it here](#)

AUSTRALIAN
AIRPORTS
ASSOCIATION
EDUCATION



Welcome to the Australian Airports
Association Online Learning Portal.

Please enter your Username and
Password to access your course.

Australian Airports Association - Online Learning Portal

Welcome to the Australian Airports Association Online Learning Portal.

The Australian Airports Association has developed interactive and engaging courses that not only meet regulatory requirements but also focus on teaching in a way that ensures a strong retention of information as well as resources that can be accessed when staff are in day to day operational airport situations.

The Australian Airports Association range of online courses are aimed at those personnel employed to ensure that the safe conduct of operations at an Australian aerodrome is maintained. The course offering includes:

- Aerodrome Reporting Officer and Works Safety Officer (ARO/WSO) Refresher Course
- Airside Safety Essentials
- Wildlife Hazard Management Essentials
- WSO Time Limited Works

Students can access course material, complete assessments and communicate with our Education team to respond to queries.

Students access a range of interactive screens, video and audio presentations and a number of confirmation slides to measure progress.

Each course includes assessment activities for each module with successful completion leading to the issue of a Certificate of Completion from the Australian Airports Association.

The Australian Airports Association suite of online courses can also be used as an introduction for new employee's or as a dedicated refresher tool.

To access your course just click the blue box listing the subject title below.

Once you are in the course page just click on the relevant module icon to open -  [Module 1 Legislation](#)

To return to the main course page click on Exit Activity at the top left of the page

Airside Safety
Essentials

AAA Online Education – Course Feedback

Comments from students and managers who have accessed AAA online education have now enabled our membership to start requesting the development of subjects that would not normally be considered due to the realisation and acceptance that training can be conducted and delivered online

Comments from students and managers have identified:

- Savings in labour costs
- Reduced time away from work
- Reduced logistical costs
- Increased retention of knowledge due to individual self paced delivery
- Better visualisation of process due to style of content.

AAA Online Education – Course Feedback

Comments from students and managers who have accessed AAA online education include:

Student 1: I have over twenty years' experience as an ARO and I found the ARO online training course has made me more confident about my skills, I was also impressed with the way the material was presented. The online content was easy to navigate and gave me a thorough understanding of each subject. I would highly recommend this ARO training course to anyone working in the airport industry.

Student 2: It is very easy to navigate through the modules, and you are able to go back through the theory part of each module if you need to before completing the assessment for each. It is very clear, concise and informative. The entire course is designed for all levels of experience with ARO's / WSO's.



AUSTRALIAN
AIRPORTS
ASSOCIATION

Major challenges encountered to date

- Early days – the cost dilemma and the risks of spending too much on course development that members may say they want but in reality don't end up doing.
- Marketing of the course offering – finding the right balance.
 - Sell, sell, sell... vs Ensuring value to the member and customer.
- Managing industry stakeholders – primarily other industry training providers.

Advice?

- Do your research – don't rush into the decision.
- Choose the right resource mix – internal vs external.
- Bring the board along for the journey – they have to be a active/willing participant.
- Plug into your members during the development stage – they are your best knowledge base – engage, engage, engage.
- There is always an element of risk to every project – so have some risk tolerance but manage that risk.

The Future of AAA Online Education

AAA will:

- Continue to develop and improve upon subject offerings
- Encourage the transfer of knowledge within the industry
- Encourage the development of programs that attract new 'blood' to the industry whilst seeking to retain skills and knowledge gained via experience

Other AAA Education Services

AAA can provide to its members:

- Mentoring Program
- Training Needs Analysis
- A review of existing training conduct and development of resources
- Audit of training programs and compliance
- Professional development of internal training personnel
- Access to wider industry training providers (corporate members of the AAA)
- Access to Airports Council International (ACI) courses including the Airport Management Professional Accreditation Program (AMPAP) course (post-graduate level certificate in Airport Management targeted at Executive level managers).



AUSTRALIAN
AIRPORTS
ASSOCIATION

Happy to answer any questions during panel discussion or after the session.

Thank you.

7B Association Education Offerings: Online and Traditional

Annabel Reid

Director Member Services
Australian Medical Association

Chris Champion

Director International
Institute of Public Works Engineering Australasia

Nick Lane

Deputy Chief Executive Officer
Australian Airports Association



7B Association Education Offerings: Online and Traditional

Annabel Reid

Director Member Services
Australian Medical Association

Chris Champion

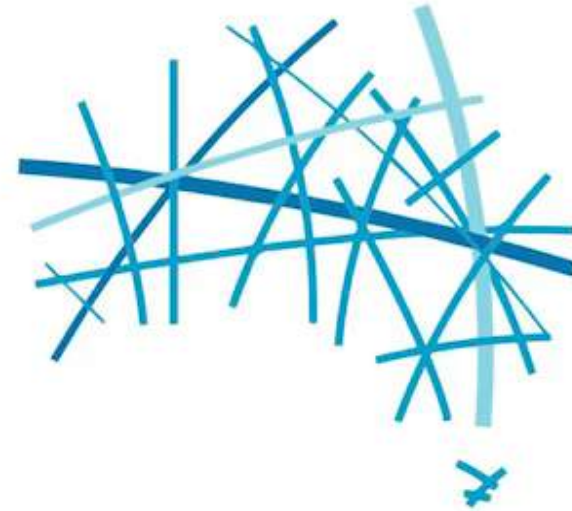
Director International
Institute of Public Works Engineering Australasia

Nick Lane

Deputy Chief Executive Officer
Australian Airports Association

AUSTRALIAN
AIRPORTS
ASSOCIATION

EDUCATION



12TH ANNUAL

ASSOCIATIONS FORUM NATIONAL CONFERENCE

17-18 JULY 2017

INTERNATIONAL CONVENTION CENTRE SYDNEY

 #AFNC17