

MEDIA RELEASE
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INSTITUTE FOR TRADE SKILLS EXCELLENCE INAUGURAL CEO APPOINTED

The Institute for Trade Skills Excellence has named Mr Brian Wexham as its inaugural CEO.

The Institute for Trade Skills Excellence is funded by the Federal Government and is an industry-led initiative aimed at promoting and advancing the quality and industry relevance of vocational and technical education for trades in Australia.

The Institute lists its three key objectives as:

1. developing further strategies to improve the profile and status of trades and encourage the recognition of the importance of trades in the general community
2. recognising high performing Registered Training Organisations with preferred provider status
3. fostering and recognising excellent standards and teaching in trades' education and training

"We're very happy to announce that Mr Brian Wexham will be the inaugural CEO of the Institute for Trade Skills Excellence. He brings a range of talent and experience that see him perfectly suited to the role" said Dr John Keniry, AM, Chairman of the Institute Board. "Brian's ability to work across a broad range of stakeholders has been proven many times over."

Mr Wexham has been a Director of WorldSkills Australia Inc since 2002 and has taken a keen interest in emerging skills shortages and the quality of trade training in Australia. His background in media, advertising and publishing is extensive and includes executive roles with The Times and The Sunday Times in London, board positions with The Observer and the Today newspaper, London.

Mr Wexham is also the former Chief Executive of Lonhro Media Group PLC East Africa and more recently was the Chief Executive of APN Educational Media (Australia and New Zealand).

Mr Wexham said that he was delighted to be appointed and was looking forward to working closely with industry to deliver the Institute's key objectives.

"This is an exciting initiative which shows that the government is firmly committed to broadening and deepening the trade skills base in Australia"

said Mr Wexham. "My goal now is to inspire more Australians, of all ages, to look at trade skills as an exciting option for their future."

The Institute of Trade Skills Excellence was founded May 2006 and has spent the past six months carrying out strategic research to ensure that its activities are complementary to current programs. Extensive consultation with Industry leaders has contributed to assisting the formation of the eight Industry Reference Groups (IRGs) and assessing the particular nature of skills shortages in their industries.

The eight IRG's cover:

- Automotive;
- Building and construction;
- Electrical;
- Manufacturing;
- Metals & engineering;
- Hospitality and personal services;
- Rural
- Mineral resources

Mr Wexham will now be overseeing the tailoring of these strategies to the specific needs of each Industry Reference Group represented in the Institute.

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