 SHOWCASE

Working together to achieve better WIL outcomes in WA: Improving productivity through more effective employer capacity

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Many issues impact the implementation of WIL, including difficulties in effectively engaging with employers when organising WIL opportunities and achieving high student productivity during the WIL experience. This project is designed to develop and trial effective approaches that will increase employers’ understanding of, and engagement in, WIL opportunities in WA Business Schools. In partnership with WA universities, the Chamber of Commerce and Industry of Western Australia (CCIWA) will explore, approaches to improve employer engagement in WIL, effective support requirements to improve WIL outcomes for all stakeholders and ways of enhancing productive and mutually beneficial partnerships between industry and universities.

A survey of CCIWA members will gather feedback on their experiences in WIL. Focus groups will further explore employer needs and innovative approaches to delivering WIL in different businesses. Data analysis will determine key issues in improving employer engagement in WIL, partnership models that facilitate employer participation and inform the design of an employer support/advisory service, trialled by CCIWA for one semester.

Data on the volume and nature of support provided to employers, and a final survey among participants, will gauge the impact and usefulness of the service for improving the WIL process. Strategies on setting up an employer support service to improve WIL outcomes will be identified.

Keywords: WIL, employer needs, employer engagement