

Tasmanian Assessment, Standards and Certification

# Communication Strategy

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OFFICE OF TASMANIAN  
ASSESSMENT, STANDARDS  
& CERTIFICATION

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Level 6, 39 Murray Street  
Hobart TAS

Mail: GPO Box 333, Hobart TAS 7001  
Telephone: (03) 6165 6000  
Email: [enquiries@tasc.tas.gov.au](mailto:enquiries@tasc.tas.gov.au)  
Web: <http://www.tasc.tas.gov.au>

## Introduction

The Office of Tasmanian Assessment, Standards and Certification (TASC), formed on 29 May 2015, has the responsibility to ensure the development of appropriate standards, the accreditation of courses, and the assessment and certification of learner achievement in the senior secondary years across all educational sectors in Tasmania.

TASC supports learners to achieve their full potential through processes that are characterised by fairness, equity, credibility, integrity and quality.

TASC communications strategically engage with stakeholders to ensure the Office operates effectively.

The key TASC principles that underpin the work of the Office are:

- integrity
- independence
- openness and transparency
- responsiveness.

These principles are the driving force for TASC's innovations, policy and subsequent processes regarding our core functions and communication with our stakeholders.

## Purpose and objectives

The purpose of this document is to provide a strategy to underpin a cohesive approach to TASC communications.

The document defines the overarching approach for the communication of information to internal and external stakeholders. The objective of the strategy is to describe TASC's approach to collaborative and open communication with all stakeholders.

TASC strives to evolve its communications and discussion with stakeholders as part of its' goal for continuous improvement.

## Our values

### **Independence**

Operate with independence, autonomy, integrity and within the legislated authority. Make informed decisions based on sound evidence. TASC is accountable to the Minister, education providers and the wider community.

### **Leadership**

Lead positive, proactive change in support of our purpose and vision. Clearly express professional opinions on significant issues relating to the senior secondary education sector and positively influence state and national Government policy in pursuit of educational goals.

### **Collaboration**

Consult with stakeholders across the community on a wide range of educational interests and listen to views, ideas and feedback. Work in partnership with other organisations and agencies with complementary skills and resources to enhance efficiency of service delivery.

### **Transparency**

Communicate TASC's role and goals explicitly. Share key initiatives and progress openly and frequently. Provide evidence on how we have delivered services and commitments and how we can further improve services, procedures and processes.



## Communication objectives

TASC ensures communication with our stakeholders is responsive, timely and concise.

Our communication strategy seeks to:

- provide a framework for the communication associated with being an independent regulator.
- mitigate against confusion, apprehension and misinformation.
- ensure consistent and clear information is delivered to stakeholders in a form appropriate to their level of engagement with processes conducted by TASC.
- provide a workplace environment where staff have the opportunity to increase personal engagement, commitment and understanding of client service expectations and procedures.
- assist in fulfilling legislative objectives by ensuring clear communication frameworks.
- maintain a consultative environment with stakeholders, facilitating communications that add clarity to our internal and external processes and seek feedback to inform our continuous improvement objectives.

Externally, TASC succinctly identifies its role with stakeholders within senior secondary education and endeavours to demystify assessment processes and outcomes and assist all stakeholders in understanding TCE processes.

TASC

## Key messages

### **The key messages for TASC's internal audiences include:**

- ensuring clarity of TASC's policies and procedures
- empowering stakeholders by developing an understanding about the assessment, standards and certification systems
- ensuring the wider community has confidence in the authenticity and integrity of qualifications and certification gained by recipients
- ensuring Tasmanian learners are supported in:
  - achieving their full potential
  - having adult-level core skills
  - gaining confidence to pursue post-school qualifications, and employment.

### **The key messages for external audiences are:**

TASC's willingness to embrace a consultative process

- a decentralisation of expertise in fields of knowledge, allowing TASC staff to expand their individual knowledge base through documentation of processes and two-way communication reducing single person dependencies
- an environment of openness
- a commitment to evolving the organisation to best meet the requirements of stakeholders, ensuring we continue to deliver effective day-to-day core business.

