



Introducing Sharon Coates... *IBSA's CEO*

Sharon Coates is the Chief Executive Officer of the Industry Skills Council **Innovation and Business Skills Australia (IBSA)**.

Sharon brought to this role the knowledge and wisdom gained through many aspects work in the vocational education and training (VET) sector.

Sharon's immediate prior experience included senior management roles with ANTA—leading system wide VET reform and providing high level advice to government, industry and public sector stakeholders.

Before her work with the national policy body, Sharon had other senior VET management roles including with the Victorian State Training Authority, the Adult and Further Education sector, and TAFE Institutes.

Sharon also had two Ministerial appointments in relation to national adult, language and literacy policy and women's employment education and training.

Sharon also represented Australia in several international seminars and delegations.

Now with **IBSA**, Sharon ensures that the voice of industry is heard and that providers of VET training and assessment services have the high quality nationally recognised products they need to meet the needs of industry, enterprises and learners. In turn, this ensures Australia has the skills for local, national and international competitiveness.

IBSA covers 6 diverse yet related industries.

- * **Business**
- * **Financial Services**
- * **Information and Communication Technologies**
- * **Printing and Media**
- * **Cultural and Creative Industries**
- * **Education**

The skills **IBSA** promotes also underpin business processes, the operation of technology, product development, and service provision across all industries and occupations.

IBSA's core roles include:

- * **creating products** such as nationally endorsed Training Packages and related training and assessment materials
- * **engaging industry** and other key stakeholders
- * **providing services and solutions** necessary for workforce and individual growth.

IBSA is also about:

- * **fostering innovation** in products, services and concepts
- * **developing higher order skills**
- * **integrating products and services** for better outcomes.



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