

Selling TAFE Short: are VCE business students deterred from choosing the TAFE option?

*Heather Pitt
Swinburne University of Technology
Hawthorn Campus*

Over recent years there has been a strong emphasis on secondary schools preparing students for tertiary study, with many schools building their reputation on the number of students achieving a score which will gain them entry into a university course. Indeed, recent research indicates that neither secondary school students nor the community at large regards securing a TAFE place as a successful outcome of Year 12, either.

This research explored the perceptions of TAFE held by young male post-VCE students undertaking the TAFE Associate Diploma of Business (Marketing) at a Victorian multi-sectoral institution. Light is shed on aspects of the culture within their predominantly middle-class secondary schools, which appears to contribute to these students having initially viewed TAFE as being best suited to tradesmen rather than as offering an alternative route into a higher education course.

The paper presents a case for revisiting the manner in which the TAFE option is presented to male secondary school students, especially those who attend middle-class schools and are not achieving at a level at which they believe they could or should.

Contact details:

Ph: 03 92145330

Email: hpitt@swin.edu.au