



Swinburne Online



Swinburne Online delivers high quality online education to over 7,000 Australians. The organisation offers an interactive learning format, coupled with the flexibility of online study and 24/7 support, seven days a week, giving students all the best features of an on-campus degree in a digital environment.

This is Swinburne Online's second consecutive accreditation as an Aon Hewitt Best Employer.



What you can learn from Swinburne Online

- Change is not always a bad thing
- Values, values, values
- Equip your leaders to drive engagement

Change is not always a bad thing

Swinburne Online is a young company operating in an extremely fast-paced sector. Online education is experiencing a period of rapid growth and Swinburne Online relies on its innovative and service-oriented employees to stay ahead of the curve.

Unlike many organisations, Swinburne Online thrives on its ever-changing environment and is consistently seeking to avoid the status quo. Staff are 'risk-accepting' and inspired by the challenge of agility, and the organisation provides frameworks to support this.

With a unique balance of academic and commercial expertise at its disposal, Swinburne Online puts strong emphasis on trying to identify different ways of doing things, rather than just improving existing processes. At the same time, the organisation maintains a focus on its core values to continue delivering on its targets.



"We want to build a strong passion and love of service, to have our culture and values embedded, a high performing culture, and a compassionate organisation."

Denise Pitt
Chief Executive Officer,
Swinburne Online





Values, values, values

As it continues to grow substantially and at a fast pace, Swinburne Online's values remain the lynchpin of its strategies and rhetoric. Employees must display agility and innovation, passion, integrity and team work.

Delivery on these values can account for 50% of evaluated performance and employees are expected to live by these values throughout their tenure. This starts at the hiring point and is embodied by three recruitment principles that Swinburne Online commits to:

1. Live the organisation's values in every interaction with candidates
2. Do not compromise on values fit when selecting candidates for hire
3. Recruit people who will contribute to the success and growth of Swinburne Online.

By focussing on a strong values fit as well as great talent, Swinburne Online is able to recruit people across all levels of the business that are aligned with its culture and can support continued growth.



New student NPS of

+46
12 points higher
than the industry
benchmark



44%
annual growth of
revenue

Equip your leaders to drive engagement

Swinburne Online understands that strong leadership is critical to achieving high levels of employee engagement and exceptional results. Over the past year, the organisation has implemented a Leadership Toolkit for current and future leaders within the business. The Toolkit is designed to identify an individual's strengths and development areas, and then provide practical coaching and advice on how to leverage or address these. The focus is at all times to maximise the strengths of the organisation's leaders.

The Toolkit is based around two key elements:

- Leadership skills – Swinburne Online has defined six areas that define great leadership. These are: judgement and decision making; people leadership; making things happen; commercial acumen; building and leveraging relationships; and continuous improvement/agility
- Leadership traits – The organisation has identified the following traits as indicative of a great leader: presence and impact; credible communication; composure; compassion and sensitivity; resilience; influence; self-motivation; and self-awareness.

As these elements exhibit, the Toolkit aims to support and promote explicit leadership expectations to develop better leaders, more engaged employees and higher performing teams.