



Vocation announces senior executive appointments

4 August 2014 – Vocation Limited (ASX:VET) today announces that it has finalised the structure of its executive leadership team responsible for driving Vocation's high quality education programs.

Carolyn Barker (AM), previously CEO of Endeavour College of Natural Health, has been appointed CEO Higher Education, leading Vocation's Higher Education strategy. Endeavour was acquired by Vocation on 6 June 2014.

Wendy Bonnici, a founder of the business has been appointed CEO Vocational Education and Training.

Ross Robinson, who joined the business upon the acquisition of Real Institute on 21 May 2014, continues to be responsible for Vocation's Enterprise business as Head of Enterprise.

All senior executives at Vocation have long-term contracts.

Group CEO and Managing Director, Mark Hutchinson, said:

"We are extremely pleased to more formally welcome Carolyn to the leadership team, heading up our Higher Education business. We said at the time of the Endeavour acquisition that Carolyn was highly respected as CEO and would be a real asset to our business. We are looking forward to working alongside her as we seek to develop and grow our Higher Education offer."

"Wendy and Ross are two of the most experienced and passionate education professionals in the industry and we are privileged to have the benefit of their expertise."

Chairman of Vocation, John Dawkins, said, "With our executive leadership structure in place and significantly strengthened by recent additions and long term commitments, the business is focused on delivering positive student outcomes and driving continued momentum in the business."

With the integration of its founding businesses now complete, Vocation also announces that it has successfully launched its new branding, including the student facing 'My Vocation' brand. A more detailed update will be provided at Vocation's Full Year Results on 21 August 2014.



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Notes to Editors

Carolyn Barker (AM) Biography

Carolyn Barker is an experienced CEO and Company Director with over 20 years experience running private sector businesses and government enterprises. An innovator and a leader with a demonstrable track record, Carolyn was made CEO of the Endeavour Learning Group in early 2011 and has presided over a period of strong growth for the business. Prior to her role at Endeavour, Carolyn was the CEO of the Australian Institute of Management QLD and NSW and The CyberInstitute Pty Ltd, an award winning national online learning business. Over the decade she spent with the AIM Group, the organisation grew into a cohesive network of commercially focused business units, providing education, publishing, online learning and information services to corporate and government clients.

An experienced company director, Carolyn is currently Chair of Brisbane City Council's Brisbane Transport Advisory Board and a member of BCC's Audit Committee, a director of ASX listed Shine Corporate and a director of MIGAS Pty Ltd. Carolyn has also held directorships as the Chair of The Queensland Orchestra and Deputy Chair of the Brisbane Powerhouse Centre for Live Arts.

Carolyn was made QUT Business School's Alumni of the Year in 2002 and a Member in the Order of Australia AM in 2005 for her service to management education business and the arts. She has an MBA from the University of South Australia and is an Adjunct Professor in Business at Griffith University.



Ross Robinson Biography:

Ross was the co-founder and CEO of Real Institute, the vocational and education training provider acquired by Vocation in May 2014. Real Institute was built on a philosophy of 'positive disruption', driving the need to continually improve, uncover, challenge and learn. The business was founded in 2007 and by 2013 was recognised as one of the Top 10 fastest growing privately owned businesses in Australia, and the fastest growing privately owned education company (2013 BRW FAST 100). The business has won several national awards for its success in delivering outstanding education programs to the corporate sector.

Ross migrated to Australia in 2003 where he worked in the Vocational Education and Training sector in roles including Business Development and Sales Leadership for two of Australia's largest registered training organisations. Prior to this Ross lived in the United Kingdom where he was head of logistics (UK) for Stanley Tools, an S&P500 Company listed in the United States. Ross holds a Diploma of Management.

Wendy Bonnici Biography:

Wendy is one of the founders of Vocation and the Managing Director of BAWM, the largest of Vocation's Founding companies and one of Australia's largest private education providers.

Wendy has over 20 years experience in human resources management, which has included the responsibility for aligning corporate training requirements with VET provision. Wendy has held senior roles in human resources across the retail and telecommunications industries. She joined UCMS Group in 2004 to become the Executive General Manager – Human Resources prior to it being acquired by Aegis in 2009. Wendy holds qualifications including a Bachelor of Economics (Monash University) and a Masters in Business (Swinburne University).

About Vocation

Vocation Limited ("Vocation") is one of Australia's largest vocational training and higher education providers that offers a flexible education delivery model for large enterprises and individuals. The company has a national footprint with a diversified, dual sector offering across industry sectors including; health, manufacturing, trades, aged care, business and tourism. Vocation is focused on providing high quality and relevant course content for students that reflects the current requirements of employers and deliver real job outcomes.

Further details about Vocation can be found on vocation.com.au