

# HARLEY-DAVIDSON® AUSTRALIA

CASE  
STUDY

FEBRUARY 2018



**TAFE**NSW

**ENTERPRISE**





## CUSTOMER PROFILE

**Company:** Harley-Davidson® Inc.

**HQ:** Milwaukee, USA

**Industry:** Automotive, Motorcycles

**Products and Services:** Motorcycles

**Employees:** est. 6,400 (2017)

**Revenue:** US\$ 4.92 billion (2017)

**Website:** [www.harley-davidson.com](http://www.harley-davidson.com)

Harley-Davidson® is iconic. A brand that has built a loyal base around the globe that has reached far beyond its core product of motorcycles.

With a continual and steady influx in sales, the demand for expert mechanics has grown. Harley-Davidson® was looking to replicate the USA Harley-Davidson® Training Centre in Australia. To train specifically skilled Harley-Davidson® bike mechanics, the company needed an education provider who could create a unique program that was nationally recognised, offered recognition of prior learning and accelerated learning.

Initially, participants had to complete the Certificate III in Motorcycle Mechanical Technology and then complete Harley-Davidson® specific training to become a Harley-Davidson® Master Technician. TAFE Enterprise created a customised program that enabled participants to fast-track the course by combining the skills of both qualifications in a shorter amount of time.

In 2011, Harley-Davidson® Australia launched its first apprentice training program in Australia and chose TAFE Enterprise as their training partner.





Nationally  
accredited program

## THE BRIEF

- Accredited training. To align to the Harley-Davidson® brand and deliver the skills to be a Harley-Davidson® Master Technician.
- Flexibility and responsiveness.
- Recognition of prior learning and accelerated learning.
- Provide young, aspiring motorcycle mechanics with a 'triple header': an apprenticeship, a nationally-recognised qualification and a career with a world-wide iconic brand.
- Exceptional customer experience. A partner to provide end-to-end service and deliver training that produces job ready graduates.



Training fully customised  
for Harley-Davidson

## THE TRAINING SOLUTION

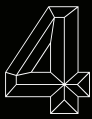
- Build customised training aligning to the requirements of Harley-Davidson®.
- Create a skills recognition services for apprentices.
- Guarantee nationally recognised training levels and qualifications for graduates.



90% staff retention  
after training

## RESULTS

- Delivered an accredited training program that fully recognised their in-house training as 'prior learning' and provided the training to deliver a Certificate III qualification.
- Provided a dedicated partnership manager who ensures vital regular communication with all stakeholders.
- Delivered nationally accredited course content and teaching delivered by an experienced TAFE NSW trainer who is 'embedded' in the Harley-Davidson® organisation and keeping up-to-date with the product.



4 apprentices named  
as Harley-Davidson  
Master Technicians



TAFE ENTERPRISE

HARLEY-DAVIDSON®



“ The relationship between Harley-Davidson® and TAFE Enterprise has been a sound commercial decision for our dealerships, and for Harley-Davidson® Australia. It’s ensured that the training that the technicians are receiving is of such a high quality that they’re not leaving the dealerships. ”

**Eleni Mitakos**  
National Training and Development Manager,  
Harley-Davidson® Australia.



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