

Writing up case studies in VET

There are as many styles of writing as there are authors. Often, it is word limitations that restrict the style of a completed report. However, while it is important for the author to present the findings in a logical manner for the reader to assimilate, it is also desirable that the reader is associated with the nature, climate and culture of the study. The following example indicates how a case study can take the reader into the organisation and into the VET environment that is being researched. Placing a value on this approach may position the reader to place more value on the findings.

Environco

Case study organisation – workplace-based manager training

If you walked towards the central offices of Environco early in the morning in January 2000, you would walk with each change of lights from block to block through a crowded CBD, with people purposely on their way to a variety of corporate centres. You would enter the pedestrianised foyer of one of the tallest aluminium clad CBD buildings, where the employees of the multiple tenanted tower mingle in the cafés and shops, in front of the security entrances to the lifts.

In this ground floor piazza you might wander into the bookshop to find out something about Environco operations. You would be confronted with the conflicting demands of preserving endangered species and the allocation of shooting permits to deter predators from crops and livestock. The complexity of both supporting local communities, and yet simultaneously encouraging them to introduce radical agricultural methods. For each booklet indicating strategies for reclaiming coastal foreshores, there would be another marketing water sports facilities. You would become aware of the sensitivity needed to map a path of sustainable growth that enabled the environment, social groups and industry to prosper in harmony. The enthusiasm of the bookshop staff in answering your questions would lead you to suspect that they had been attracted to work for the organisation because they shared many of the same values, and identified with the broad departmental goals. The vision of 'Prosperity with care' is reinforced in their annual reports above an executive management team of nineteen led by a woman and with five female programme directors. There is an emphasis on people.