



## Company Profile

The Action Learning Institute (ALI) is the first education institution in the world to deliver nationally recognised qualifications entirely through action learning in the workplace.

Based in Adelaide and Launceston, ALI is owned by Cother Consulting Pty Ltd, a private Australian company. The company has four employees, all Cother family members, and engages external contractors across Tasmania and South Australia to deliver action learning programs and develop proprietary software products.

We are actively working to radically change the way vocational education and training is done in Australia. What sets us apart is our pioneering approach to learning and assessment. Our core belief is simple yet transformative: **every workplace is a place of learning**. In everyday work life, individuals learn from their experiences, whether it's a significant change in their job role, dealing with a customer complaint, or managing daily operations. Our software, myLearningMap, captures these learning events and rapidly identifies and maps demonstrated competence to relevant vocational education and training (VET) qualifications.

Our mission is to use readily available technology to capture and recognise this valuable learning to support our ultimate vision of a world where **all learning is recognised**.

In 2013, we became a Registered Training Organisation (RTO Provider no. 40676) and our systems have been verified by two rigorous audits (2013, 2017) by the Australian Skills Qualification Authority (ASQA), attaining the highest recordable status of 'consistently compliant'.

Following is a brief description of our current technology projects and partners. While we have largely self-funded our research and development thus far, the current emphasis of Federal and State governments on VET sector reform presents a significant opportunity for us to seek substantial government funding. We are in the final stages of preparing an information and awareness campaign to secure this support.

We invite investors to share our vision of leveraging advanced digital technology in post-school education. To facilitate this, we have established Cother Digital Pty Ltd, the parent company for myLearningMap and future digital products. We believe the time is ripe to reshape vocational education, and we welcome partners to join us on this journey.

## myLearningMap

myLearningMap uses video evidence supplemented by a range of media, including documents, observations, images, audio and voice to text, through a secure mobile app. Evidence can be stored in our cloud-based server, in cloud-based storage owned and managed by the employer, or by a third party. Our first build was released and tested in 2017 and we are currently running myLearningMap v2.0, which is tenant ready, and have developed a roadmap for v3.0.

## The TGA Database

myLearningMap links directly to a live database of performance criteria in accredited Units of Competency from nationally recognised qualifications on the National Register of VET. To create this database, we built a dedicated scraper to extract and format the contents of all Units of Competency published on the training.gov.au website into a massive, aggregated database of training components from every Training Package on the National Register.

## The 'Wizard' search engine

In 2020, we contracted Klarrio APAC (see below), to build a search tool that applies machine learning to match defined steps in a real world workplace task with semantically similar performance criteria or element descriptions in our database. The search engine has been trialled with an industry partner, in consultation with representative employers in the Creative Industries, in South Australia to co- design four microcredentials for three identified job roles. A second project has been completed with Youth Options, to create microcredentials for entry level roles in Game Development. All of the micro-credentials have been endorsed by the South Australian Skills Commission.

<https://skillscommission.sa.gov.au/careers-and-pathways/micro-credentials/register-of-endorsed-micro-credentials>

## The Enterprise Microcredential Generator

Our latest project to develop an AI assisted minimum viable product (MVP) to semi-automate the creation of enterprise-specific microcredentials from existing workplace documentation is underway. We are in the process of building a working prototype, using documentation provided by Adelaide manufacturer, B&R Enclosures, and testing the concept in close consultation with the operations team.

## Business Action Learning Tasmania Ltd

ALI has been instrumental in establishing Business Action Learning Tasmania, a charity established for the purpose of advancing education through action learning programs in industry, community and education institutions. BALT emerged from a cluster of businesses learning with and from each other through our award-winning Lean Action Learning program. ALI has an active role in BALT as a training and development partner and BALT provides direct industry feedback on ALI products and services.

<https://businessactionlearningtas.com.au/>

## Our Team



**Robert (Bob) Cother**  
Managing Director

Bob Cother is a Director of the Action Learning Institute. Bob is an Industrial Engineer with over thirty years experience consulting in the manufacturing industry in Australia. Bob developed the award winning Lean Action Learning program based on his research and experience leading change through action learning in organisations across a broad spectrum of manufacturing in Australia and overseas.



**Christine Cother**  
Director

Christine Cother is a Director of The Action Learning Institute. After 27 years as an academic librarian, Christine retired from the University of South Australia in 2015 to concentrate on the business. Christine maintains an extensive collection of resources and provides a range of support services for participants of action learning programs delivered by The Action Learning Institute.



**Belinda Cother Hart**  
General Manager

Belinda is qualified in business administration and accounting, with a strong focus on regulatory compliance. As well as managing the budget and accounts, Belinda maintains student records and reporting to the national training regulatory body, Australian Skills Quality Authority (ASQA), and relevant state funding bodies.



**Genevieve Cother**  
Business Development Manager

Genevieve is an Industrial Designer, with broad experience in a range of manufacturing industries over 20 years. Genevieve is a Master of Sustainable Design and has applied principles of sustainability and social innovation to design the management systems, which support the delivery of nationally recognised qualifications entirely through action learning.

## Technical partners

### **Enee Solutions** <https://enee.com.au/>

We contracted Enee Solutions in Adelaide to build myLearningMap and have an ongoing support contract for maintenance and continuous improvement. However, we wholly own this product, its code and supporting documentation through our edtech startup, Cother Digital Pty Ltd, headquartered in Launceston, Tasmania.

### **Klarrio APAC** <https://klarrio.com.au/team-apac/>

In 2020, ALI established a collaborative relationship with leading data scientists, Klarrio APAC, the Australian arm of Klarrio Worldwide. We have developed strong relationships with the executive leadership and have established a working agreement for the use of a highly skilled engineer in the early development phases of the VETech platform:

### **Wagdy Samir CEO** <linkedin.com/in/wagdysamir>

A senior executive with over 25 years of experience with leading technology companies, Wagdy has worked with some of the world's top multinationals including IBM, Alcatel-Lucent, Cisco and Technicolor throughout Australia, Asia Pacific, the US, and Europe. Wagdy holds a B.E. in Telecommunications (Hons), a PhD (Mathematics), and MBA (Dean's List), all from the University of New South Wales, Sydney, Australia.

### **Mark Aquilina COO** <linkedin.com/in/markaquilina>

Mark has worked with Telstra in various roles including head of pricing for broadband/media and fixed-line products; head of corporate strategy; and as General Manager of Mergers & Acquisitions. Prior to Telstra, Mark also worked in investment banking for ABN AMRO. Mark holds a B.E. in Telecommunications (Hons First Class) and MBA (Dean's List), all from the University of New South Wales, Sydney, Australia.

### **Tam Ho Huu Minh Data Scientist**

Tam specialises in building applications using big data, streaming processes, machine learning/statistical models, and optimisation techniques. Tam has expertise in a multitude of programming languages (Python, C/C++, Scala), operating systems (Linux, Windows, Androids), and streaming services (Spark, Kafka, Flink). Prior to Klarrio, Tam worked as a solution engineer at Thinxtra, focusing on IoT projects. He holds a B.E. in Telecommunications from Vietnam, a PhD (Telecommunications) from the University of Technology (UTS), Sydney, Australia.

### **Codium** <https://www.codium.com.au/>

In 2020, we worked with Codium in Adelaide to prepare a roadmap for a major rebuild of myLearningMap, in preparation for scale-up. Codium have specialists in UI and UX and have an existing relationship with Klarrio APAC. Codium have agreed in principle to design and build the user interface for our MVP microcredential generator for employees.