



Smart and Skilled Marketing Strategy

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Marketing Smart and Skilled Programs

CTET is aware of the need to implement ethical marketing practices that meets the requirements of legislation; consequently, this Marketing Strategy is governed by the **Consumer Protection Policy**.

The goal of this strategy is to ensure training subsidised by the NSW Government, Smart and Skilled Program is effectively marketed to target groups and enrolment targets are met as per contractual requirements.

A copy of this Strategy will be filed and is available to the department or other Stakeholders on request

Marketing Information

CTET is aware of the Smart and Skilled contractual requirement to provide the following information as part of a marketing strategy:

- Our legal name and code as on *training.gov* will be displayed on all marketing and promotional material
- Details of, or links to, the Smart and Skilled website and 1300 77 2104 contact number will be made available on all marketing material, electronic or printed, including the website, social media sites, advertisements, emails and course brochures.
- We will not use any NSW Dept. Intellectual Property i.e. Logos/trademarks/icons without approval from the department
- All marketing material (including website) and information sheets will include the statement: *This training is subsidised by the NSW Government*
- No financial inducement will be used in advertising
- Our website, home page includes link to the Smart and Skilled Website
- We will ensure our website is current and accurate and includes following details:
 - all approved qualifications
 - details of the notification of enrolments process including evidence the student must provide
 - details of how student should obtain a USI
- We will include the following Student info on our website:



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- RPL and CT
 - Consumer protection information
 - Subcontractor information if relevant
 - What a student should do if they wish to defer or discontinue training
 - How students can access support during training
 - Contact details for any support services provided
 - Any costs for equipment that are additional to the Smart and Skill student fee and details of the required equipment. We are aware that the equipment remains the property of the student on completion
- All Commonwealth Government funded training, including VET FEE-Help and VET Student Loans, marketing will meet Legislative requirements and guidelines including those in the 2016 VET FEE Help Reform.

We will also ensure

- We file copies of all marketing material as evidence of implementation of this marketing strategy
- Our details on the Smart and Skilled website are kept up to date.
- CEO's details on Smart and Skills website reflect those on training.gov
- A Provider representative has been appointed who has authority to provide any requested information to the Department and who has the knowledge and information to be able to answer the Department's questions.

Target group

The principal target group (s) are:

- trainees in NSW
- residents wishing to undertake vocational education and training to improve employment and career opportunities in Capital Region, Sydney, Riverina, Illawarra, Southern Highlands and Shoalhaven

Potential students may also come from the following groups identified as Disadvantaged:

- Unemployed
- Disabled
- Indigenous



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Enrolment targets 2017

Name of qualification	Number of students	Number of Trainees/ Apprenticeships
CHC52015 Diploma of Community Services		
CHC42015 Certificate IV in Community Services Work		
SHB30416 Certificate III in Hairdressing		
SHB40216 Certificate IV in Hospitality		
SIT30616 Certificate III in Hospitality		
BSB41415 Certificate IV in Work Health and Safety		

Marketing strategies

To ensure targets are met **CTET** will adopt the following marketing strategies

Digital marketing

- Websites
- Social media
- Email lists

Promotional Marketing

- Advertising: newspapers as required to build numbers
- Brochures/Flyers
- Visit industries and businesses

Networking

- CTET has strong networks in the industries it delivers to and uses a variety of memberships and industry links to ensure strong industry networks. These networks include
- Professional Relationships
- RTO Forums

Other strategies

CTET has strong ongoing links with past students and liaises with them to promote new training opportunities to them, their friends, family and professional networks

Staffing

To ensure the marketing strategy is effective, the CEO has the responsibility for its implementation.



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Review

The effectiveness of the strategy will be reviewed **monthly/ quarterly** by the management team as part of the Continuous Improvement process. This will be a standing agenda item at management meetings and will include:

- Review of enrolment numbers against targets
- Review of effectiveness of each method of marketing
- Review of feedback from staff and potential students
- Review of competitors strategies
- Identified strengths and weaknesses of strategy and improvements/changes required

Minutes will be kept of meetings and identified actions implemented as per the Continuous Improvement Policy.