

## ACPET Member Combined marketing campaign proposal

### Background

The ACPET WA State Committee has recognised one key strategic focus for the 2012-13 period will be the requirement to effectively market ACPET Member Colleges in all forms of media to:

- Engage with students whom will soon attract public funding and have free choice of provider selection following COAG reform.
- Provide awareness to potential students and the wider public that they have another option than just going to a "TAFE"
- Provide public awareness that private colleges offer the same, if not better standard of training and are recognised nationally and internationally with higher levels of student support services.

### The proposal

ACPET Members can "buy in" to a 12 month marketing campaign at differing levels/strategies suiting your budget, where the funds could be used to purchase and advertise in bulk using a cooperative approach to establish a unified Private Provider presence in the marketplace under the banner of ACPET as the quality stamp of Private organisations.

- The campaign would be managed by ACPET with a trusted marketing company.
- The strategies would be directed and guided by the Marketing Committee – a sub group of the WA State Committee.

Levels/strategies may consist of:

- Strategy 1, ACPET and your organisation branding only,
- Strategy 2, ACPET and multi member organisation branding, or
- Strategy 3, ACPET generic private sector awareness campaign.

### Possible applications

- Produce an ACPET version of the TAFE semester enrolments handbook that is distributed in the West Australian, so that potential students receive real option awareness including private colleges,
- produce and air television advertisements,
- produce and place newspaper print advertisements,
- produce and air radio advertisements,
- produce and manage iPhone, iPad, Android applications,
- produce and deploy social media site advertisements,
- purchase a single large booth at the Skills west Expo where all participating Colleges attend together,
- school leavers handbook,
- billboards, or
- bus advertising.

### The Committee would like feedback from ACPET Members to determine:

- Level of interest / feasibility,
- additional ideas from members, and
- if you were interested in participating, what would you want?

To provide this initial feedback, please click the hyperlink to complete a very short survey which will go back to your State Committee.

