

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.

