



FORM

Quality Indicator annual summary report

Learner engagement and employer satisfaction surveys

RTO No.	RTO legal name
22424	Australian Careers Education Pty Ltd

Section 1 Survey response rates

	Surveys issued (SI)	Surveys received (SR)	% response rates = SR *100 / SI
Learner engagement	149	44	30%
Employer satisfaction	154	16	10%

Trends of response statistics:

- which student/employer cohorts provided high/low response rates
- how did response rates compare with previous years (if applicable)

The student response rate was higher than the employer response rate in the 2019 calendar year. This is in keeping with the trend identified in previous years.

The response rate overall from both students and employers was lower than in previous years; however, the number of surveys issued increased significantly from previous years.

One of the reasons for the decrease in the response rate is considered to be a result of the change in the distribution method of the survey. In previous years, students and employers were given a hard-copy of the survey by their trainer or a member of staff only. However, in 2019, an online survey method was created and used, in addition to hard-copy surveys. The use of the online distribution method meant that a greater number of individuals were able to be targeted. However, this ultimately led to a greater difference in the ratio between surveys issued and surveys received.

A second reason for the difference in the ratio was due to the increase in student numbers in 2019. Due to increased marketing efforts and market demand; ACE saw a greater number of enrolments in 2019 than in previous years.



This accounted for the greater number of surveys issued, and possibly a change in the ratio due to the distribution of the survey to a larger cohort.

A third reason for the difference in ratio is also possibly due to the change in the distribution method of the survey, i.e. the introduction of the digital survey. While this also allowed for access to a greater number of students; it can also come with its own challenges in terms of response rate, given students / employers may choose to ignore the request for feedback.

ACE is committed to ensuring it continues to seek and obtain feedback from its learner and employer cohorts to ensure ongoing monitoring and improvement of its service delivery. While the introduction of the digital survey was considered a success in terms of reaching and connecting with a greater number of individuals; it also highlights a need for more follow-up of survey distribution (i.e. reminder emails to be sent encouraging individuals to respond to the email). Also, the continuation of hard-copy surveys also seems beneficial to continue as it allows access to individuals who prefer paper-based surveys or who are not computer-literate (which is reasonable given a majority of ACE's courses are trade-based.)



Section 2 Survey information feedback

What were the expected or unexpected findings from the survey feedback?

The feedback from the surveys was overwhelmingly positive, with the majority of the scores from both learners and employers sitting in the "agree" or "strongly agree" range. While this was not unexpected given the time and effort made by ACE's staff to ensure customer satisfaction and quality service delivery; it was great to see objective data that confirmed this perception.

What does the survey feedback tell you about your organisation's performance?

The survey feedback provides information that gives evidence to the quality of the training and service delivery. Further, the feedback suggests that students feel the training is appropriate, valuable for their skills and professional development, and they felt well supported by their trainers and staff. Similarly, feedback from employers suggest that they were pleased with the quality of training, that it was a worthwhile investment and that the training assisted their employees with improving their skills and knowledge to be able to apply this at their workplace.

Section 3 Improvement actions

What preventive or corrective actions have you implemented in response to the feedback?

While the feedback was positive across both cohorts of students and employers; ACE is committed to maintaining the level of quality and service experienced by its clients. In addition to this survey, ACE regularly seeks feedback and offers supports to its clients by means to phone calls and emails from our support staff, and regular review of its training delivery and support. ACE is also committed to continuing to ensure that any concerns are addressed efficiently and effectively.

Given the reduced response rate in 2019, ACE has also implemented a system to increase the response rate through reminder emails and follow-up phone calls. ACE is hopeful that the 2020 response rate will be greater than 2019, which will be a good measure of the corrective actions made.

How will/do you monitor the effectiveness of these actions?

The leadership team, made up of the CEO, compliance manager, and departmental managers; continue to meet on a weekly basis to review progress made by students with their training, to discuss feedback received from student and employer cohorts (both through verbal / written feedback or through surveys such as this) and to continue to take steps towards continuous improvement. Outcomes of these discussions are also continuously reviewed at subsequent meetings to ensure that actions needed are followed through with.