



Quality Indicator annual summary report

Learner engagement and employer satisfaction surveys

RTO No.	RTO legal name
4049	Australian Retailers Association

1. Survey response rates

	Surveys issued (SI)	Surveys received (SR)	% response rates = SR *100 / SI
Learner engagement	744	102	13%
Employer satisfaction	31	15	48%

Trends of response statistics:

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

The majority of participant survey respondents were those undertaking the higher level Certificates. A significant percentage of participants completed lower level Certificates, however very few responded to the survey. This is despite a variety of mediums used to communicate the survey tool.

Typically the larger employers with a Human Resources department responded to the surveys. Our experience reveals that SME are extremely busy with their businesses and are less likely to respond.

Response rates are comparable to previous years, with cohorts providing similar response rates.

2. Survey information feedback

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

As a Retail specialist RTO with a very experienced team of Facilitators with current industry experience, we expected to receive very positive feedback on the quality of delivery.

There were negative comments from some participants undertaking the Certificate II in Retail. These appeared to stem from the fact that while they completed a work placement as part of the program, they unfortunately did not achieve a job outcome. Ultimately it is the business' decision on whether an ongoing employment opportunity will be offered. As an RTO we prepare our participants to not only have the required retail skills to enter the sector, we ensure they have the necessary employability skills. Despite being advised that there are no 'guarantees' in regards to securing a

job post training, many participants have an expectation that they will be 'given' a job.

A number of participants felt while the training was very good, the service provided post their training (eg in obtaining their Certificate in a timely manner) could have been improved.

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

Participants undertaking the higher level Certificates provided very positive feedback on the quality of Facilitators and the course generally. The majority of these participants are Existing Workers and found the Educational experience to be a sound professional development opportunity and in some cases a good 'refresher'. This reflects our organisations intent on firstly securing talented Facilitators and then professionally developing them to ensure their retail knowledge is current and their VET sector knowledge is up to date.

We pride ourselves on the currency of training materials which are reviewed and updated annually to ensure content & case studies are relevant. Participants found the materials to be up to date and could easily apply the underpinning knowledge gained in the sessions, back in to their business. All this suggests that our time invested in keeping our materials current and our Facilitators professionally developed is resulting in positive educational outcomes and a return on the investment made by the participants and businesses.

We have challenges ahead in the areas of flexible delivery and being able to customise according to the exact needs of the business. While we have introduced an on line learning platform, some of our regional participants do not have the technology and or skills to effectively use the platform. Feedback suggests we need to be more considerate of that particular cohort.

Improvement actions

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

As a business we have recognised the importance of Continuous Improvement as a critical aspect in promoting business growth and have escalated it as a priority. For this reason we have implemented the following actions:

Several new roles have been created within the organisation to ensure our clients are serviced accordingly .A Talent Coordinator, Resource Developer & Student Services Administrator have been appointed to support their respective areas.

The RTO has recently appointed full time RTO personnel to liaise with students on administration tasks. Previously there was not a designated Student Support Officer to assist students with issues that they may face (personal or academic) during their course .

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

Monitoring of actions will be conducted at our fortnightly Continuous Improvements meetings. In these meetings feedback from our weekly training sessions, participants, clients and other stakeholders are reviewed and actioned accordingly.

We have also introduced performance reviews of all staff members. These reviews will focus in part on the KPIs that have been directly designed to target key concerns that have been noted from the feedback.