



**gimbal**training

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## **Smart and Skilled Marketing Strategy**

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## Marketing Smart and Skilled Programs

Gimbal Training 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

Gimbal Training 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

Gimbal Training 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:

- 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

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: Existing industry workers. Potential students may also come from the following groups identified as Disadvantaged:

- Unemployed
- Disabled
- Indigenous

## Enrolment Targets 2018

Name of qualification	Number of students	Number of Trainees/ Apprenticeships
CPC30211 Certificate III in Carpentry		
CPC32612 Certificate III in Roof Plumbing		

## Marketing Strategies

To ensure targets are met Gimbal Training will adopt the following marketing strategies

### Digital marketing

- Websites: [www.gimbalgroup.com.au](http://www.gimbalgroup.com.au)
- Social media: <https://www.facebook.com/gimbaltraining/>
- Email lists: [hello@gimbalgroup.com.au](mailto:hello@gimbalgroup.com.au)
- Blogs <https://gimbalgroup.com.au/blog/>

### Promotional Marketing

- Advertising: Course outlines, website
- Brochures/Flyers, client handbook

### Staffing

To ensure the marketing strategy is effective, the insert job role will have the responsibility for its implementation.

### 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 competitor's strategies
- Identified strengths and weaknesses of strategy and improvements/changes required
- Add other strategies.

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

Refer to other policies linked this policy via [www.gimbalgroup.com.au](http://www.gimbalgroup.com.au)