



FORM

Quality Indicator annual summary report

Learner engagement and employer satisfaction surveys

RTO No.	RTO legal name
4049	Australian Retailers Association

Section 1 Survey response rates

	Surveys issued (SI)	Surveys received (SR)	% response rates = SR *100 / SI
Learner engagement	827	77	9.3 %
Employer satisfaction	49	10	20.4%

Trends of response statistics:

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

Participant Survey: Different from previous years where a majority of the respondents were undertaking higher level of qualifications the respondents were majoritally students undertaking lower level qualifications (Certificate II & Certificate III).

Employer Survey: Typically respondees representing larger format retail businesses and organisations responded including HR & Training Managers. Anecdotally the unresponsiveness of medium, smaller and micro retailer businesses is due to business priorities and limitations.

Response rate were slightly lesser compared to previous years. Typically the number of surveys sent throught the course of the year is higher which impacts on the responsiveness to surveys



Section 2 Survey information feedback

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

We expected positive feedback on a scale of degree to strongly agree to measure the quality of the training and delivery as well as the facilitator performance. Even though our student cohorts vary from job seeker or new entrant or existing workers, they found the training materials and facilitators can cater a range of student learning capabilities - from building new skills, upgrading their current expertise and also a good refresher. Minor comments were made about the need to update Cash Register machine for classroom learning and some typos in workbooks. Comments were made regarding job offers after work placement for students participating in lower level jobseeker programs. Students expected guaranteed offer and perfect job environment despite being advised that there would be no guarantees in securing a job offer and it was the retail host decision to offer employment evaluated based on work placement performance and business demand.

The purpose of employment pathways programs is to prepare individuals with work readiness retail skills and knowledge. We also ensure that we are giving them the chance to experience real retail environment. Securing the job outcome is entirely the students responsibility, whether during work placement or post program; the program provides them with skills, confidence and worthiness to continue to pursue retail employment opportunities.

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

The majority of respondents were happy with the training organisation and willing to recommend retail training to others. A tremendous effort is made to ensure the training materials quality are current and relevant to support all levels of learning capabilities. Our facilitators recruitment process is rigorously standardised to ensure that students are supported by retail specialists with many years of industry experience and respect for learning environments and support to represent a wide range student backgrounds and capabilities.

Learning and education tools and experiences are offered in workshop, workplace, online or part of a blended methods to meet the needs of potential students and retail businesses. As we are quite new to online training and blended delivery methods positive and negative feedback is used constructively to continuously improve the methods

Some negative feedback was received around the navigation of the online system, it was also positively influenced by feedback about flexibility and assessability for students to complete assessments and reviewing training materials in a self paced environment.

Section 3 Improvement actions

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

- Cash register issue: We aim to provide updated cash register machine to support training delivery.
- Typo on workbook: We will be undergoing training material review at least on two yearly basis, and validating the assessment on annual basis
- Online platform: Annual review and ad-hoc repair are undertaken to ensure the system is improved.



- Review contracts and internal processes to reduce the amount of surveys sent out to improve responsiveness
- We also introduce concept of Group Managers as a dedicated personnel to monitor group progress, report any news or issues back to ARA Retail Institute and engaged business.

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

The continuous action is monitored via monthly continuous improvement meetings. Survey reports and improvement ideas are logged and tracked into online system (Trello) and reviewed on the next meeting.

We have also used performance reviews of all group managers and 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.