

Stakeholder Survey Preliminary Report

The Australian Apprenticeships and Traineeships Information Service (AATIS) is funded by the Australian Government Department of Education, Skills and Employment. AATIS is a neutral and trusted source of information and resources in the Australian Apprenticeships industry.

Our work assists organisations in the Australian Apprenticeships, school and careers, employment services, and wider VET industries. AATIS works closely with industry stakeholders to ensure that their respective information and resource requirements are met.

This preliminary report provides a high-level overview of feedback from the 2021-22 AATIS Stakeholder Survey. The Survey remains open for stakeholders to have their say about AATIS services. The detailed final report will be released by June 2022.

What we've heard

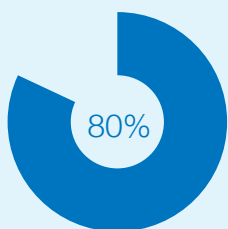
“AATIS provides a one-stop shop for everything we need” (Group Training Organisation & Registered Training Organisation)

Overwhelmingly, respondents report that AATIS is a valuable resource for their work.

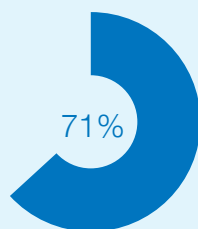
95% of respondents report that AATIS is useful, with **57%** reporting the service is Extremely or Very Useful.

AATIS is considered a “key resource for apprenticeships”, with “information (that) is very clear and easy to access”.

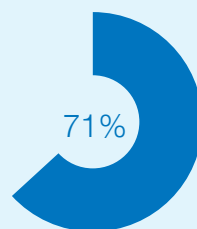
“Key resource for apprenticeships” (School or careers sector)



agree that it is important for AATIS to deliver a consistent source of information



agree that AATIS resources are valuable for use with their clients



agree that the information provided by AATIS is valuable and reliable



agree that their job would be more difficult without AATIS

“Information is very clear and easy to access” (Government)


Different user groups report needing AATIS information and resources to a greater or lesser extent in their daily work. These patterns of use are reflected throughout the survey, particularly in response to questions about specific types of resources.

- Technical resources such as the Field Officer Briefs are considered most useful by Australian Apprenticeship Support Network (AASN) providers, Group Training Organisations and government
- The Schools Guide is considered most useful by the school and careers sector
- Employer information is considered highly useful by employment services providers and Group Training Organisations

“Everything on the website is extremely important” (Industry)

When asked for feedback on resources that are not meeting industry needs, there were several detailed suggestions for the development of additional resources. Despite prompts, there were no responses for resources that respondents thought should no longer be offered.

“ I love the pathways information - any extension on that would be great ” (School or careers sector)



Overview

Survey responses demonstrate that AATIS is meeting the information and resource needs of the industry, even though participant needs are broad and at times must be specifically targeted. The Service is considered reliable, consistent, and useful.

There is ongoing work needed to continue providing a quality service for an evolving Australian Apprenticeships industry. Information and resource requirements change over time, so AATIS must adapt and continue working with stakeholders, to ensure a thorough understanding of these needs and to develop products that meet them.

We encourage all Australian Apprenticeships industry staff and people in related networks and sectors to take the AATIS Stakeholder Survey. This will help us understand which resources are most effective and what else needs development to support the industry.

Resource use

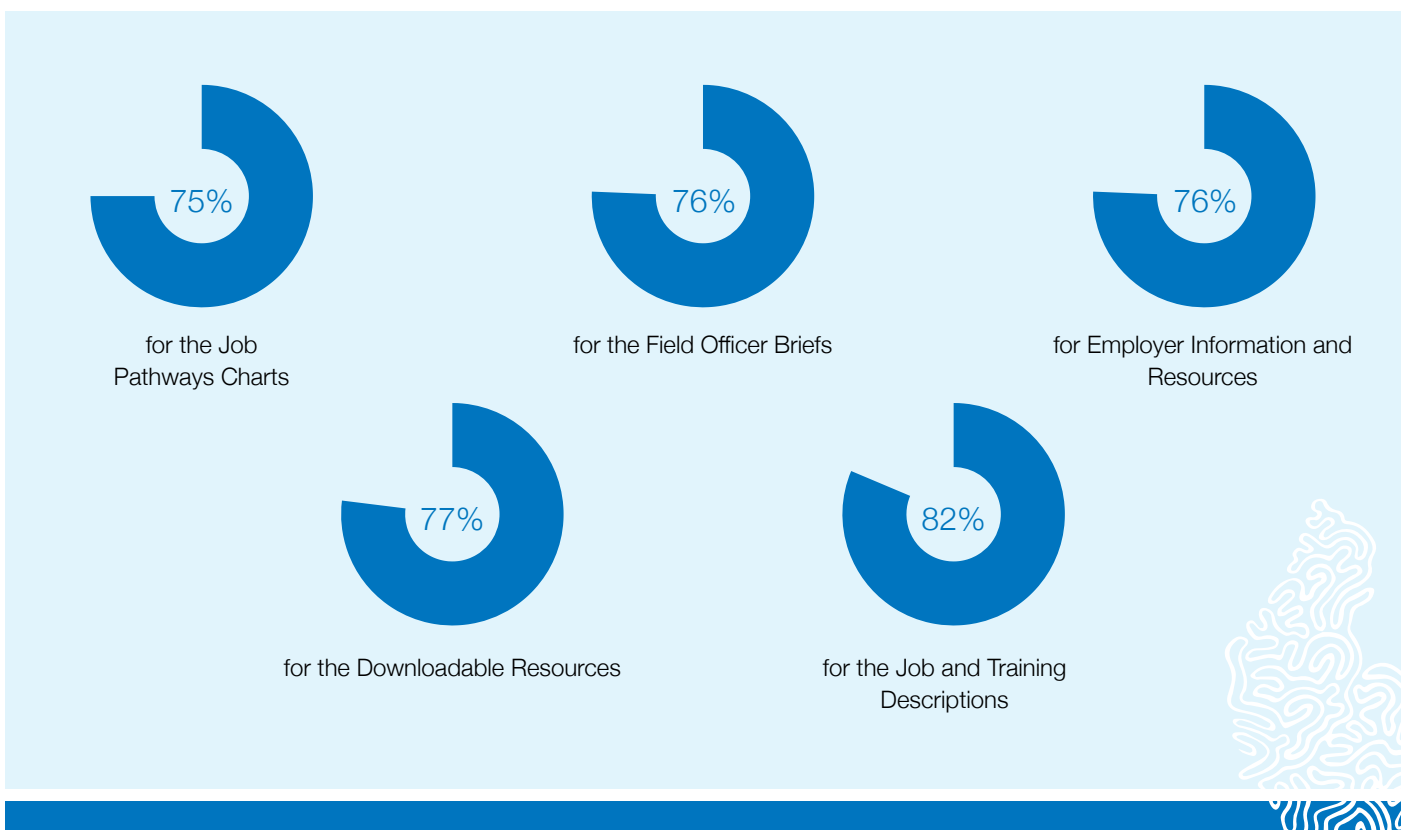
There is great diversity in resources delivered by AATIS, both regarding the platform, content or method of delivery, and the target audience.

Australian Apprenticeships Pathways website

The Australian Apprenticeships Pathways website (aapathways.com.au) is a hub of Australian Apprenticeships information. It houses many interactive and downloadable resources and contains information on other elements of AATIS' work.

Survey responses show that the key resources delivered by AATIS are highly valued by the stakeholders who use them, with more than 50% of respondents reporting that every resource was Extremely or Very Useful.

The top resources on the Australian Apprenticeships Pathways website, rated as Extremely or Very Useful :



There are expected variations in the types of stakeholders who use different elements of the service. Different provider types require different types of information and resources for their own use and for use with clients. Further analysis of these trends will be given in the final report into Stakeholder Use of AATIS.

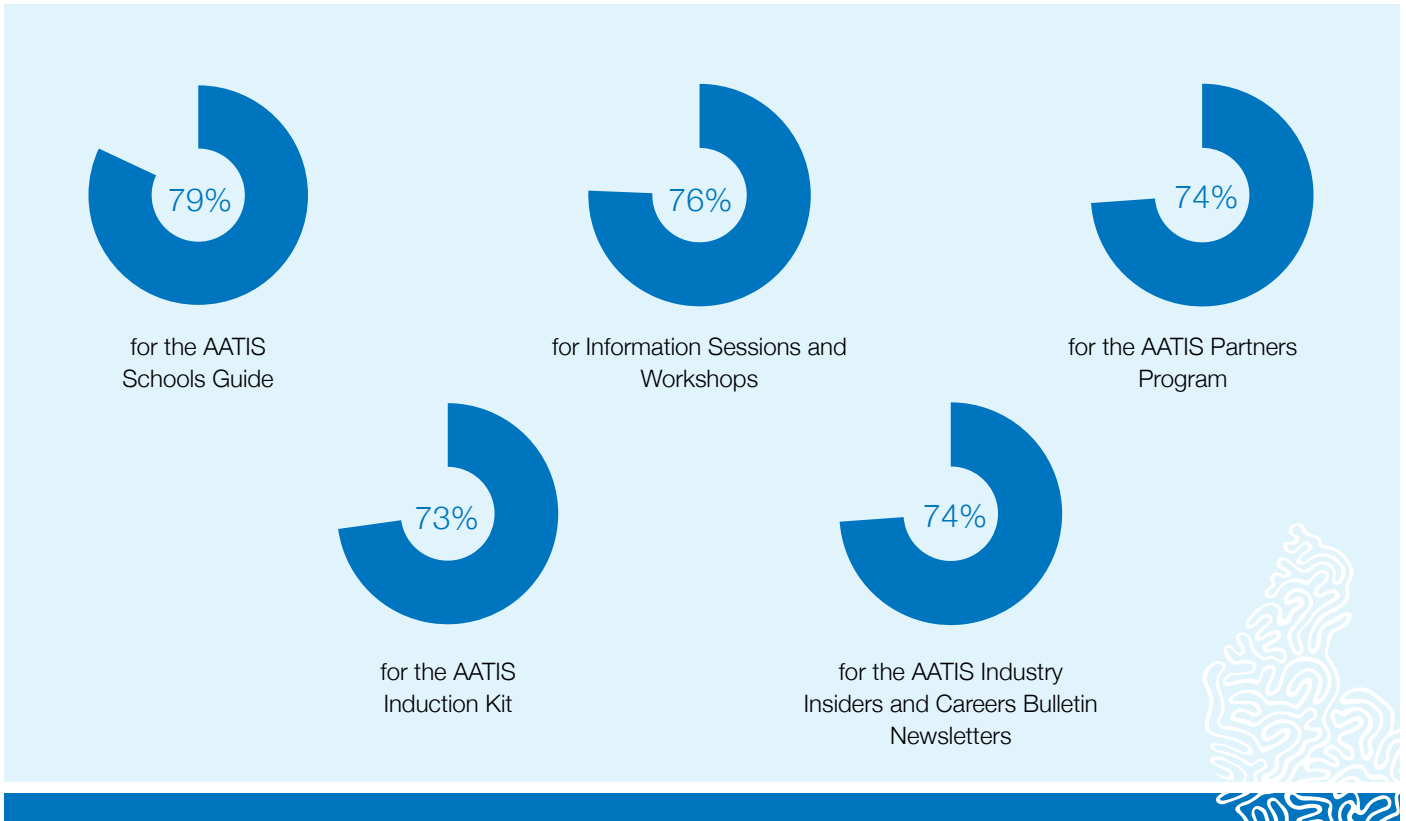
Participants were able to select 'NA' if they did not use the resource referred to in each question. These NA responses are excluded from the percentages; each figure shows the percentage of 'Extremely' and 'Very Useful' responses from participants who gave a rating of usefulness.

Other AATIS resources

In addition to the website, AATIS delivers information and resources through an enquiry service, hard copy materials, social media, newsletters, and in webinars and information sessions.

All non-website resources included in the survey had more than 60% of respondents report they are Extremely or Very Useful.

The top resources outside of the website, rated as Extremely or Very Useful :



Other elements of value

Direct responses about key elements of the AATIS delivery indicate the importance of these items. However, due to the complexity and diversity of AATIS' work, there are many elements of the service which could not be listed for ratings. Respondents were asked for information about other elements of the Service they find to be useful.

“The websites are very useful and can be accessed easily”

(Registered Training Organisation)

Three themes emerged from these responses:

1. Data and trends information is used and valued by many stakeholders
2. All elements of the website are important to those who know about them and how to use them
3. AATIS information and resources are easy to access

AATIS' analysis of these responses is that the Service must continue to meet the challenge of building understanding and access to existing resources and information. This signals the critical role of information sessions, webinars and professional learning activities. Respondents were inclined to provide suggestions and advice about enhancement and new product creation.

Suggestions and enhancements

AATIS provided two locations for respondents to provide suggestions for AATIS work. The first requested feedback on information and resources they need that currently don't exist; the second requested feedback on information, resources or platforms they would like to see AATIS using or providing.

The suggestions and enhancements reported by survey respondents is valuable for use in determining priorities for AATIS work. Themes in responses show that:

- Additional resources are needed to support specific client groups
- Diversity in the platform of resource is needed (e.g. online and hard copy information)
- Stakeholders are looking for granular information often in the niche areas of the industry in which they work

Participants were able to select 'NA' if they did not use the resource referred to in each question. These NA responses are excluded from the percentages; each figure shows the percentage of 'Extremely' and 'Very Useful' responses from participants who gave a rating of usefulness.

Current work

AATIS works with stakeholders in an ongoing manner to identify areas for resource development. Listening to stakeholders through this survey and other points for feedback is a major part of how AATIS develops valued solutions or identifies needs for targeted communications.

Several survey responses request resources that are currently in development:

- **“Educative resources for employers on how to better support apprentices/trainees” (Registered Training Organisation):**
AATIS has a range of online resources for employers, including the Employing an Apprentice Quiz. We are currently developing a pdf Employer Handbook that replicates some of this information in a new medium
- **“Revamp of students login and maintain their own profile for future reference” (School or careers sector):**
A new accounts area on the Australian Apprenticeships Pathways website is under development, to allow students, job hunters and other users to save favourite Job and Training Descriptions and quiz results
- **“Checklist for school leavers wanting to get into an apprenticeship/traineeship” (School or careers sector):** The Apprentice Readiness Quiz is under development, which will allow potential apprentices and trainees to complete an interactive quiz to self-assess how ready they are to start an Australian Apprenticeship

Other suggestions include:

- Enhanced information for parents, and opportunities to connect parents with the Australian Apprenticeships industry
- New, updated, and enhanced data on commencements, completions, and industry trends
- Links to higher education courses related to Australian Apprenticeships qualification outcomes

Misunderstandings of AATIS' work

AATIS plays a crucial role in providing information about Australian Apprenticeships, but this work does not extend to other forms of education and employment. While we strive to be comprehensive in this space, there can be demands placed on the Service which are outside of our role or scope.

Identifying these misunderstandings about our work is an important step in educating stakeholder organisations about what we do, but importantly also about what is outside of our scope.

“Include more about traineeships” (Registered Training Organisation)

As an example, one respondent has requested further information about traineeships. AATIS has comprehensive information about apprenticeships and traineeships that are approved as Australian Apprenticeships.

This is a clear opportunity for additional education about definitions within the sector. The respondent also reports not

using many of the resources that cover apprenticeships and traineeships, which could also be highlighted in these types of educative communications.

“New platform for international students” (Industry organisation)

Additionally, there are two cohorts of respondents that are beyond scope of the current survey and requesting services beyond our role:

1. Responses from international locations, including requests for information beyond Australia
2. Requests from job seekers to support matching them with employment

This is another area for clear communications, not only about the role of AATIS, but about those organisations in the sector that we can connect individuals with who do provide some of these services.

Response demographics

The AATIS Stakeholder Survey currently has 188 responses. These cover all Australian states and territories, with the highest response rates coming from NSW, QLD, VIC, and WA.

There are responses from a range of provider types, including the school and careers sector, training providers, government, industry bodies, employment services, group training, and AASN providers.

During mid-2022 AATIS is targeting underrepresented cohorts to increase response rates from our most important stakeholder groups. We will be directly contacting Group Training Organisations, AASN providers, and industry bodies to encourage their completions of the Survey. We will also target all cohorts across SA, ACT, TAS, and NT to increase response rates in those areas.

Complete the survey or get in touch

The AATIS Stakeholder Survey is open and can be completed at:
<https://survey.alchemer.eu/s3/90384552/AATIS-Stakeholder-Survey-2021-22>

We encourage all industry participants and anyone with an interest in apprenticeship and traineeship information to complete the survey and send it to others in your network. Higher response rates will ensure greater representation of your organisation type, helping AATIS to support your needs to a greater level.

If this Preliminary Report has sparked ideas or if you wish to provide direct feedback to AATIS, please email us at contact@aatis.com.au and note in your email that it is in response to the AATIS Stakeholder Survey.

Conclusion

Preliminary results to the AATIS Stakeholder Survey demonstrate the strong value of AATIS to people ‘inside’ the Australian Apprenticeships system and those beyond it in associated networks and sectors.

AATIS is recognised as an important source of reliable information and resources that the wider industry needs to perform their roles. This is an especially important factor as the sector takes on new employees with little specific experience. Resources are well-targeted to the needs of different types of stakeholder networks, and there are no resources that are no longer of use.

The Australian Apprenticeships industry, and stakeholders from related fields, continue to call for AATIS to expand and enhance our service offering with new resources and information presented across different mechanisms.

