



## GROUP TRAINING POLICY & PROCEDURE

### MARKETING AND PROMOTION COLD CALLING POTENTIAL HOST EMPLOYERS

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PRIMARY ROLE : General Manager Automotive Business  
Automotive Business Specialists employment

REFERENCES :

GTO Privacy Policy  
Motor Trades Association of SA Inc Privacy Statement  
Work Health & Safety Act 2012, regulations and amendments as relevant to MTA GTS Apprentices and Host Employers  
National Standards for Group Training Organisations 2017

DOCUMENTS :

EQUIPMENT & RESOURCES : JobReady  
Current MTA GTS brochures and marketing materials

QUALIFICATIONS, TRAINING  
OR SPECIALIST KNOWLEDGE : Comprehensive knowledge of TaSC, Traineeship and Apprenticeship Services, Skills SA and GTS  
National Standards and guidelines  
Comprehensive knowledge of Workplace Health Safety Act 2012, regulations and amendments as relevant to MTA GTS Apprentices and Host Employers

AUTHORISED :  DATE : 12/06/2020  
CHIEF EXECUTIVE OFFICER



# GROUP TRAINING POLICY & PROCEDURE

## CONTENTS

PURPOSE .....	3
RESPONSIBILITY .....	3
General Manager Automotive Business .....	3
Automotive Business Specialist employment.....	3
POLICY .....	4
SCOPE .....	4
DEFINITIONS .....	4
PROCEDURE.....	5
Frequency:.....	5
PRIVACY .....	8
ACCESS AND EQUITY .....	8



### **PURPOSE**

This document provides guidance and direction for Automotive Business Specialists employment (ABSe) in the marketing and promotion of Motor Trade Association Group Training Scheme (MTA GTS) Apprentices to the Motor Trade industry.

### **RESPONSIBILITY**

#### **General Manager Automotive Business**

It is the responsibility of the GM Automotive Business to ensure that ABSe's are provided with:

1. Appropriate training to meet the requirements of this policy/procedure and meet regulatory authority standards and conditions;
2. Adequate and appropriate resources to be able to successfully accomplish the requirements of the policy and meet regulatory authority standards and conditions.

It is the responsibility of the General Manager Automotive Business to ensure that:

- a. National Standards for Group Training Organisations that refer to this policy/procedure are met at all times;
- b. Through the use of Pastoral Care methodology and practices and within reasonable parameters educate Apprentices in appropriate workplace attitudes and behaviours including personal responsibility;
- c. Maintain a high level of Professional Development, knowledge and skills;
- d. Develop and maintain an appropriate level of knowledge and skills to effectively and efficiently utilise JobReady as a database, reference source and reporting tool;
- e. Develop and maintain positive and enduring relationships with apprentices, industry employers and other stakeholders in providing cooperation and all reasonable assistance in the placement and learning of apprentices.

#### **Automotive Business Specialist employment**

It is the responsibility of all ABSe's to ensure that:

- a. National Standards for Group Training Organisations that refer to this policy/procedure are met at all times:



## **GROUP TRAINING POLICY & PROCEDURE**

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1. The Marketing, promotion and advertising of MTA GTS products and services and MTA GTS apprentices is managed as per the Policy section of this policy/procedure;
2. Privacy Principles and Confidentiality as per Privacy below are met at all times for all stakeholders.

### **POLICY**

It is the policy of MTA GTS to:

- Conduct all dealings with all stakeholders transparently, equitably and with integrity;
- Market, promote and advertise products and services in an accurate and ethical manner;
- Gain permission from Apprentices and other stakeholders before using information about that individual or entity;
- Provide accurate, complete and timely information to potential and current Host Employers including terms and conditions of any contractual arrangement;
- Not make false or misleading comparisons with any other Group Training Organisation;
- Provide reasonable assistance to potential and current Host Employers in relation to the recruitment, initial and ongoing placement of MTA GTS Apprentices.

### **SCOPE**

This policy and procedure applies to all MTA GTS employees and/or representatives who market or promote or advertise MTA GTS products or Apprentices through the MTA GTS Group Training Scheme.

### **DEFINITIONS**

- CRM : Customer Relationship Management encompasses the services, processes and support provided to MTA GTS stakeholders.
- TaSD ACT : Training & Skills Development ACT of South Australia under which apprentice and traineeship regulation is enacted.



## **GROUP TRAINING POLICY & PROCEDURE**

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- Automotive Business Specialist employment : MTA GTS employees tasked with the placement and monitoring of apprentices and their Host Employers in compliance with TaSD ACT 2008, regulations and guidelines; MTA GTS policy and procedure.
- HE / Host Employer : Industry Employer that meets the requirements of:
- the TaSC Guide for Registration of an Employer to Train an Apprentice/Trainee under TaSD Act 2008;
  - Work Health Safety Risk Assessment.
- Apprentice Intake Board : Spreadsheet located in SharePoint that identifies Apprentices requiring placement with a HE and the progress of any placement up to the Apprentice commencing with a HE.
- JobReady : Student/Apprentice Records Management Database.
- TAS : Trainee and Apprenticeship Services (TAS) is a statutory authority under TaSC which manages and controls all regulatory requirements in the day to day administration of Traineeships and Apprenticeships.
- TaSC : Training & Skills Commission. TaSC is the South Australian Government body that regulates training, apprenticeships and traineeships under South Australian Government guidelines.

### **PROCEDURE**

#### **Frequency:**

Weekly and ad hoc when time permits.

## **Sourcing Potential Host Employers**

Field Officers use a range of avenues to source potential HEs and these may include:

### 1. Hardcopy Media

Hardcopy Media encompasses state newspapers, messenger newspapers and other written media in which job advertisements are placed. Field Officers will generally:

- 1.1. Research the positions vacant sections of hardcopy media;
- 1.2. When a potential advertisement is identified they will telephone the advertiser and:
  - 1.2.1. Clearly identify MTA GTS and themselves;
  - 1.2.2. Clearly identify what MTA GTS services are;
  - 1.2.3. Ask if the advertiser would be interested in discussing an apprentice placement;
- 1.3. Where the advertiser is not interested ask if they would like information about MTA and/or MTA GTS services sent to them for future reference.
  - 1.3.1. Where the advertiser is not interested thank them for their time and hang up;
  - 1.3.2. Where the advertiser is interested;
    - 1.3.2.1. Take their name, job title, business name and postal address;
    - 1.3.2.2. Email further information;
    - 1.3.2.3. Add details to JobReady as a follow up potential employer for the future;
    - 1.3.2.4. Make an appointment to visit them on site as soon as possible;
    - 1.3.2.5. Collect or put together an information pack including a copy of the Host Employer Agreement;

- 1.3.2.6. Collect or put together pertinent information relating to the apprentice(s) considered suitable for the position – in compliance with the Privacy Act;

### **2. On-line Advertisements**

On-line advertisements may include SEEK, Career One etc.

The process as per 1. Hardcopy Media should be followed once logged onto the relevant site.

### **3. Cold Canvassing/Door knocking**

Cold Canvassing can be face to face or by telephone.

A range of resources such as MTA GTS Membership list, Yellow Pages, Capricorn Member Lists, previous host employers or advertisers previously contacted and identified as future potential host may be contacted.

- 3.1. Telephone Cold Canvassing should be conducted in the same manner as 1 Hardcopy Media;

- 3.2. Door Knocking, face to face cold canvassing will require the ABSe to:

- 3.2.1. Attend the potential HE on site without a pre-arranged appointment;

- 3.2.2. Adapt steps 1.2.1 to 1.2.3 of 1 Hardcopy Media for face to face discussion.

### **Potential HE Accepts to Consider MTA GTS Apprentice**

Where a potential HE is considering an MTA GTS Apprentice, follow New Apprentice Placement Policy.



## **GROUP TRAINING POLICY & PROCEDURE**

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### **PRIVACY**

All discussions, records and information related to an apprentice/trainee or Host Employer must be kept confidential and recorded and filed in line with the GTS Privacy Procedure, the Motor Trade Association of SA Inc Privacy Statement, MTA GTS Record Management Policy and the Privacy Act 1988 and Australian Privacy Principles. Where there is a difference between any of these the greater level of privacy will be implemented.

Breaches of privacy will be subject to disciplinary action for MTA employees, termination of contract for contractors, cancellation of training contract for RTOs and potential discontinuance of Hosting arrangements for Host Employers.

### **ACCESS AND EQUITY**

It is the policy of MTA GTS to ensure an environment that is, as a minimum, aligned with State and Federal legislation:

MTA GTS commits to providing a safe and equitable environment through zero tolerance of any form of harassment, bullying, discrimination and/or racial vilification.

For further information refer to [MTA GTS Access, Equity & Fairness Policy POLO13 13](#).