

Market Segmentation in ACE

A study commissioned by the NSW Board of Adult and
Community Education

Prepared by Margo Couldrey

Lista Consulting

November 2006



NSW BOARD OF ADULT & COMMUNITY EDUCATION

Contents

ACKNOWLEDGEMENTS	1
TABLES AND FIGURES	1
EXECUTIVE SUMMARY	1
1. INTRODUCTION	1
Background to study	13
ACE in NSW	3
The national policy context for ACE	13
Purpose of study	14
Methodology	15
2. MARKET SEGMENTATION APPROACHES	1
National Marketing Strategy for VET	13
• The general community segments	3
• The employer segments	3
Marketing ACE in Victoria	14
Other approaches to market segmentation	15
Market segmentation approaches in summary	14
3. CASE STUDIES – PROVIDERS AND THEIR MARKETS	1
Current markets	13
What market segmentation do providers do?	13
• Diversity of client segments identified	3
• Employer segments	3
• Multiple dimensions of segmentation	3
Reaching new markets	14
• Shift to vocational training – contributing factors	3
• Underdeveloped markets	3
Marketing approaches – using market segmentation to extend reach	15
• A clear value proposition	32
• How and why clients choose	34
• The challenges of market research	36
• Partnerships and collaborations in broadening markets	36
• The challenges of partnerships	40
• Innovation in ACE organizations – grasping new opportunities	40
• Market segmentation and innovation	43
Market segmentation and ACE in summary	15
4. CHALLENGES – PROVIDER PERSPECTIVES	1
5. ACE NSW – MARKET ADVANTAGES	1
6. A FRAMEWORK TO BUILD CAPABILITY IN MARKET RESEARCH, PARTNERSHIPS AND INNOVATION	0
7. CAPITALISING ON THE ACE ASSET – MOVING FORWARD	1
Recommendations	13
REFERENCES	1
APPENDIX 1 Market segmentation in ACE – Focus questions to prompt discussion	1

