



TLS MARKETING
MARKETING MADE EASY

Copywriting and Public Relations



Spectrum Tuiton, a Melbourne-based tutoring franchise engaged TLS Marketing to secure positive media coverage on their business service offerings.

The Opportunity: Spectrum Tuiton sought out positive media coverage from a major Australian media outlets, to increase brand awareness and alert Australian parents to Spectrum Tuiton's mission of improving students' academic performance with tutoring outside of the classroom.

The Strategy: TLS Marketing monitored media coverage to identify education topics that related to Spectrum Tuiton's service offering. Collating research results, TLS Marketing composed a media pitch focused on literacy rates in Australia, and pitched the concept to education journalists.

The Results: TLS Marketing secured placement in **The Age** in both print and digital formats for Spectrum Tuiton. With the help of TLS Marketing, Thuy Pham, founder of Spectrum Tuiton, was able to gain free media coverage for her business.

There was no media placement charge to the client, which was valued at more than **\$9,400.00**. The article TLS Marketing placed, reached approximately **3,658,000 readers**.

Fresh approach needed on literacy standards

Thuy Pham



In more than 18 years of educating students, I have met people at almost every imaginable level of literacy, from a man in his 20s who could only read at a grade 1 level, to a grade 2 student who was capable of doing grade 6 English.

There are countless students from migrant families who struggle to keep up with English as their second language. There are Australian-born students who don't receive the time and attention they need for a consistent approach to learning that matches their level of

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ability because their schools are not capable of providing it since they are already operating beyond capacity.

If these experiences have taught me anything, it is that there is a shocking inconsistency in the literacy skills of Australian students.

According to a new report released by the Australian Research Alliance for Children and Youth (ARACY), only 82 per cent of year 10 students reached the international baseline level for reading in 2015, compared with 86 per cent of students in 2006.

This decline could be due to the fragmented Australian education system, where the onus is largely on individual teachers to design and set the program for their students. Without more standardised resources to work with, teachers are

often burdened with the task of reinventing the wheel each year, developing lessons, marking work and tending to the emotional wellbeing of students. With this pressure, it is no wonder up to half of all Australian teachers quit the profession in the first five years, leading to a shortage of qualified and experienced teachers.

Overall, there is a significant disparity in Australia between those who have access to a high-quality education, and those who do not. Further, poor literacy often leads to poor employment prospects, and affects students' emotional and social wellbeing later in life.

Many parents are concerned and have been finding ways to take matters into their own hands.

These concerns led me to create

an educational system to allow any student, irrespective of background or socio-economic status, to engage in a structured, consistent learning program for literacy and numeracy from prep to year 12 directly aligned to the Victorian curriculum.

I now have many students from rural communities, who drive for hours to attend classes over the weekends to help them reach their academic potential.

I've found the most useful approach to educating students is by assessing their skill level based on ability instead of their year level. Sometimes, for example, we find that students in year 7 are only reading and writing at a grade 5 level. The parents often suspect that their child is slipping behind, but are unaware of the true scope of the

problem until they get the results. We then group students by ability, rather than by age levels, and assess weekly to determine when they are ready to move up. Everything is built into the system to ensure nothing falls between the cracks.

Perhaps when addressing the issue of standards slipping in literacy and numeracy, we need to shift the lens from the students and the teachers to the overall structure they work in. Providing more support to teachers in terms of resources will take some of the guesswork out of delivering a quality educational program so we can give any student who is willing to learn a fighting chance to succeed.

Thuy Pham is the founder of Spectrum Tuition education centres.

For more information on how TLS Marketing could help your business, contact us today.

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