

## Marketing and Advertising

### Policy No: RTO1.12

Responsibility for Policy:	Executive General Manager, Policy and Programs
Date approved:	31/03/2018
Review Date(s):	31/03/2021
Relevant RTO Standards	4.1, 5.2, 5.3
Associated Procedures	Pre-Enrolment/Commencement
Associated Forms etc	N/A

#### AIM

Institute Management and staff are committed to ensuring that clients and learners can make informed choices about all of our services and training products within our scope of registration. We do this by providing clear, accurate and factual information on our website, in our Student Handbook and all other digital platforms where we market and promote our services.

The contents of this policy and the responsibilities of the Institute articulated herein extend to all marketing or other material that may be disseminated on our behalf, regardless of the channel or method used.

#### 1. WHAT MUST BE INCLUDED ON VET MARKETING AND PROMOTIONAL MATERIALS

All of our VET marketing and promotional materials will include our RTO code, the Nationally Recognised Training (NRT) logo (subject to the conditions outlined in Schedule 4 of the Standards for Registered Training Organisations (RTOs) 2015), and the code and full title of the training product (regardless of whether it is qualification, skill set, accredited course or individual unit that is being offered).

#### 2. GENERAL MARKETING AND ADVERTISING REQUIREMENTS

We will only promote training or assessment for training products that are currently on our scope of registration.

We will provide clear information about the amount of training involved in each training product.

The Institute will honour all commitments we make in all marketing materials.

We will not:

- guarantee that a learner will be issued with a qualification or statement of attainment,
- guarantee that any employment outcome will result from training and/or assessment at the Institute, unless we have arranged guaranteed employment for any learner that successfully completes their training and/or assessment at the Institute, or
- claim that a learner will be eligible for any licence or accreditation as a result of our training and/or assessment, unless the issuer of that licence or accreditation has confirmed this to be the case,
- guarantee that a learner is able to complete a training product in a manner that is inconsistent with our training and assessment strategies and practices.

If the Institute engages a third party to recruit prospective learners on our behalf, we will make this clear in all relevant advertising materials.

If the Institute delivers training and assessment on behalf of another RTO, or if a third party is involved in the delivery of training and assessment on our behalf, we will ensure that these circumstances are made clear to all relevant stakeholders.

The Institute shall ensure that training and assessment that leads to AQF qualifications and statements of attainment are marketed and advertised separately from any other training and assessment service offered by the Institute.

The Institute shall ensure that written consent has been obtained by any person and organisation featured in the Institute's marketing or advertising materials in name or image (such as testimonials and photos).

### **3. COURSE FEES**

Where the Institute collects fees from the individual learner, either directly or through a third party, the Institute will provide or direct the learner (either prior to enrolment or the commencement of training and assessment, whichever comes first) to the following information specifying:

- all relevant fee information, including fees that must be paid to the Institute, and payment terms and conditions including deposits and refunds, the learner's rights as a consumer, including but not limited to any statutory cooling-off period, if one applies,
- the learner's right to obtain a refund for services not provided by the Institute in the event the arrangement is terminated early, or the Institute fails to provide the agreed services.

### **4. VET STUDENT LOANS**

Where learners at the Institute are accessing VET Student Loans or any other government loan or subsidy, The Institute will provide details of the arrangements. The details we provide will include:

- any costs associated (including interest or similar costs), and
- any debt that will be incurred.

The Institute will also provide details of any loss of entitlement that may occur as a learner undertakes a course. This includes information about limited entitlement schemes (where learners are only able to access one course or there are restrictions on what courses may be subsidised after a learner completes their study at the Institute).

## **5. EVIDENTIARY REQUIREMENTS**

The Institute will retain copies of actual advertising and marketing material, including any material created by a third party, in the form of a register (for monitoring and auditing purposes).

If the Institute references another person or organisation in our advertising or marketing material, we will retain evidence (such as an exchange of emails, a signed release form or a letter giving permission to use the relevant material) that permission was obtained prior to any material containing the reference being published.