

AISR 5 Marketing and Promotion Policy

Policy Purpose

This policy sets out our commitment to accurate, ethical and accessible marketing and promotion of our training and education services. It ensures that prospective students, employers and community members receive clear, honest and relevant information to make informed decisions about their study options. The policy reflects our obligations under the *Outcome Standards for Registered Training Organisations 2025* and aligns with our values of respect, transparency and social responsibility.

Policy Statement

We are committed to promoting our training and education services in a way that is clear, respectful and accurate. All marketing and promotional activities undertaken by the Australian Institute of Social Relations (AISR) must comply with the national Standards and legislation and reflect our values as a socially responsible training provider. This includes ensuring that prospective students receive the information they need to make informed choices, presented in an accessible and inclusive way. We do not use misleading or ambiguous statements, and we ensure all claims made about our training products, outcomes or affiliations can be supported by evidence.

All references to AISRs scope of registration, qualifications, courses, or partnership arrangements will be truthful, up-to-date and verifiable. Where the use of logos is required (such as the Nationally Recognised Training logo or Australian Qualifications Framework logo), these will be applied according to the conditions set by the Standards, ASQA and the relevant owners. AISR will not guarantee enrolment, successful completion or employment outcomes.

Marketing and communications must be reviewed for accessibility and clarity and meet plain language standards. Particular attention will be given to promoting services inclusively to Aboriginal and Torres Strait Islander peoples, people from culturally and linguistically diverse backgrounds, people with disability, and those in regional or remote locations.

Marketing Content Requirements

All course marketing must include the course title and code as listed on training.gov.au, the RTO code, duration, modes of delivery, fees (including any government subsidies), work placement requirements (if applicable), and entry requirements. Where applicable, the marketing must also provide links to student support services, refund policies, and relevant terms and conditions.

Use of Logos and Endorsements

AISR only uses the NRT logo in accordance with the conditions outlined in Schedule 2 of the *Compliance Standards for NVR Registered Training Organisations and Fit and Proper Person Requirements 2025* and will not use government or funding body logos unless

authorised. No marketing materials will misrepresent AISRs relationship with funding or regulatory bodies, nor imply endorsement where none exists.

Third-Party Arrangements

All third-party marketers or training providers acting on behalf of AISR must comply with this policy and be formally authorised. AISR is accountable for ensuring marketing activities by third parties meet the same standards of accuracy and ethics as its internal operations.

Accessibility and Inclusion

Promotional materials must be designed and reviewed with accessibility in mind, including use of plain English, accessible fonts and formats, and consideration for learners with disability or language needs. Marketing will reflect the diversity of our student community and promote inclusive messaging.

Continuous Improvement and Monitoring

Marketing activities are regularly reviewed for accuracy and effectiveness. Feedback is welcomed from students and stakeholders and is used to improve the clarity, tone and reach of our promotional materials.

Scope

This policy applies to all promotional activities and materials created or distributed by AISR, including those published on websites, social media, printed materials, course brochures, partner promotions and third-party arrangements.

Definitions

Marketing and Promotion	Any communication designed to promote AISRs training products or services to prospective students or stakeholders.
Third-party	Any external individual or organisation contracted to provide training, assessment, recruitment or other related services on behalf of AISR.
Nationally Recognised Training (NRT) Logo	A logo used to signify that training is nationally recognised and delivered by a registered training organisation.
Informed Decision	A decision made by a student based on accurate, complete and clearly presented information.
Plain Language	Language that is clear, concise, and accessible to the intended audience.

Procedures

Marketing Approval	All marketing materials must be reviewed and approved by the RTO Manager before publication or distribution.
Required Inclusions	Course marketing must include the correct course code and title, RTO code, duration, fees, delivery mode, entry and placement requirements, and any relevant support or fee information.
Logo Use	Nationally Recognised Training logos must be used in line with the Standards. Government logos may only be used with express permission for a specific partnership or funded program. Use of RASA logos must comply with the rules specified by the RASA Communications Team.
Third-Party Oversight	Any third-party promoting or delivering on behalf of AISR must have a written agreement in place and follow all RTO marketing requirements.
Accessibility Review	Promotional materials are reviewed for plain language and accessibility prior to release.
Continuous Improvement	Marketing practices are captured through AISRs continuous improvement processes, and any feedback or complaints about marketing accuracy or inclusiveness are addressed promptly and used to inform updates

Review

This policy is reviewed every three years, or in response to changes in legislation, regulatory guidance, or organisational requirements.