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## MARKETING POLICY

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## 1. Purpose:

Chandler RTO is committed to providing quality training and assessment in accordance with the Standards for Registered Training Organisation (SRTOs 2015). As such, Chandler RTO is required to provide transparent and accurate information regarding RTO services and performance.

Chandler RTO advertises its training and assessment products and services to the general public and relevant industry stakeholders. This is undertaken using a variety of media, as is deemed appropriate for the audience and industry climate at the time.

The purpose of this policy is to ensure that high, consistent and ethical standards are used for all marketing activities, including those pertaining to the delivery of training and assessment services.

## 2. Policy Statement

Chandler RTO is committed to ensuring ethical marketing and advertising of training and assessment products and services are implemented. Chandler RTO ensures that marketing processes properly inform and protect clients by providing accurate and information regarding training and assessment services provided.

Chandler RTO:

- a) accurately represents, to current and prospective clients, training and assessment products and services that lead to AQF qualifications or Statements of Attainment and ensure that advertised outcomes are consistent with these qualifications.
- b) advertises AQF courses only if they are included in the scope of registration and will not state or imply that services are within the scope if they are not;
- c) ensures that all marketing and advertising materials identify training and assessment services leading to AQF qualification and/or Statement of Attainment separately from any other non-nationally recognised training / assessment services;
- d) ensures the appropriate use of the Nationally Recognised Training (NRT) logos on advertisements in accordance with the RTO Standards 2015, and specifically Schedule 4;
- e) obtains prior written permission from any person or organisation for use of any marketing or advertising material, which refers to that person or organisation, and will abide by any conditions of that permission;
- f) ensures that full details of special conditions applying to our services will be communicated to our clients and participants;
- g) ensures it distinguishes where it is delivering training and assessment on behalf of another RTO;
- h) ensures that it distinguishes where training and assessment is being delivered on its behalf by a third party:

## 3 Definitions

### 3.1 The following words and expressions have the following specific meaning, as in the Standards for Registered Training Organisations (RTOs) 2015.

**Mode of delivery** means the method adopted to deliver training and assessment, including online, distance, or blended methods.

**Nationally Recognised Training (NRT) Logo** means the logo used nationally to signify training packages and VET accredited courses.

**Scope of registration** means the training products for which an RTO is registered to issue AQF certification documentation. It allows the RTO to:

- a) both provide training delivery and assessment resulting in the issuance of AQF certification documentation by the RTO; or
- b) provide assessment resulting in the issuance of AQF certification documentation by the RTO.

**Third party** means any party that provides services on behalf of the RTO but does not include a contract of employment between an RTO and its employee.

**Training Product** means AQF qualification, skill set, unit of competency, accredited short course and module.

## 4 Policy Principles

### 4.1 Underpinning Principles

Chandler RTO

- 4.1.1 Provides up-to-date and accurate information to the general public, clients and industry stakeholders at all times.
- 4.1.2 Markets all products and services in an ethical manner ensuring integrity and accuracy; avoiding misleading or ambiguous statement, enabling client to make informed decisions about undertaking training.
- 4.1.3 Accurately represents the services it provides and the training products on its scope of registration;
- 4.1.4 Only promotes licensing or regulated outcomes, for training products it delivers, where these have been confirmed by the relevant industry regulator in the jurisdiction in which it is being advertised;
- 4.1.5 Includes include details about any VET FEE HELP, government-funded subsidy or other financial support associated with the RTO's provision of training and assessment, including details about debts the learners will incur, and how those debts will be repaid
- 4.1.6 Does not guarantee:
  - A learner will successfully complete a training product on its scope of registration; or
  - A training product can be completed in a manner which does not meet the requirements of the relevant training package or VET accredited course; or
  - A learner will obtain a particular employment outcome where this is outside Chandler RTO control.
- 4.1.7 only refer to another person or organisation if the consent of that person or organisation has been obtained prior (for example, written consent through a disclaimer in a student enrolment form which the student is required to sign)
- 4.1.8 only use the nationally recognised training (NRT) logo in accordance with the conditions of use, as specified in Schedule 4 of the Standards
- 4.1.9 distinguish between nationally recognised training and assessment leading to the issuance of AQF certification document and any non-accredited training or assessment delivered by Chandler RTO
- 4.1.10 The use of an NRT Logo. Be sure to only include the NRT logo on any webpages that are associated with nationally recognised training.
- 4.1.11 only include a non-current training product while it remains on Chandler RTO's scope of registration
- 4.1.12 only state that a training product we deliver will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction of the advertisement and/or training and assessment.

## 4.2 Marketing strategies

Marketing strategies include, but are not limited to:

- Public Website;
- Course brochures;
- Press advertising;
- Media advertising
- Client information booklets / documentation; and
- Email campaigns.
- Facebook campaigns
- Community Event and Campaigns

## 4.3 Marketing Information

Marketing information to include, but are not limited to:

- Company name & RTO Code
- NRT Logo
- Full Code and title of training product (as published in training.gov.au)
- Venue
- Length of training
- Mode/s of delivery
- Third party arrangements if any
- Entry requirements
- Support services provided
- Fee information
- Funding entitlements / information

## 4.4 Use of Logos

4.4.1 Chandler RTO acknowledges its obligations in ensuring the correct use of National and State training logos.

4.4.2 Chandler RTO ensures it complies with the Conditions for usage of National and State training logos, as specified in:

- SRTOS 2015 – Schedule 4
- State Training Authority Logo Guidelines if any

## 5 Principal's Responsibilities

5.1 The Principal Chandler RTO is responsible for the approval of all marketing materials in accordance with this policy and Standards for RTOs 2015.

5.2 Prior to the commencement of any marketing campaign the Principal Chandler RTO must review and approve all associated materials

5.3 The Marketing Department (in coordination with the RTO Manager) is responsible for the development of marketing materials in accordance with this policy and Standards for RTOs 2015, in preparation for approval.

## **6 Legislation**

Legislation relevant to this policy includes:

6.1 Trade Practices legislation and regulations

## **7 Client Information**

All client information is in accordance with Chandler RTO Client Information Policy. (See Client Information Policy)

## **8 Records Management**

All documentation from marketing processes are maintained in accordance with Records Management Policy. (See Records Management Policy)

## **9 Monitoring and Continuous Improvement**

This policy and subsequent practices are monitored by the Principal Chandler RTO and areas of change are implemented through continuous improvement. (See Continuous Improvement Policy).