

# Marketing Policy

## Purpose and Legislative Background

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ABC Licence Training is committed to ensure that all its current and prospective learners must be in a position to make informed choices about all of our services and training products within our scope of registration. In order to achieve this, ABC Licence Training will at all times provide accurate, factual and transparent information about its services in all marketing material(s) which may include but is not limited to the RTO website, Third party provider website, social media platforms where applicable as well as the student handbook. ABC Licence Training will at all times maintain its obligation and be compliant under Standards 2 to 5 of the SRTOs 2015. ABC Licence Training will ensure its compliance with the Schedule 4 of the SRTOs 2015 – Conditions of use of the Nationally Recognised Training (NRT) logo.

## Scope

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This policy applies to all ABC Licence Training staff that are involved in the marketing and advertising of ABC Licence Training materials, irrespective of the channel used for the purpose of recruiting students. ABC Licence Training will ensure that any marketing undertaken by a third party will meet the requirements under Clause 4.1 of the SRTOs 2015.

## Policy

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The Marketing Policy of ABC Licence Training has been developed to support our requirement to provide accurate and ethical information and maintain integrity in all our marketing and promotional materials. All marketing materials and practices for ABC Licence Training are authorised by an appropriate delegate and checked for compliance prior to being disseminated.

ABC Licence Training will also undertake regular checks to ensure that all co-provider websites and marketing materials adhere to the requirements under SRTOs 2015 which also includes the use of ABC Licence Training logo as their RTO logo.

## Procedure

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ABC Licence will follow the below procedures as a guide in implementing this policy effectively.

- RTO code and full legal entity name will be clearly displayed at campuses/sites and on all written and electronic material that is used for the purpose of marketing/corresponding with its learners
- ABC Licence Training will only promote training or assessment for training products that are within its scope of registration
- ABC Licence Training will inform students of the modes of study through which the course is offered. Any changes will be firstly advised in writing to students and also signed as agreed to by students, prior to a change being made.
- ABC Licence Training will clearly indicate in all relevant advertising materials about its use of third-party organisations to deliver its training products.
- ABC Licence Training will ensure that the Nationally Recognised Training (NRT) logo is only used in accordance with its conditions of use and all other appropriate logos and information is correctly included.
- ABC Licence Training will under no circumstance provide any guarantees to its learners about the successful completion of units of competency or any particular employment nor that the learner will be able to complete a unit of competency in a manner that is inconsistent with the Standards (clauses 1.1 and 1.2)
- All marketing and advertising materials will clearly state any requirements expected of students which affect the training, assessment or resulting of a training qualification or unit of competency (e.g. USI)
- ABC Licence Training will not offer any incentives of any kind to encourage enrolment in a training product
- ABC Licence Training will have a process in place to monitor any marketing done on our behalf by third parties.
- ABC Licence Training will inform learners before they enrol of any entry requirements. These may include but is not limited to pre-study, basic English requirements etc. ABC Licence Training will not knowingly enrol a person who is

unlikely to successfully complete the training program. Circumstances may include but is not limited to LLN issues, disability etc.

- ABC Licence Training will clearly identify their training products in advertising by their full code and title as they appear in the training package and not to represent them in any other way
- It will be made clear to potential student(s) which training advertised is nationally accredited and which is not, if applicable
- ABC Licence Training will not intergrate or confuse in any way training that is nationally endorsed with training that is not accredited
- ABC Licence Training will recognise all students and clients as consumers requiring the protection afforded by legislation
- ABC Licence Training will obtain prior written consent 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
- ABC Licence Training will only enrol a learner with a written consent.
- ABC Licence Training will ensure that all its learners are given clear and detailed information regarding the fee payable, refund terms and conditions, course durations, arrangements if training and assessment services in which they are enrolled can no longer be provided as well as the process for complaints and appeals.
- ABC Licence Training will also advise all its learners about the collection and disclosure of personal information and its obligations under various legislation.
- ABC Licence Training will never make a claim that a student will be eligible for any licence or accreditation as a result of training and/or assessment, unless the issuer of that licence or accreditation has confirmed.

## Guidelines for Third-Party Providers of ABC Licence Training

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In addition to the above mentioned guidelines, ABC Licence Training also has explicit instructions provided to all its third party providers. ABC Licence Training will monitor all third party activities which include but are not limited to marketing, enrolment, training and assessment. The instructions provided to the third-party providers include but are not limited to the following:

- All third-party providers must clearly mention on all pages of their website pertaining to ABC Licence Training that the training provided by them is done on behalf of ABC

First Aid, RTO Code: 3399. The logo of ABC First Aid must clearly appear on their website as below with the wordings:



## **Training and assessment is done on behalf of ABC First Aid, RTO 3399**

- The logo used must be one provided by an authorised delegate of ABC Licence Training. If the third party at any instance require a separate jpeg or other any format version of the logo; they must contact ABC Licence Training.
- If and when advertising or promotion is undertaken on social media platforms or any other channel; the logo of ABC Licence Training must appear along with the information provided.
- All marketing done on behalf of ABC Licence Training irrespective of the channel used must be approved either by the CEO of ABC Licence Training or the partnerships manager of ABC Licence Training. This may include but is not limited to changes on website or any other platform.

## Quality Assurance

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In order to ensure that all Marketing and Advertising materials are compliant; ABC Licence Training will undertake the following procedures:

- All materials developed by ABC Licence Training for the purpose of marketing and advertising must be sighted and authorised by the CEO or authorised delegate prior to the information being printed, uploaded onto websites (including social media platforms) or distributed.
- ABC Licence Training during the course of its review will ensure that all marketing and advertising material (including digital advertising) will include the RTO Code.
- ABC Licence Training will ensure that no misleading information is provided in any of its marketing materials and information provided accurately represent the training and assessment provided.
- All channels of marketing including print materials must be reviewed on a regular basis and updated with any changes if applicable.
- ABC Licence Training must review its training scope on [training.gov.au](https://www.training.gov.au) to ensure the accuracy of units including but not limited to changes in training requirements, pre-requisites etc.

- ABC Licence Training will also undertake a review of all student and training information to ensure that it is compliant and up to date with the relevant requirements under the SRTOs 2015 and AQF.
- If and when a new marketing material or practice is developed; an implementation plan will be initiated to ensure a smooth transition and all old versions will be destroyed; staff and all third parties will be made aware of these changes.

## Stationery, Business Cards, Building Signage, Training Resources

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ABC Licence Training will use the NRT logo only in accordance with its conditions of use. The NRT logo will not be used on products which may also be used in its promotion such as business cards, building signage, personalised pens, coffee cups etc. and on packaging around products. ABC Licence Training will also ensure that the NRT logo will not be incorporated on the cover of learning and assessment resources which may include but is not limited to handouts, PowerPoints slides etc.

## Process for Seeking Permission

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ABC Licence Training will maintain ethical standards at all times within its marketing activities. In the event that ABC Licence Training uses student testimonials for marketing and PR purposes; we will ensure that appropriate consent is sought and recorded for compliance purposes. A nominated staff member will contact the party via telephone, email or in person to request for a testimonial. The nominated staff will also explain the testimonial request and give all details with regards to the time, place, audience, reason and plan for using the testimonial. ABC Licence Training will ensure that the testimonial is solely used for the purpose as explained to the client and a consent is received in writing before the use of the testimonial.

## Management Action and Responsibility

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The Partnerships Manager at ABC Licence Training is responsible for the overall implementation of this policy and all third-party providers are expected to abide by it.

All advertisements and marketing material must be approved by the CEO before it is released. No other staff member of ABC is authorised to approve the use of any advertisements or marketing material.

## Definitions

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- **Marketing Materials:** All materials that ABC Licence Training uses for marketing and advertising to promote its registered courses.
- **ASQA:** Australian Skills Quality Authority (ASQA) is the national regulator for Australia's vocational education and training sector.
- **AQF:** Australian Qualifications Framework (AQF) is the national policy for regulated qualifications in the Australian education and training system.
- **NRT logo:** The Nationally Recognised Training (NRT) logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to Australian Qualifications Framework (AQF) qualifications or Statements of Attainment. The NRT logo is a registered trademark.

## Legislative Context

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The legislative base for this policy is as follows:

- National Vocational Education and Training Regulator Act 2011 (Cth)
- Standards for Registered Training Organisations (RTO) 2015
- Australian Qualifications Framework
- Privacy Act 1988
- Competition and Consumer Act 2010.