

<b>Name:</b>	MR1 Marketing Policy	<b>Version:</b>	V3.2
<b>Policy owner:</b>	Head of Growth and Partnerships		
<b>Approved by:</b>	Chief Executive Officer		
<b>Approved date:</b>	January 2016	<b>Review date:</b>	November 2023

## SECTION 1 - INTRODUCTION

### PURPOSE

This policy outlines the guidelines in which the RTO markets its accredited and non-accredited courses and services in line with the Standards for the RTOs 2015 (SRTOs) and all other relevant Federal and state funding contracts. This policy ensures that the RTO will not promote, market or distribute any publication regarding its services and operations with incorrect or misleading information and will conduct its marketing practices in an ethical manner.

### SCOPE

This policy applies to all employees, partners and associates of Practical Outcomes (21857) in relation to publications distributed including flyers, newspaper, TV, radio, the website and social media, advertising its qualifications services and operations. This policy includes all regulatory requirements that fall under the RTOs obligations as a registered training organisation.

### DEFINITIONS

**Inducement** – is an incentive in the form of a benefit to the learner. This may be in the form of a tangible gift, monetary enticement or guarantee.

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

**RTO** – means Practical Outcomes (21857)

**Scope of registration** - means the training products listed on training.gov.au in which the RTO has been registered to deliver and/or assessment and issue an AQF certification.

**TGA** – National Register of VET website. [www.training.gov.au](http://www.training.gov.au).

**The Department** – refers to the Department of Education Victoria, Department of Employment, Small Business and Training Queensland

**Training and Assessment Strategy** – the approach and method designed and facilitated by the RTO to train and assess a training product as per the training package or accredited course.

## SECTION 2 - POLICY

- The RTO will accurately represent its service advertised in the form of printed material, web based, social media, multimedia, television, radio and verbal and will only market current nationally accredited qualifications as approved on its Scope of Registration.  
**Note:** Non-current qualifications, units of competency or skills sets will only be advertised whilst the qualifications, units of competency or skills sets remain on the RTOs scope of registration.
- All qualifications, units of competency or skills sets will be published as per the exact code and tile on TGA.
- The RTO will promote and market the above qualifications with integrity, accuracy, honesty, and ethics and responsibly.
- the RTO will only market true and legitimate benefits to the student such as quality training and assessment, the total amount of tuition fees payable (regardless of funding options)
- The RTO will use the NRT logo as per the *Nationally Recognised Training (NRT) Logo Specifications* and *Schedule 4 of the SRTOs* when referring to nationally recognised qualification on its Scope of Registration.
- The RTO will publish a summary of its most recent ASQA Re-registration Audit Report on its website.
- The RTO will advertise prominently on publications and web based marketing the RTO's registered business name (training name if applicable), the RTO code, full tuition fees and that Government funding is subject to eligibility criteria per applicant.
- The RTO will make clear on all advertisement and its website any training and assessment or student recruitment being delivered by another organisation on its behalf (or the RTO is delivering services on behalf of another organisation).
- The RTO will not falsely align or compare itself with any other organisation or training provider. In the instance the RTO has engaged in an approved Third Party arrangement or Brokering service, the details of the third party and their role in the training and assessment service will be clearly stated on the relevant publication and on the RTO's website.
- The RTO will not allow a third party to market any of the funded programs or the RTO's agreement to deliver the funded programs.
- The RTO will not advertise that any qualification or training product can be undertaken in any way other than what has been described in the qualification or training product Training and Assessment Strategy as designed by the RTO.
- Prior to enrolment, potential students are to be informed about the nature of training i.e. training modes and assessment methods, course duration, fees and charges, potential employment outcomes or further education pathways. This information is to be clearly explained on relevant publications, website and social media.
- The RTO will clearly state that all Government Subsidised training is subject to eligibility requirements being met.
- The RTO will not offer **inducements** to any student or potential student to encourage them to enrol into a course. For example, offering the potential student benefit of receiving an additional 'gift' from the RTO if they enrol into a course.
- The RTO will not advertise any guarantee that students will successfully complete any qualification or training product on its scope of registration

- The RTO will not advertise a guarantee that a student will obtain employment upon undertaking a course with the RTO.
- The RTO ensures that each person or organisation referenced in any marketing material has consent from the individual or organisation to use their image, testimonial or statement in its publications. This consent is confirmed via the *Marketing/Advertising/Publicity Consent Forms* as well as the *Student Application Form – Student Declaration*.

### Victorian Skills First Program

- Practical Outcomes (21857) is an approved provider to offer funding via the Victorian Skills First Program to eligible students for selected courses on their scope of registration and on the Skills First Funded Courses Report. For the list of approved courses, please refer to the *RTO Funding Models Matrix*.
- Where the RTO delivers a funded course online will not advertise as being delivered entirely online. Nor will the RTO advertise a funded course as being delivered online if the qualification is on the *Online Delivery Restriction List*.
- The RTO will advertise funded courses using the following statement, “This training is delivered with Victorian and Commonwealth Government Funding”.
- The RTO will not use the logo or trademark of the State of Victoria or the Department of Education and Training Victoria without prior written consent by the Department.
- The RTO will publish, in a prominent place, on its website the following:
  - Fees and charges for subsidised training and will include the following statement, “The student tuition fees as published are subject to change given individual circumstances at enrolment”
  - the RTO’s Online Services Standards
  - the RTO’s Complaints and Appeals Procedure
  - Childsafe Standards
- The RTO will keep an up to date profile on the Victorian Skills Gateway.

### Practical Outcomes Responsibilities

Quality and Compliance Manager is responsible for the approval of all marketing materials in accordance with this policy.

Prior to the commencement of any marketing campaign Quality and Compliance Manager must review and approve all associated materials.

Head of Growth and Partnerships is responsible for the development of all marketing materials in accordance with this policy and Standards for RTOs 2015, in preparation for approval.

### Records Management

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

### Monitoring and Continuous Improvement

This policy and subsequent practices are monitored by Practical Outcomes and areas of change are implemented through continuous improvement. (See Continuous Improvement Policy)

### SECTION 3 - LEGISLATIVE CONTEXT

Name	Section
Standards for the RTOs 2015	Part 3: Standard 4 & 5
Victorian Skills First Program	Sch 1 Part A: Clause 1.1 – 1.7

### SECTION 4 - RELATED DOCUMENTS

Name	Document Type
MR1.1 Marketing Procedure	Procedure
MR1.1.1 Marketing Checklist	Form
MR1.1.2 Marketing Consent Form	Form
RTO Funding Models Matrix	Matrix
Learner Handbook	Handbook

### SECTION 5 - VERSION CONTROL

Version #	Approval Date	Approved by	Details
1	4 January 2016	Julie Bowry - Needham	Development of policy, update legislative information
2	November 2018	Marcus Sellen	Removed general statements from State Specific sections and included these in the main policy section. Added Practical Outcomes Responsibilities, Record Management and Monitoring Continuous Improvement.
3	October 2019	Marcus Sellen	Updated Address
3.1	March 2021	Julie van Belkom	Updated to reflect current practice
3.2	November 2022	Rebecca Mills	Remove references to QLD Updated policy owner