

MR1 Marketing Policy

Version: 1

Policy Owner: Partnership and Business Development Manager

Approved by: Head of Quality and Curriculum

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Next review Date: June 2026

1.0 Purpose

This policy outlines the guidelines in which the RTO markets its accredited and non-accredited courses and services in line with the OSRTOs and all other relevant Federal and state funding contracts. It ensures 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.

2.0 Scope

This policy applies to all employees, partners and associates of the RTO in relation to publications distributed including flyers, newspapers, TV, radio, the website and social media, advertising its qualifications services and operations. This policy includes all regulatory, contractual and legislative requirements that fall under the RTO's obligations.

3.0 Definitions

Term	Definition
Inducement	an incentive in the form of a benefit to the student. This may be in the form of a tangible gift, monetary enticement or guarantee.
The Department	refers to the Department of Jobs, Skills, Industry and Regions Victoria and the Department of Education New South Wales.
Third Party	an independent organisation who has a Memorandum of Understanding (MOU), contract or agreement with the RTO to deliver services related to recruitment of students and/or training and assessment of its training products.
Scope of Registration	means the training products listed on training.gov.au in which the RTO has been registered to deliver and/or assess and issue an AQF certification.
OSRTOs	stands for Outcome Standards for Registered Training Organisations (RTOs) 2025.
RTO	stands for Registered Training Organisation, and in this case means the Selmar Institute of Education (#121531).
TGA	National Register of VET website www.training.gov.au.
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.
VSL	VET Student Loans.

4.0 Policy

- The RTO will accurately represent its services advertised in the form of printed material, web based, social media, multimedia, television, radio and verbal and will only market nationally accredited qualifications that are current and 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 set remain on the RTO's scope of registration

- All qualifications, units of competency or skills sets will be published as per the exact code and title on TGA.
- The RTO will promote and market approved qualifications responsibly with integrity, accuracy, honesty and ethics.
- The RTO will only market true and legitimate benefits to the student such as quality training and assessment (regardless of funding options).
- The RTO will use the NRT logo as per the requirements specified in the NRT Logo Conditions of Use policy when referring to nationally recognised qualifications on its Scope of Registration.
- When using the VET Student Loans logo, the RTO will refer to the VET Student Loans Style Guide for Approved Course Providers v. January 2021.
- The RTO will advertise prominently on publications and web-based marketing the RTO's registered business name (trading name if applicable), the RTO registration code, full tuition fees and that "Government funding is subject to eligibility criteria" per applicant.
- The RTO will make clear on all advertisements and its website any training and assessment or student recruitment being delivered by another organisation on its behalf (or if the RTO is delivering services on behalf of another organisation).
- The RTO will not authorise a third party to market any of the government funded programs or represent the RTO's agreement to deliver the funded training.
- 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, work placement requirements, potential employment outcomes or further education pathways. This information is to be clearly explained on relevant publications, website and social media.
- The RTO will not offer inducements to any student or potential student to encourage them to 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 Consent Form as well as the Student Application Form – Student Declaration.

4.1 VET Student Loans

- The RTO is an approved provider to offer VSL.
- The RTO has business processes in place to ensure that all students funded under VSL are marketed to correctly and are not misled by the VSL provisions (see MR1.1 Marketing Procedure).
- Where the RTO breaches any clause or provision under the VET Student Loans Act 2016 and VET Student Loans Rules 2016 (e.g. misrepresenting VSL, offering inducements, engaging in cold calling, or failing to list third-party contacts), it will incur the civil penalties applied (see Appendix A of the VET Student Loans Manual for Providers).
- The RTO will not misinterpret VSL to potential students by implying that the funding is not a loan. Marketing material must clearly define VSL as a loan that is repayable once the individual's taxable income exceeds the compulsory threshold.
- The RTO will not utilise a third-party customer or contact list to market courses and promote VSL as a payment option.
- The RTO will not engage in advertising VSL when cold-calling students or potential students (i.e. to people who have not voluntarily contacted us).
- The RTO will ensure that any marketing through social media does not mention the possible availability of a VSL for students undertaking a course.
- When using the VET Student Loans logo, the RTO will refer to the VSL Style Guide for Approved Course Providers v. January 2021.
- The RTO will publish, in a prominent place on its website, the Application and Enrolment Policy and Procedure, Fees and Refunds Policy, and the Census Dates Schedule per course.
- Any marketing that mentions the possible availability of a VSL must, in a font size approximately the same as surrounding text, also state: RTO name and any registered business name; RTO registration code; that VSL will not be approved for students who do not meet eligibility requirements; and that a VSL gives rise to a VETSL debt which remains due to the Commonwealth until repaid.

4.2 Victorian Skills First Program

- The RTO is an approved Skills First provider and may offer government-subsidised funding to eligible students for selected courses (see Course Offering and Funding Information).
- Marketing will include the 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 Jobs, Skills, Industry and Regions without prior written consent.
- In the instance the RTO has engaged in an approved subcontracting arrangement for training and assessment, the details of the subcontractors, RTO role and subcontractor's role in the training and assessment service will be clearly stated on the RTO's website
- The RTO's website will prominently publish standard tuition fees (with the statement "The student tuition fees as published are subject to change given individual circumstances at enrolment"), other fees, complaints and appeals process and list of all providers of Brokering Services.
- The RTO will keep an up-to-date profile on the Victorian Skills Gateway.

4.3 New South Wales Smart and Skilled Funding Program

- The RTO is an approved Smart and Skilled provider for eligible courses on its scope (see Course Offering and Funding Information).
- All approved Smart and Skilled courses will be included in marketing, but the RTO will cease advertising any funded program where the cap is/will be exceeded.
- The RTO will not use NSW Government logos or trademarks without written authorisation from the Department.
- Prospective students will be informed of funding availability under Smart and Skilled and the eligibility criteria.
- Marketing will use the statement: “This training is subsidised by the NSW Government”.
- The RTO will not advertise the training as free, discounted, or subsidised by the RTO or a third party.
- The RTO and its representatives will not encourage enrolment purely because of price matching or discounts but will promote quality training and assessment services.
- The RTO’s website will include: a direct link to the Smart and Skilled website; details of approved qualifications; Notification of Enrolment and Enrolment process and required student declarations/ID; USI information; and fee information.

5.0 RTO Responsibilities

Role	Key Responsibilities
Partnership and Business Development Manager	Will ensure the Marketing and Client Coordination Manager develops marketing materials in line with this policy and the OSRTOs, ready for approval.
Head of Quality and Curriculum	Must review and approve all marketing materials prior to publishing.

6.0 Legislative Context

Name	Section
Outcome Standards for RTOs 2025	Quality Area #2
Compliance Standards for NVR Registered Training Organisations and Fit and Proper Person Requirements	Compliance Requirements NRT Logo Conditions of Use policy
VET Student Loans	Manual for Providers, 4.9 Marketing
Victorian Skills First Program	Student Information and Protection
NSW Smart and Skilled Program	Operating Guidelines, Section 1

7.0 Related Documents

Name	Document type
MR1.1 Marketing Procedure	Procedure
MR1.1.1 Marketing Checklist	Form

MR1.1.2 Marketing Consent Form	Form
Course Offering and Funding Information	Matrix
Learner Handbook	Handbook

8.0 Version Control and Revision Information

The RTO reserves the right to vary, replace or terminate this policy from time to time.

Version #	Approval Date	Approved By	Details
1	June 2025	HQC	Document creation to align with OSRTOS 2025