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## Purpose

The purpose of this policy and procedure is to outline Australian Institute of Superannuation Trustees's approach to ensuring it markets and advertises its courses ethically and accurately and in compliance with Standards 4 and 5 of the Standards.

## Definitions

**SRTOs** means the Standards for RTOs 2015 – refer definition of 'Standards'

**Standards** means the Standards for Registered Training Organisations (RTOs) 2015 of the VET Quality Framework which can be accessed from [www.asqa.gov.au](http://www.asqa.gov.au)

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

## Policy

### 1. Marketing information

- Australian Institute of Superannuation Trustees ensures the information provided to students about its services, courses, units and qualifications delivered is accurate and factual, regardless of whether the information is provided by the RTO, its brokers, online directories, agents or other third parties. All information clearly distinguishes between non-recognised training and nationally recognised training.
- Australian Institute of Superannuation Trustees's marketing information will enable informed choice for students by ensuring the information is detailed, accurate and complies with the requirements of the Standards.
- All marketing information for nationally recognised training:
  - Identifies Australian Institute of Superannuation Trustees with its National RTO Code, legal entity and/or trading name.

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- Will only include the Nationally Recognised Training logo in accordance with its Conditions of Use outlined in Schedule 4 of the Standards.
- Includes the full name and code of the relevant Training Product whether it is a unit, module, qualification, skill set or accredited course so there is no confusion for students about the outcome.
- Will be consistent with Australian Institute of Superannuation Trustees's training and assessment strategies.
- Include relevant cost information including all costs, any debts that may be occurred, or any loss of entitlement from the student undertaking the course (such as loss of entitlement for further government funded programs or student loan schemes).

### 2. Protection of consumer rights

- Australian Institute of Superannuation Trustees ensures consumer protection laws are adhered to through the following mechanisms:
  - Providing a cooling off period where required to do so by law.
  - Having a clear and detailed *Fees and Refund Policy* which is published on our website and also outlined in the *Student Handbook*.
  - Having a *Complaints and Appeals Policy* which any student or member of the public can access at any time to make a complaint about any of Australian Institute of Superannuation Trustees's products, services, staff or decisions.
- Course information provided prior to enrolment will provide the individual with detailed information about fees in line with Clause 5.3 of the Standards.
- Australian Institute of Superannuation Trustees, nor any of its brokers, agents or other third parties, will not:
  - Guarantee that a student will be issued with a qualification or statement of attainment.
  - Guarantee any employment outcome as a result of training and/or assessment unless guaranteed employment has been arranged.
  - Claim that a student will be eligible for any license or accreditation as a result of training and/or assessment unless it is a license outcome guaranteed by the issuer of the license or accreditation.
- Prior to enrolment or the commencement of training Australian Institute of Superannuation Trustees provides to each individual current and accurate information that enables the individual to make informed decisions about undertaking training with Australian Institute of Superannuation Trustees.
- Course information provided prior to enrolment will provide the individual with detailed information about fees in line with Clause 5.3 of the Standards.

### 3. Advertising and promotional materials

- Australian Institute of Superannuation Trustees's advertising is always factual and ethical and will not misrepresent Australian Institute of Superannuation Trustees's training and assessment, products and other services.
- All advertisements and promotional materials will:
  - Identify Australian Institute of Superannuation Trustees with its National RTO Code.

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- Include the full name and code of the relevant Training Product to be delivered, whether it is a unit, module, qualification, skill set or accredited course so there is no confusion for students about the outcome.

### 4. Marketing permissions

- Australian Institute of Superannuation Trustees will obtain prior written permission from any person or organisation used as a source of comment, testimonial or picture, for any marketing and/or other material and will always abide by the conditions of that permission.
- Records of permissions will be stored on the *Permissions Register*.

## Procedures

### 1. Develop and monitor marketing information

Relevant to:

- SRTOs: Clause 4.1

Procedure	Responsibility
<p><b>A. Develop factual and accurate marketing materials</b></p> <ul style="list-style-type: none"> <li>• Refer to Clause 4.1 of the Standards for the requirements that must be adhered to for information about nationally recognized training.</li> <li>• Refer to the <i>Pre-Enrolment Course Information Checklist</i> to ensure that information included is compliant with the Standards.</li> <li>• Ensure marketing materials are approved by the CEO.</li> <li>• Keep a register of approved marketing materials on the <i>Marketing Materials &amp; Advertising Register</i>.</li> <li>• Keep a copy of all marketing materials.</li> </ul>	Compliance Manager
<p><b>B. Monitor marketing information</b></p> <ul style="list-style-type: none"> <li>• Annually review marketing information to ensure it is accurate. This includes all information that may be existing in the marketplace about Australian Institute of Superannuation Trustees: <ul style="list-style-type: none"> <li>– Course Outlines for each course</li> <li>– Website</li> <li>– Advertisements</li> <li>– Student Handbook</li> <li>– Directories</li> <li>– Broker / partner/ third party information</li> <li>– Marketing Information for third parties delivering services on behalf of the RTO</li> </ul> </li> <li>• During the review ensure that the requirements of Standard 4 and the policy are met and that no misrepresentations have been made, and that there are no inaccuracies in materials.</li> </ul>	Compliance Manager

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### 2. Publish student facing policies to the website

Procedure	Responsibility
<p><b>A. Publish policies to the website</b></p> <ul style="list-style-type: none"> <li>• Once approved publish policy wording and definitions to the website (without procedures) for:               <ul style="list-style-type: none"> <li>○ Complaints and Appeals Policy</li> <li>○ AQF Issuance Policy</li> <li>○ Privacy Policy</li> <li>○ Fees and Refunds Policy</li> </ul> </li> <li>• Record version numbers on page for reference.</li> </ul>	Compliance Manager
<p><b>B. Update as required</b></p> <ul style="list-style-type: none"> <li>• Whenever the above policies are updated or revised, ensure updated versions are added to the website.</li> <li>• Current students should also be advised in writing (via email or letter) if any of these policies differ from what they accepted prior to enrolment.</li> </ul>	Compliance Manager

### 3. Pre-enrolment course information/ course outlines

Relevant to:

- SRTOs: Clauses 5.1, 5.2 and 5.3

Procedure	Responsibility
<p><b>A. Develop course outlines</b></p> <ul style="list-style-type: none"> <li>• Refer to Clause 5.2 of the Standards for the requirements that must be included on all course information prior to enrolment or commencement of training, whichever is first.</li> <li>• Information on Course Outlines should include:               <ul style="list-style-type: none"> <li>– the code, title and currency of the training product to which the student is to be enrolled, as published on the National Register</li> <li>– the training and assessment, and related educational and support services the RTO will provide to the student including the:                   <ul style="list-style-type: none"> <li>– estimated duration</li> <li>– expected locations at which it will be provided</li> <li>– expected modes of delivery</li> <li>– name and contact details of any third party that will provide training and/or assessment, and related educational and support services to the student on the RTO's behalf, and</li> <li>– any work placement arrangements.</li> </ul> </li> <li>– the student's obligations:                   <ul style="list-style-type: none"> <li>– any requirements the RTO requires the student to meet to enter and</li> </ul> </li> </ul> </li> </ul>	Compliance Manager

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Procedure	Responsibility
<p>successfully complete their chosen training product, and</p> <ul style="list-style-type: none"> <li>– any materials and equipment that the student must provide.</li> <li>– information on the implications for the student of government training entitlements and subsidy arrangements in relation to the delivery of the services.</li> </ul> <ul style="list-style-type: none"> <li>• The following is provided in the Student Handbook:               <ul style="list-style-type: none"> <li>– the RTO's obligations to the student, including that the RTO is responsible for the quality of the training and assessment in compliance with these Standards, and for the issuance of the AQF certification documentation.</li> <li>– the student's rights, including details of the RTO's complaints and appeals process required by Standard 6.</li> <li>– The arrangements if the RTO, or a third party delivering training and assessment on its behalf, closes or ceases to deliver any part of the training product that the student is enrolled in.</li> </ul> </li> </ul>	
<p><b>B. Fee information</b></p> <ul style="list-style-type: none"> <li>• Refer to Clause 5.3 of the Standards for the requirements of what fee information must be provided to a student. Include this information for each course in the Course Outline.</li> </ul>	Compliance Manager

### 4. Advertising and promotional materials

Relevant to:

- SRTOs: Clause 4.1

Procedure	Responsibility
<p><b>A. Develop accurate advertising and promotional materials</b></p> <ul style="list-style-type: none"> <li>• Ensure advertising materials for nationally recognized training include:               <ul style="list-style-type: none"> <li>– RTO's name</li> <li>– RTO's RTO Code</li> <li>– Full name and national code of the relevant Training Products</li> </ul> </li> <li>• Ensure advertising materials are approved by the CEO.</li> <li>• Keep a register of approved advertisements on the <i>Marketing Materials &amp; Advertising Register</i>.</li> <li>• Advertisements made by third parties must also be approved and recorded on the register.</li> <li>• Keep a copy of all advertising materials.</li> </ul>	Compliance Manager

### 5. Permissions

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Procedure	Responsibility
<p><b>A. Gain and record permissions for use of testimonials and images</b></p> <ul style="list-style-type: none"> <li>• If testimonials and/or images or other works of an individual are to be used in marketing material, gain their permission using the <i>Marketing Permission Form</i>.</li> <li>• Record the details of the permission on the <i>Permissions Register</i>.</li> <li>• Keep a copy of the signed Permission Form in the relevant student/client file as well as a copy in the marketing folder.</li> <li>• When a client/student's image or work is used, record this on the permissions register.</li> </ul>	Compliance Manager

### Document Control

<b>Document No. &amp; Name:</b>	SC3 - Marketing and Advertising P&P V2.1
<b>Quality Area:</b>	SC Students & Clients
<b>Author:</b>	RTO Advice Group Pty Ltd
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