

Marketing Policy & Procedure

Purpose

To ensure that Advanced Training Institute Markets and Advertises its courses with accuracy and integrity according to the requirements for all registered training organisations.

Scope

This policy applies to the Advanced Training's full scope of operations of the RTO.

Principles

Advanced Training Institute is committed to meeting its obligations under the VET Quality Framework.

Policy

- ATI will ensure that the marketing and advertising of the qualifications is ethical, accurate and consistent with the scope of registration
- ATI will ensure that the NRT logo and AQF logos are only used in accordance with their conditions of use
- ATI is committed to providing clear and accurate information so that our prospective students can make an informed decisions about the courses they enrol in

Procedure

1. All marketing material must be accurate and approved by the CEO prior to publication and distribution.
2. Written permission must be obtained from any person/ organisation for use of any marketing material which refers to that person/ organisation. Specifically, if photos are used, then written permission must be granted from the individual in the photo, and or be royalty free if they are purchased online. ATI must abide by all terms and/or conditions consistent with that permission
3. All marketing material must accurately represent the course advertised
4. This includes correct code and or unit names, avoid misleading and or ambiguous terminology.

Use of NRT Logo

1. ATI course material that uses the NRT logo must be consistent with the Scope of Registration.
2. When ATI is promoting the training it offers and wishes to use the NRT logo, its promotional material such as brochures, handbooks and prospectuses must clearly distinguish between nationally recognised training within the scope of registration and that which is not nationally recognised.
3. The NRT logo must not be used on products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, and packaging around products nor learning resources supporting training.

Definitions

NRT Logo	<p>http://www.asqa.gov.au/verve/resources/NRT_logo_specifications_NEW.pdf</p> <p>The NRT Logo is a registered trade mark</p> <p>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.</p>
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Australian VET Quality Framework Reference

Standard 4.	Accurate and accessible information about an RTO, its services and performance is available to inform prospective and current learners and clients.
4.1.	<p>Information, whether disseminated directly by the RTO or on its behalf, is both accurate and factual, and:</p> <ul style="list-style-type: none"> a) accurately represents the services it provides and the training products on its scope of registration; b) includes its RTO Code; c) refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained; d) uses the NRT Logo only in accordance with the conditions of use specified in Schedule 4; e) makes clear where a third party is recruiting prospective learners for the RTO on its behalf; f) distinguishes where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on its behalf by a third party; g) distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered by the RTO; h) includes the code and title of any training product, as published on the National Register, referred to in that information; i) only advertises or markets a non-current training product while it remains on the RTO's scope of registration; j) only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised; k) includes details about any VET FEE-HELP, government funded subsidy or other financial support arrangements associated with the RTO's provision of training and assessment; and l) does not guarantee that: <ul style="list-style-type: none"> i) a learner will successfully complete a training product on its scope of registration; or ii) a training product can be completed in a manner which does not meet the requirements of Clause 1.1 and 1.2; or iii) a learner will obtain a particular employment outcome where this is outside the control of the RTO.

Related Documents

Website
Marketing Flyers & brochures

Change History

Version	Approval Date	Approved by		Change
		CEO	Delegate	
4	March 2015	Omar		Compliance As per SRTOs 2015
3	October 2014			Compliance Corrective action, & As per New Standards
2	28 August 2014	Omar		As per the SNR 2012
1	30 August 2012	Omar		