

# ***Chapter 1: Marketing and Recruitment***

*The training provider's marketing practices provide accurate and factual information to allow prospective students to make informed decisions*

## PROVIDE ACCURATE AND ACCESSIBLE INFORMATION TO LEARNERS PROSPECTIVE AND CURRENT STUDENTS (4.1)

- 4.1 Information, whether disseminated directly by the RTO or on its behalf, is both accurate and factual, and:**
- accurately represents the services it provides and the training products on its scope of registration;
  - includes its RTO Code;
  - refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained;
  - uses the NRT Logo only in accordance with the conditions of use specified in Schedule 4;
  - makes clear where a third party is recruiting prospective learners for the RTO on its behalf;
  - 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;
  - 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;
  - includes the code and title of any training product, as published on the National Register, referred to in that information;
  - only advertises or markets a non -current training product while it remains on the RTO's scope of registration;
  - 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;
  - 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
  - does not guarantee that:
    - a learner will successfully complete a training product on its scope of registration; or
    - a training product can be completed in a manner which does not meet the requirements of Clause 1.1 and 1.2; or
    - a learner will obtain a particular employment outcome where this is outside the control of the RTO.

### Strategy

Prior to enrolment students are provided with relevant information that informs them about the training, assessment and support services that will be provided, including their rights and responsibilities as a student, so as the student can make an informed decision prior to course commencement. The following documentation is provided to clients prior to course commencement:

- Course Flyer
- Enrolment Agreement Form
- Student Handbook
- Website
- Organisational Profile
- Information Session

## Advertising and Marketing

All marketing material for AQF and VET qualifications are designed and developed according to the Training and Assessment Strategy, which is written against the Training Product requirements for each qualification on our Scope of Registration.

In order to maintain accuracy and integrity of marketing materials, the content is developed in consultation with industry, and the Training Products for each qualification within the RTO'S scope of registration (as per scope of registration for the RTO listed on training.gov.au).

All marketing materials (including websites) need to be clear about who is delivering and assessing the Training Product. Any Training Product delivered under a Third Party arrangement should identify the Third Party's company name and RTO ID, in accordance with the RTO's Scope of Registration. Any qualifications delivered by a Third Party needs to clearly state "This qualification/unit of competency will be delivered and assessed under a Third Party's arrangement with the RTO (RTO ID)"

In authorising marketing and advertising:

The CEO shall ensure that written permission has been obtained by any person and organisation featured in RTO's marketing or advertising materials in name or image. The CEO shall ensure that all clients are provided with clear and accurate information relating to Course Fee Schedules for all courses on RTO's scope of registration prior to enrolment. The Course Fee Information shall contain the following:

- the total amount of all fees including course fees, administration fees, materials fees and any other charges
- payment terms, including the timing and amount of fees to be paid and any non-refundable deposit/administration fee
- the nature of the guarantee given by the RTO to complete the training and/or assessment once the student has commenced study in their chosen qualification or course
- the fees and charges for additional services, including such items as issuance of a replacement qualification testamur and the options available to students who are deemed not yet competent on completion of training and assessment, and
- the organisation's refund policy.

The CEO shall ensure that all advertising contains accurate information regarding current course fees and course refund procedures.

The CEO shall ensure that all promotional and marketing materials contain a confirmation that the RTO will recognise the AQF qualifications and statements of attainment issued by any other RTO.

The CEO of RTO shall ensure that all materials developed for marketing and advertising purposes receive authorisation prior to release. The authorisation shall be applied through a photocopy bearing a signature of the CEO and filed by the RTO.

The CEO shall ensure that the marketing and advertising of RTO accurately represents its training and assessment services and the AQF qualifications on its scope of registration.

The CEO shall ensure that training and assessment that leads to AQF certifications are marketed and advertised separately from any other non-accredited training service offered by RTO.

The CEO shall ensure that the NRT logo and AQF logo are employed in RTO promotional and advertising materials in accordance with its current conditions of use.

Marketing will not guarantee to a learner that they:  
 will successfully complete a training product  
 can complete a training product in a manner not compliant with clauses 1.1 or 1.2  
 will obtain a particular employment outcome unless this is in the control of the RTO

The CEO will ensure that all advertising and marketing is:

**Accurate and factual**

Accurately represents the services provided  
 Accurately represents the RTO scope of registration  
 Includes the RTO code  
 Only refers to a person or organisation with their consent  
 Uses the NRT logo in accordance with the conditions of use specific in Schedule 4 of the standards  
 Identifies where a third party is recruiting prospective learners on behalf of the RTO

Identifies where training and assessment is being provided on behalf of another RTO

Identifies where training and assessment is being provided by third party

Distinguishes between national recognised training and other training

Includes the code and title of each training product as per training.gov.au

Includes accurate information about licensed or regulated outcomes

Includes details about financial support provided, including VET FEE -HELP

Includes details about relevant government funding subsidies

## Marketing Approval

All marketing activities will be undertaken with integrity and accuracy to provide students with sufficient information to make an informed decision.

All marketing and advertising material is to be submitted to the CEO for approval prior to distribution

Written approval from an individual or organisation is to be obtained if reference is to be made to that individual or organisation is any promotional material

All advertising material must include the contact details of the CEO and/or a person qualified and experienced in the AQF qualification being promoted

A copy of the authorised marketing and advertising material, together with any approvals are to be kept on file by the CEO

The printing and publishing of marketing and advertising material can only be authorised by the CEO

All printed, published or advertising will clearly distinguish between nationally recognised training with scope of registration and non-accredited training, offered.

## Course Flyers and Marketing Material

Course flyers are to include relevant information about the course to be offered, so as the student/client can make an informed decision prior to enrolment based on the information supplied in the course flyer, enrolment form and other marketing materials. Relevant information that should be included on the course flyer include:

Qualification Code and Title or Unit Code and Title

Break down of units (for full qualifications only)

Fees including course fees, administration fees, material fees and any other charges (ie Police Record Check or First Aid)

Payment terms, including timing and amount of fees and any non -refundable deposit or administration fee

Re-assessment fees (where applicable)

The course flyer will comply with the policies and procedures under Advertising and Marketing.

## Organisational Profile

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The Organisational Profile is used by the RTO as an additional piece of marketing material, which is distributed to potential clients to assist them to make an informed decision about the capabilities of the RTO prior to enrolment. The Organisational Profile includes the following details:

Background of the RTO and the Directors

Memberships and associations the RTO has in place

Scope of Registration

Outline of facilities

Industry documentation agreements

Trainers and Assessors

## Student Handbook

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All students are given access to the Student Handbook, which details the student's rights and responsibilities. The handbook is provided electronically to the student, prior to course commencement, either by email or through the website.

## Student Induction (T&S)

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The RTO has an electronic presentation in place to ensure consistency at Induction, this presentation includes relevant information on the policies and procedures of the RTO, including the students' rights and responsibilities.

The Student Induction is to be conducted prior to course commencement, this presentation includes the following information:

Training and Assessment arrangements; including RPL

Selection and enrolment of learners

Client support services

Legislative and occupational licensing requirements

Complaints and appeals procedures

Course Outline, including attendance requirements

## Websites

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The organisational website includes information about each course offered by the RTO, including:

Entrance requirements and pre-requisites

Course Structure and delivery mode

Qualification Code and Title or Unit Code and Title

Break down of units (for full qualifications only)

Fees including course fees, administration fees, material fees and any other charges (ie Police Record Check or First Aid)

Payment terms, including timing and amount of fees and any non -refundable deposit or administration fee

Re-assessment fees (where applicable)

The website will comply with the Advertising and Marketing policy and procedure on page 21.

## NRT Logo - Conditions of Use

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 can only be used by registered training organisations (RTOs), the Australian Skills Quality Authority (ASQA), State and Territory registering/course accrediting bodies and other authorised bodies.

For guidance on using the NRT logo, visit the [Nationally Recognised Training \(NRT\) Logo Specifications page](#). [Here](#) you can find out who can use the NRT logo, conditions of use and how to request the logo.

The RTO acknowledges its obligations in ensuring the correct use of the NRT logo. In accordance with these requirements the RTO will ensure that they comply with the guidelines for usage of the logo.

The RTO will only use the NRT logo:

- On AQF qualifications documents within its scope of registration
- In advertisements in accordance with the VET Quality Framework for VET certifications and products
- On certificates for relevant training

### Use of NRT Logo

The following details the situations and conditions for using the NRT logo.

Advertisements and promotional information in any medium (print, television, radio, banners, internet, websites etc)

The RTO may use the NRT logo to promote training products listed on training.gov.au, provided that training is within the RTO's scope of registration

The NRT logo must not be used in association with training which does not lead to an AQF qualification or statement of attainment, this includes short courses, non-accredited training and services outside of training such as consulting

Use of the NRT logo is only permitted where there is a direct relationship to an accredited Training Product meeting the requirements of the AQF

When promoting the training and using the NRT logo, all 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.

The NRT logo must not be used on products such as corporate stationary, business cards, building signage, mouse pads, pens, satchels, email signatures, packaging around products or materials supporting training.

The NRT logo must be depicted on all AQF qualifications and Statements of Attainment. These can only be issued by an RTO when the training delivered is covered by the RTO's scope of registration.

The NRT logo must not be depicted on transcripts/statements of results.

### Format for Reproduction

The triangle of the logo is not to be used without the descriptor. The logo and font used are under no circumstances, to be altered.

The complete NRT logo may be varied in size. Although the proportions of the triangle may not be varied. Under no circumstance is the logo to be reproduced in mirror image or be rotated.

### Two Colour Reproduction

Where the NRT logo is reproduced in colour, it must comply with these colour requirements. Deviation from these colours is not permitted, nor are colours to be swapped around or stippled. The only colours to be used are:  
 GREEN PMS 343  
 RED PMS 192

### One Colour Reproduction

Where the NRT logo is reproduced in one colour, it should preferably be in GREEN PMS 343 or, where this is not suitable, it may be reproduced in black. In some situations the background colour may clash or the logo may not be prominent. In those situations, the black logo may be reversed out to display in white.

### Examples of Logo Reproduction



### AQF logo – Conditions of use

The Australian Qualifications Framework (AQF) logo is a distinguishable mark of quality for identifying and promoting AQF qualifications as specified in the AQF.

#### Permission to use the AQF logo

The AQF logo can only be used in association with AQF qualifications.

Any use of the AQF logo must be in accordance with the standards in section 5 and any recognised standards for ethical marketing and advertising.

Authorised issuing organisations and accrediting authorities, including organisations that are authorised to self-accredit, may use the AQF logo without prior approval from the Australian Government Department of Education and Training (the Department) on:

- testamurs and graduation statements
- student information, and
- advertising and promotional material.

Authorised issuing organisations and accrediting authorities may use the AQF logo in other circumstances. Prior approval from the Department is required and will be considered only for the single use requested.

Other organisations may use the AQF logo in certain circumstances in the context of the Australian education and training sector. These organisations are required to obtain prior approval from the Department in all circumstances.

#### Use of the AQF logo on testamurs and graduation statements

For the use of the AQF logo on testamurs and graduation statements, the *Conditions for the use for the Australian Qualifications Framework logo* must be read in conjunction with the *Australian Qualifications Framework First Edition July 2011*, in particular the full *AQF Qualifications Issuance Policy*.

Either the AQF logo or the words 'The qualification is recognised within the Australian Qualifications Framework' will be used on testamurs or graduation statements for all AQF qualifications as specified in the *AQF Qualifications Issuance Policy*.

The Department's approval is not required for this use by authorised issuing organisations and accrediting authorities, provided the standards in section 5 are met.

The AQF logo must not be used on:

- Records of results
- Statements of attainment, or
- Testamurs or graduation statements for non-AQF qualifications.

### **Use of the AQF logo in other circumstances**

The AQF logo may be used in some other circumstances as detailed below. For any use of the AQF logo, the standards in section 5 must be met.

### **Student information**

Authorised issuing organisations and accrediting authorities may use the AQF logo in any student information about the AQF qualifications that they are authorised to offer or are within their legislated authority. This may include course or institutional brochures, course handbooks and prospectuses.

The AQF logo cannot be associated with education and training that does not lead to an AQF qualification. Any student information which includes the AQF logo must clearly distinguish between AQF qualifications and those which are not AQF qualifications. The impression must not be created that may lead an observer to conclude that the AQF logo applies to all education and training provided, if this is not the case.

The Department's approval is not required for this use by authorised issuing organisations and accrediting authorities, provided the standards in section 5 are met.

No other organisations may use the AQF logo on any student information.

### **Advertising and promotional information**

Authorised issuing organisations and accrediting authorities may use the AQF logo to advertise or promote AQF qualifications that they are authorised to offer or are within their legislated authority. This may include printed documents, the internet or the media (newspaper, journal or television).

The AQF logo cannot be associated with education and training that does not lead to an AQF qualification. If an authorised issuing organisation or accrediting authority is promoting both AQF qualifications and qualifications that do not meet the requirements specified in the AQF, it must be made clear that the AQF logo is not associated with those that are not AQF qualifications. The impression must not be created that may lead an observer to conclude that the AQF logo applies to all education and training provided, if this is not the case.

The Department's approval is not required for this use by authorised issuing organisations and accrediting authorities, provided the standards in section 5 are met.

Other organisations may be granted approval by the Department to use the AQF logo in the media, advertisements, press releases, articles and promotional information related to AQF qualifications and in the context of the Australian education and training system.

The Department's approval for other organisations to use the AQF logo in these circumstances is required. Approval must be obtained from the Department prior to use. The 'form for a request to use the Australian Qualifications Framework logo' is available below and on the AQF website: <http://www.aqf.edu.au>. Reasonable time in advance of any publication or event deadlines should be allowed for approval and proposed artwork must be submitted with the request.

### Corporate use

The AQF logo must not be used by any organisation for corporate use including corporate stationery such as business cards and letterhead; building or other corporate signage; marketing products such as mouse pads, pens, satchels, product packaging; or educational resources used to support teaching and learning.

### Any other use

The Department may consider other uses of the AQF logo not covered above by any organisation.

A request to use the AQF logo must be submitted on the 'form for a request to use the Australian Qualifications Framework logo' which is available below and on the AQF website: <http://www.aqf.edu.au>.

### Standards for the use of the AQF logo

The AQF logo can only be reproduced from electronic copies available from the AQF website.

To preserve the integrity of the logo and maximise its legibility, the following standards apply in all circumstances.

No element of the logo can be altered, moved or changed in any way.

Under no circumstance is the logo to be reproduced in mirror image or be rotated.

### Shape and wording The AQF logo must:

consist of both the circular/arrows shape **and** the words 'Australian Qualifications Framework'  
be set in the typeface Gill Sans Light or Gill Sans Regular.

### Variation in size

The complete AQF logo may be varied in size but the proportions of the circle/arrows and the words in relation to each other may not be varied.

### Clear space

The minimum clear space required around the logo image is 10mm on all sides. No other graphic or text elements may appear within the clear space.

### Colour reproduction

The AQF logo must always appear in:  
its principal Pantone spot colours: PMS 144C, 3272C, 258C  
black C and white, or  
reversed out of black

The following link details the specific requirements surrounding use of the logo:

<https://www.aqf.edu.au/aqf-logo-and-copyright>

### Evidence

- Course Flyers
- Newspaper Adverts

	<ul style="list-style-type: none"><li>▪ Website</li><li>▪ Student Handbook</li><li>▪ Student Management Database</li><li>▪ Certificates</li><li>▪ Statements of Attainment</li><li>▪ Marketing Materials</li></ul>
Continuous Improvement	This standard is reviewed, according to the Continuous Improvement Cycle, during the month of <b>October</b> on an annual basis.
Responsibility	<ul style="list-style-type: none"><li>▪ Chief Executive Officer</li><li>▪ Senior Management</li></ul>