

# Marketing and Advertising Policy and Procedure

## Policy Statement

Ella Bache College Pty Ltd ensures that the marketing and advertising of Australian Qualifications Framework (AQF) qualifications to prospective students is ethical, accurate, accessible and consistent with its scope of registration and includes the college's RTO provider code.

That all marketing material will include the code and the full title of the qualification or accredited course as listed on the National Register (training.gov). The college will not advertise VET qualifications, accredited courses, or units of competency for which it is seeking registration.

If another person or organisation is delivering training or recruiting students under a third party agreement with the College RTO, the third party arrangements policy and procedures will be applied.

No advertising of AQF qualification to prospective students on behalf of other RTOs will be allowed without their consent. The NRT logo will be used in marketing material in accordance with its conditions of use specified in Schedule 4 of the Standards.

The Chief Executive Officer is ultimately responsible for ensuring that the College complies with the VET Quality Framework (VQF) and the VSL rules. This includes any marketing in print media, electronic media or social networking.

## Marketing and Advertising Procedure

All AQF qualification marketing and advertising is managed by the Head of Marketing. The Head of Marketing (as delegated by the Chief Executive Officer) gives the final approval to all VET marketing and advertising, regardless of the format or the audience.

The Head of Marketing checks the mandatory requirements as defined in the Standards:

- Accurately represents the services and qualification on the scope of registration.
- Includes the RTO code of the college RTO.
- Includes the NRT logo in accordance with Schedule 4 of the Standards. (see attachment 1)
- Includes the correct and current qualification code and title and lists the correct current units of competency that the students will be doing.
- Only advertises current qualifications and units of competency that remain on the National Register.
- Identifies the outside RTO if the qualification is through an outside provider (and there is a record of consent given by the outside RTO).
- Has obtained consent from any person or organisation referred to in any marketing materials.
- VET qualifications are clearly differentiated from other forms of learning.
- Identifies if the college RTO is delivering the qualification/ units of competency on behalf of another RTO (and that there is a written and signed third party agreement).
- Where the VSL logo is used in materials it is used in accordance with the VSL Style Guide (attachment 2)

Does not guarantee that:

- A student will successfully complete the qualification or units of competency.
- A student will obtain a particular employment outcome.

- A qualification or unit of competency can be completed in a manner that does not meet the standards and does not meet Clauses 1.1 and 1.2.
- Any other required information.

The induction program for new marketing staff includes information about how to ensure that marketing is accurate, ethical and is not misleading.