

## RTO 1.12 Marketing and Advertising

### 1. Policy Purpose

The Institute is committed to ensuring students and prospective students can make informed choices about the services and training products within our scope of registration. We do this by providing clear, accurate and factual information on the Institute website, in Student Handbooks in the Workforce Development Calendar, and on all digital platforms where we market and promote our services. This policy guides the Institute when undertaking marketing and advertising activities to ensure learners are provided with adequate information before enrolling in a course.

### 2. Policy Statement

The Institute will provide accurate, transparent and accessible information about our training products that is available to all students and prospective students.

### 3. Scope

This policy applies to all staff and all marketing materials including, but not limited to flyers, brochures, e-mails, faxes, letters, pre-enrolment information, website information and any other material used to promote the Institute.

### 4. Definitions

- 4.1 **VET** - Vocational Education and Training
- 4.2 **RTO** - Registered Training Organisation.
- 4.3 **The Institute** – Relationships Australia South Australia Limited trading as The Australian Institute of Social Relations.
- 4.4 **AISR** – Australian Institute of Social Relations

## 5. Procedures

- 5.1. The Institute's VET marketing and promotional materials will include our RTO code, the Nationally Recognised Training (NRT) logo (subject to the conditions outlined in Schedule 4 of the Standards for Registered Training Organisations (RTOs) 2015), and the code and full title of the training product (regardless of whether it is a qualification, skill set, accredited course or individual unit that is being offered).
- 5.2. The Institute will only promote training or assessment for VET training products that are currently on its scope of registration.
- 5.3. The Institute will provide clear information about the amount of training involved in each training product.
- 5.4. The Institute will honour all commitments made in all marketing materials.
- 5.5. The Institute will **not**:
  - 5.5.1. guarantee that a learner will be issued with a qualification or statement of attainment,
  - 5.5.2. guarantee that any employment outcome will result from training and/or assessment at the Institute, unless it has arranged guaranteed employment for any learner that successfully completes their training and/or assessment at the Institute, or
  - 5.5.3. claim that a learner will be eligible for any licence or accreditation as a result of training and/or assessment, unless the issuer of that licence or accreditation has confirmed this to be the case,
  - 5.5.4. guarantee that a learner is able to complete a training product in a manner that is inconsistent with the Institutes training and assessment strategies and practices.
- 5.6. If the Institute engages a third party to recruit prospective learners on its behalf, it will make this clear in all relevant advertising materials.
- 5.7. If the Institute delivers training and assessment on behalf of another RTO, or if a third party is involved in the delivery of training and assessment on its behalf, it will ensure that these circumstances are made clear to all relevant stakeholders.
- 5.8. The Institute shall ensure that training and assessment that leads to AQF qualifications and statements of attainment are marketed and advertised separately from any other training and assessment service offered by the Institute.
- 5.9. The Institute shall ensure that written consent has been obtained by any person and organisation featured in the Institute's marketing or advertising materials in name or image (such as testimonials and photos).

## 5.10. COURSE FEES

Where the Institute collects fees from the individual learner, either directly or through a third party, the Institute will provide or direct the learner (either prior to enrolment or the commencement of training and assessment, whichever comes first) to the following information specifying:

- 5.10.1. all relevant fee information, including fees that must be paid to the Institute, and payment terms and conditions including deposits and refunds, the learner's rights as a consumer, including but not limited to any statutory cooling-off period, if one applies
- 5.10.2. the learner's right to obtain a refund for services not provided by the Institute in the event the arrangement is terminated early, or the Institute fails to provide the agreed services.

## 5.11. VET STUDENT LOANS

Where learners at the Institute are accessing VET Student Loans or any other government loan or subsidy, The Institute will provide details of the arrangements. The details provided will include:

- 5.11.1. that students must meet the VSL eligibility criteria
- 5.11.2. any costs associated (including interest or similar costs), and
- 5.11.3. any debt that will be incurred.
- 5.11.4. The Institute will also provide details of any loss of entitlement that may occur as a learner undertakes a course. This includes information about limited entitlement schemes (where learners are only able to access one course or there are restrictions on what courses may be subsidised after a learner completes their study at the Institute).
- 5.11.5. All marketing or advertising material will clearly state that VET Student Loans must be repaid.
- 5.11.6. In any marketing and promotion of VSL approved courses, The Institute will adhere to the VET Student Loans Style Guide available at [www.education.gov.au/vet-student-loans](http://www.education.gov.au/vet-student-loans)
- 5.11.7. The institute will **not**:
  - mention the availability of a VET Student Loan on any social media marketing
  - engage in 'cold calling' to market courses and offer a VET Student Loan
  - allow third parties (agents or brokers) to provide any information about a VET Student Loan
  - offer benefits such as laptops/tablets, prizes or vouchers of greater than a \$30 value to encourage students to sign up for a VET Student Loan
  - mention that the description of training that is paid for through the student's VET Student Loan as being 'free', 'government-funded', or any other term that implies it is 'not a loan'.

## 6. Roles and Responsibilities

### 6.1. THE MANAGER OF EDUCATION AND TRAINING IS RESPONSIBLE FOR:

- 6.1.1. developing the marketing plan and approval of marketing materials.
- 6.1.2. developing and reviewing marketing materials and implementing and monitoring marketing strategies as per the marketing plan.

6.2. The Institute is responsible to retain copies of actual advertising and marketing material, including any material created by a third party, in the form of a register (for monitoring and auditing purposes).

6.3. If the Institute references another person or organisation in its advertising or marketing material, the institute is responsible to retain evidence (such as an exchange of emails, a signed release form or a letter giving permission to use the relevant material) that permission was obtained prior to any material containing the reference being published.

## Appendix

### STANDARDS FOR REGISTERED TRAINING ORGANISATIONS 2015

#### Informing and protecting students Clause 5.2

Prior to enrolment or the commencement of training and assessment, whichever comes first, the RTO provides, in print or through referral to an electronic copy, current and accurate information that enables the learner to make informed decisions about undertaking training with the RTO and at a minimum includes the following content:

- a. the code, title and currency of the training product to which the learner is to be enrolled, as published on the national register
- b. the training and assessment, and related educational and support services the RTO will provide to the learner including the:
  - I. estimated duration
  - II. expected locations at which it will be provided
  - III. expected modes of delivery
  - IV. name and contact details of any third party that will provide training and/or assessment, and related educational and support services to the learner on the RTO's behalf
  - V. any work placement arrangements.
- c. the RTO's obligations to the learner, 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 [Australian Qualifications Framework] certification documentation
- d. the learner's rights, including:
  - I. details of the RTO's complaints and appeals process required by Standard 6
  - II. 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 learner is enrolled in.
- e. the learner's obligations:
  - I. in relation to the repayment of any debt to be incurred under the VET [Vocational Education and Training] FEE-HELP scheme arising from the provision of services
  - II. any requirements the RTO requires the learner to meet to enter and successfully complete their chosen training product
  - III. any materials and equipment that the learner must provide
- f. information on the implications for the learner of government training entitlements and subsidy arrangements in relation to the delivery of the services.