



## Marketing

March 2015

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### Policy statement

The school RTO ensures that the marketing of AQF qualifications to prospective students is ethical, accurate, accessible and consistent with its scope of registration, and includes the school's RTO provider code. All marketing material will include the code and the full title of the qualification or accredited course as listed on the National Register. The school RTO 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 school RTO, the *Third party arrangements policy and procedures* will be applied.

The school RTO does not advertise AQF qualifications to prospective students on behalf of other RTOs 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 Principal (as the chief executive officer) of the school RTO is ultimately responsible for ensuring that the school RTO complies with the VQF. This includes any marketing in print media, electronic media or social networking.

### Marketing Procedure at Northern Beaches SHS

All AQF qualification marketing is managed by the RTO Manager.

- a. The induction program for staff includes information about how to ensure that marketing is accurate and is not misleading. A template for marketing is provided and is available on the school network at *G:\Coredata\Teachers\Senior Schooling\VET\2015 VETAdministration\Inductions\Staff Induction*.
- b. All marketing (including within subject selection documentation) includes a date of publication and the following statement, *'correct at time of publication but subject to change'*.
- c. All marketing or marketing materials are submitted to the RTO manager for approval.
- d. The RTO manager checks the mandatory requirements for the information:
  - Accurately represents the services and qualifications on the scope of registration;

- Includes the RTO code of the school RTO;
  - Includes the NRT logo (in accordance with its conditions of use – Standards, Schedule 4);
  - Includes the correct and current qualification code and title and lists the correct and current units of competency that the students will be doing (within packaging rules and as per current scope of registration);
  - Only advertises ‘current’ qualifications and units of competency that remain on TGA;
  - Identify the outside RTO if the qualification (or part of a qualification) it is through an outside provider (and that there is a record of consent given by the outside RTO);
  - Obtained consent from any person or organisation referred to in any marketing materials;
  - VET qualifications are clearly differentiated from other forms of learning eg QCAA syllabus;
  - Identifies if the school RTO is delivering the qualification/units of competency on behalf of another RTO (and that there is a written and signed third party agreement);
  - Identifies if another school is delivering the qualification/units of competency on behalf of the school RTO (and that there is a signed third party agreement see the *Third party arrangements policy and procedures*);
  - 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 (Clauses 1.1 and 1.2 of the Standards);
  - Any other required information as directed by the RTO manager.
- e. The RTO manager (as delegated by the principal) gives the final approval to all VET marketing, regardless of the format or the audience.

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