

# Marketing Policy

## 1. Purpose:

Pal Education is committed to providing quality training and assessment in accordance with the Standards for Registered Training Organisation (SRTOs 2015). As such, Pal Education is required to provide transparent and accurate information regarding RTO services and performance.

Pal Education advertises its training and assessment products and services to the general public and relevant industry stakeholders. This is undertaken using a variety of media, as is deemed appropriate for the audience and industry climate at the time.

The purpose of this policy is to ensure that high, consistent and ethical standards are used for all marketing activities, including those pertaining to the delivery of training and assessment services.

## 2. Policy Statement

Pal Education is committed to ensuring ethical marketing and advertising of training and assessment products and services are implemented. Pal Education ensures that marketing processes properly inform and protect clients by providing accurate and factual information regarding training and assessment services provided.

Pal Education:

- accurately represents, to current and prospective clients, training and assessment products and services that lead to AQF qualifications or Statements of Attainment, and ensure that advertised outcomes are consistent with these qualifications;
- advertises AQF courses only if they are included in the scope of registration and will not state or imply that services are within the scope if they are not;
- ensures that all marketing and advertising materials identify training and assessment services leading to AQF qualification and/or Statement of Attainment separately from any other non-nationally recognised training / assessment services;
- ensures the appropriate use of the Nationally Recognised Training (NRT) and State Training Logo (STA) logos on advertisements in accordance with the Standards for RTOs, and specifically Schedule 4 of SRTOs;
- obtains prior written permission from any person or organization for use of any marketing or advertising material, which refers to that person or organization, and will abide by any conditions of that permission;
- ensures that full details of special conditions applying to our services will be communicated to our clients and participants;
- ensures it distinguishes where it is delivering training and assessment on behalf of another RTO; and
- ensures it distinguishes where training and assessment is being delivered on its behalf by a third party.

## 3. Definitions

The following words and expressions have the following specific meaning, as in the Standards for Registered Training Organisations (RTOs) 2015.

**Mode of delivery** means the method adopted to deliver training and assessment, including face to face, online, distance, or blended methods.

**Nationally Recognised Training (NRT) Logo** means the logo used nationally to signify training packages and VET accredited courses.

**Scope of registration** means the training products for which an RTO is registered to issue AQF certification documentation. It allows the RTO to:

- a) both provide training delivery and assessment resulting in the issuance of AQF certification documentation by the RTO; or
- b) provide assessment resulting in the issuance of AQF certification documentation by the RTO.

**Third party** means any party that provides services on behalf of the RTO but does not include a contract of employment between an RTO and its employee.

**Training Product** means AQF qualification, skill set, unit of competency, accredited short course and module.

## 4. Policy Principles

### 4.1 Underpinning Principles

Pal Education:

- a) Provides up-to-date and accurate information to the general public, clients and industry stakeholders at all times.
- b) Markets all products and services in an ethical manner ensuring integrity and accuracy; avoiding misleading or ambiguous statement, enabling client to make informed decisions about undertaking training.
- c) Accurately represents the services it provides and the training products on its scope of registration;
- d) Only promotes licensing or regulated outcomes, for training products it delivers, where these have been confirmed by the relevant industry regulator in the jurisdiction in which it is being advertised;
- e) Includes details regarding VET FEE-HELP, government funded subsidy or other financial support arrangements associated with the provision of relevant training products;
- f) Does not guarantee:
  - 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 the relevant training package or VET accredited course; or
  - iii. A learner will obtain a particular employment outcome where this is outside Pal Education's control.

### 4.2 Marketing strategies

- a) Marketing strategies include, but are not limited to:
  - i. Public website;
  - ii. Social media
  - iii. Course brochures;

- iv. Press advertising;
- v. Client information booklets / documentation; and
- vi. Email campaigns.

#### **4.3 Marketing Information**

- a) Marketing information to include, but are not limited to:
  - vii. Pal Education RTO Code
  - viii. NRT Logo
  - ix. Full Code and title of training product
  - x. Venue
  - xi. Length of training
  - xii. Mode/s of delivery
  - xiii. Third party arrangements
  - xiv. Entry requirements
  - xv. Support services provided
  - xvi. Fee information
  - xvii. Funding entitlements / information
  - xviii. Consumer rights (e.g. cooling-off periods)

#### **4.4 Use of Logos**

- a) Pal Education acknowledges its obligations in ensuring the correct use of National and State training logos.
- b) Pal Education ensures it complies with the Conditions for usage of National and State training logos, as specified in:
  - i. SRTOS 2015 – Schedule 4
  - ii. State Training Authority Logo Guidelines (e.g., TAC Logo Guidelines)
  - iii. Nationally Recognised Training
  - iv. Australian Qualification Framework-AQF

### **5. Pal Education Responsibilities**

The CEO of Pal Education is responsible for the approval of all marketing materials in accordance with this policy and Standards for RTOs 2015.

Prior to the commencement of any marketing campaign the CEO of Pal Education must review and approve all associated materials.

The RTO Manager is responsible for the development of all marketing materials in accordance with this policy and Standards for RTOs 2015, in preparation for approval.

### **6. Legislation**

Legislation relevant to this policy includes:

- Trade Practices legislation and regulations

### **7. Client Information**

All client information is in accordance with Pal Education Client Information Policy. (See Client Information Policy)

## **8. Records Management**

All documentation from marketing processes shall be maintained in accordance with Records Management Policy. (See Records Management Policy)

## **9. Monitoring and Continuous Improvement**

This policy and subsequent practices are monitored by the RTO Manager of Pal Education and areas for improvement identified and the RTO Manager must get approval from the CEO before any changes are acted upon. (See Continuous Improvement Policy)

Note: CEO of Pal Education provides full authority to RTO Manager to deal with all matters relevant with compliance and RTO management.