



Marketing and Advertising Policy

Purpose

This policy describes the commitment of Absolute Medical Response Pty Limited (AMR) to ensure its marketing and advertising of the Registered Training Organisation (RTO) training and assessment products and services is ethical and accurate, and meets the current Standards and the requirements of the current Funding Contract. This policy ensures that all marketing and advertising materials developed by AMR are authorised and checked for compliance prior to implementation.

Scope

This policy applies to all employees of AMR, including all brokers, third party providers and contractors involved in the promotion of AMR training and assessment products and services.

Responsible Parties

AMR' National Training and Education Manager and the Directors, are responsible for the control and implementation of this policy.

Definitions

Funding Arrangements refers to the VET Student Loans program to help eligible students enrolled in certain higher level vocational education and training courses, at approved course providers, pay their tuition fees (up to capped amounts). VET Student Loans commenced on 1 January 2017..

Marketing and advertising material includes all material printed or published relating to the promotion of RTO training and assessment products and services, and specifically Australian Qualifications Framework (AQF) qualifications and/or statements of attainment. It includes, but is not limited to, brochures, flyers, advertisements, signage, publications, reports, newsletters and websites.

Standards refer to the current Standards for Registered Training Organisations (RTOs).

Policy Overview

AMR will ensure its marketing and advertising material is ethical, accurate and consistent with its Scope of Registration and the requirements under the current VET Student Loans Scheme, current Standards and at law.

AMR will promote its vocational education and training products with integrity, accuracy and professionalism, avoiding vague and ambiguous statements. In the provision of information, no false or misleading comparisons will be drawn with any other provider or course.

AMR will ensure that any marketing material does not guarantee that students will be issued with a qualification or guarantee any employment outcome.

AMR will ensure that reference to a person or organisation (including photos) is utilised in marketing material only if the written consent of that person or organisation has been obtained.

AMR will ensure 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 organisations RTO provider code.



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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 organisation 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 AMR, 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 and VET Student Loans logos will be used in marketing material in accordance with its conditions of use specified in Schedule 4 of the Standards.

The Directors of AMR are ultimately responsible for ensuring that the Organisation complies with the VET Quality Framework (VQF). This includes any marketing in print media, electronic media or social networking.

Website Requirements

In accordance with the current Funding Arrangements and the current Standards, AMR will publish on its website:

- a summary of the latest registration audit information
- a copy of the results of the most recent Quality Indicators
- the standard fees for government subsidised training for each course or qualification it offers under the current VET Funding Arrangement
- the AMR Complaints and Appeals process

Monitoring

All marketing and advertising material will be regularly monitored for compliance with the current Standards, current Funding Arrangements and the AMR Marketing and Advertising Policy.



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All AQF qualification marketing and advertising is managed by the National Training and Education Manager.

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

All advertising including subject selection includes a date of publication and the following statement, 'correct at time of publication but subject to change'.

All advertising or marketing materials are submitted to the Directors for approval.

The National Training and Education Manager 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 to Schedule 4.
- 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.
- Identify the outside RTO if the qualification is through an outside provider (and 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 qualification 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).
- Does not guarantee that:
 - A student will successfully complete the qualification or units of competency.
 - A student will obtain a particular employment outcome.
 - Any other required information.
- The National Training and Education Manager (as delegated by the Directors) gives the final approval to all VET marketing and advertising, regardless of the format or the audience