

Policy

AIO Training (AIO) will undertake all of its marketing activities in a professional manner to protect the reputation and integrity of AIO. AIO will ensure that information contained in marketing material and its marketing activities is accurate and current. All AIO marketing material (print or electronic) will present information in an ethical and responsible manner, enabling potential students to make informed decisions about studying with AIO. AIO will ensure that the marketing and promotion of its courses and education services in connection with the recruitment of prospective students, including through a broker is not false or misleading, and is consistent with Australian Consumer Law.

AIO will not provide false or misleading information or advice to the prospective students in relation to:

- i. any work-based training a student is required to undertake as part of the course
- ii. prerequisites—including English language proficiency—for entry to the course
- iii. any other information relevant to AIO, its courses or outcomes associated with those courses.

AIO will not claim to commit to secure for, or on the student's behalf, an outcome from undertaking any course offered by AIO and/or guarantee a successful education outcome upon completion of the qualification.

In all printed and online marketing and advertising material that it disseminates or makes publicly available, AIO will ensure information provided will be in a format that is easy to read and written in language that is easy to understand for the purposes of:

- i. providing or offering to provide a course to a prospective student
- ii. inviting a student to undertake or apply for a course, or
- iii. indicating it is able or willing to provide a course to students.

AIO will only advertise or market a non-current training product while it remains on the RTO's scope of registration

AIO does not guarantee that a learner will successfully complete a training product on its scope of registration, or that a training product can be completed in a manner inconsistent with AIO's training and assessment strategies, or that a learner will obtain a particular employment outcome where this is outside AIO's control

Procedure

The CEO is responsible for approving all marketing material. The CEO ensures that it is developed in an ethical and responsible manner, consistent with the requirements of this policy. All marketing material must be checked by the CEO using the *Marketing Material Checklist* and must be approved by the CEO prior to it being released for publication.

1. Course Information:

All material (including print and online) will contain the following information:

- I. RTO Provider Number
- II. RTO Name
- III. Course Details
 - a. Course Code and Title
 - b. Course Description including duration and holiday breaks
 - c. Course Entry Requirements including LLN, educational qualifications or work experience required, and course credit if applicable
 - d. Work Placement Hours
 - e. Unit Details
 - i. Total units
 - ii. Number of Core and Elective Units
 - iii. Unit(s) Code and Title
- IV. Tuition and non-tuition fees

- V. Course qualification, award or other outcomes including proposed Education and/or Employment Pathways
- VI. Delivery Location
- VII. Delivery mode
- VIII. Assessment methods
- IX. NRT Logo

Above Information contained in marketing material must be accurate, up-to-date and conform to the requirements of relevant legislation and regulations, and regulatory agencies.

2. Pre-Enrolment Information:

In addition to the information listed in item 1 above, AIO will ensure prospective students are provided additional information

- campus locations and facilities, equipment and learning resources available to students
- tuition and non-tuition fees
- Policies and procedures relating to;
 - Policies and procedures in relation to
 - Enrolment
 - Credit Transfer/RPL
 - Attendance and Course Progress
 - Student support
 - Deferment, suspension and cancellation,
 - Complaints and Appeal
 - Fees and charges
 - Refunds

3. NRT Logo

The Nationally Recognised Training (NRT) logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to Australian Qualifications Framework (AQF) qualifications or Statements of Attainment.

Consistently with the “NRT Conditions of Use”, AIO will use the NRT logo only on such promotional material where there is a direct relationship to an AQF qualification and/or unit of competency as specified within training packages or VET accredited courses within AIO’s scope of registration.

4. Marketing by third-party

All marketing material used by an authorised third-party partner (broker), makes clear the fact that the third-party is recruiting prospective learners on behalf of AIO. All marketing material used by or on behalf of AIO must be approved by the CEO prior to its release. AIO will publish a list of all the education agents on AIO’s website and the relevant marketing material

5. Distinguishing between AQF and non-AQF courses

The CEO is responsible for ensuring that all marketing material used by AIO clearly distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from other training or assessment delivered by AIO.

6. Referring to other people or organisation

AIO will ensure that all marketing material, including that which is used by authorised third-parties on AIO’s behalf, makes reference to other people or other organisations only if those people or organisations where AIO has obtained their consent, using the Marketing Consent Form. The RTO Manager is responsible for ensuring that a file is maintained of such written consent.

7. Licensing and regulatory outcomes

The CEO is responsible for ensuring that AIO only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised.

8. Circumstances under which marketing material will be updated

Marketing material is updated whenever information which might influence a student's choice about studying at AIO changes. Such changes include:

- the addition or removal of a qualification from AIO's scope
- changes to course content
- changes to conditions of enrolment or enrolment procedures
- changes to broker arrangements
- changes to campus locations
- change to fees
- update of policies/procedures/forms

Marketing material will also be updated if AIO enters into a formal arrangement with another provider for the provision of pathway programs or if there are changes in educational or employment outcomes which apply to learners enrolling in a course at AIO.

9. Updating the marketing material

All the marketing material will be checked by the CEO to ensure that marketing material is compliant using the "*Marketing Material Checklist*". The CEO is responsible for approving all marketing material.

The revised Marketing Material will be version controlled according to the Document Version Control procedure. A soft copy is placed on the AIO shared drive.

10. Distribution of revised marketing material

CEO is responsible for ensuring that all agents are advised by email of the availability of revised marketing material. The email will inform the broker that material has been updated and instructed to implement such materials from the day of receipt (email date). The broker will be instructed to dispose of all other material in their possession. The broker will be required to confirm their understanding by reply email

11. Version numbering and dating

All AIO marketing material will have version numbers applied according to the AIO policy and procedures for document version control. Please refer to the Records Management Policy