

Name: Marketing Policy and Procedures

Endorsed by: Continuous Improvement Committee

Date approved: 30th March 2019

Review: 30th March 2020

PURPOSE

Standard 4 of the Standards for Registered Training Organisations 2015 requires Eagle Wing Education and Training Pty Ltd (EWET) to ensure its marketing of AQF and VET qualifications is ethical, accurate and consistent with its scope of registration and that any use of the NRT and AQF logos are in accordance with the conditions of use.

This document provides a systematic process for the development and approval of marketing and related materials to ensure compliance with the above standard.

SCOPE

Any material intended for public release is covered by this policy and procedure. This includes, but is not limited to printed brochures, printed material for publication in the media and the EWET website.

It covers ethical marketing practices, including third party information, the accuracy of representation of products and services and the acknowledgement of State and Territory regulatory bodies in relation to trade practices.

This document applies to all EWET personnel or other agents working on behalf of EWET.

RELATED DOCUMENTS

- Consumer Protection Policy
- Social Media Policy and Procedure
- Marketing Strategy
- Marketing material
- Marketing Tools Checklist

RELEVANT STANDARDS AND GUIDELINES

This Marketing Policy and Procedure addresses:

- Standards for Registered Training Organisations 2015; Standard 4 and Schedule 4
- ACPET Code of Ethics for Members, February 2015

ADDITIONAL REFERENCES

- Conditions for the use of the AQF logo:
<http://www.aqf.edu.au/wp-content/uploads/2013/05/AQF-Logo-Conditions-for-Use-July-2011-Reissued-May-2012.pdf>
- Use of ACPET logo - ACPET Code of Ethics for Members, February 2015
- Australian Competition and Consumer Commission
www.accc.gov.au
- www.fairtrading.nsw.gov.au

DEFINITIONS

ACPET	Australian Council for Private Education and Training
AQF	Australian Qualifications Framework
NRT	Nationally Recognised Training
VET	Vocational Education and Training

POLICY

EWET ensures that its marketing materials promote EWET as professional, ethical, non-discriminatory and a trusted centre of learning. Through its marketing channels, EWET informs its prospective and current clients about its programs and outcomes transparently and accurately.

All promotional material is approved internally by the Compliance Manager prior to publication.

Where promotional platforms or materials refer to fees and charges, ensures that all participants are provided with clear and accurate information relating fees and charges.

Should EWET promote services that are not part of the AQF, it will not represent non-AQF course as providing AQF qualifications.

EWET makes clear that information is accurate and factual where a third party is recruiting prospective learners on behalf of EWET. EWET distinguishes where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on EWET's behalf by a third party.

EWET promotes its services by:

- Marketing only those products and services which it provides and the training products on the scope of registration;
- Identifying accurately and realistically those products and services in documentation and promotional material;
- Provides advice to prospective students and other clients on its services to ensure clarity of understanding;
- Only advertising or marketing that a training product EWET 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;
- Including details about any government funded subsidy or other financial support arrangements associated with EWET's provision of training and assessment.

EWET provides the following details on marketing materials:

- Organisation and/or Legal Name
- RTO Code
- Qualification and/or Unit of Competency including code and title applicable..

EWET's promotional materials do not:

- Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided;
- Advertise that a learner will successfully complete a training product on its scope of registration;
- Advertise inducements such as electronic devices or reimbursements for referrals;

- Make claim to approval or recognition that is inaccurate or use misleading or false comparison of courses with others provided by competitors;
- Make misleading statements concerning the qualifications or experience of staff;
- Make misleading or false statements about completions or employment outcomes of its courses;
- Refer to another person or organisation in its marketing material without the consent of that person or organisation being obtained;
- Advertise or market a non-current training product that is no longer on the scope of registration.

Acknowledgement of National Recognition Authorities

EWET may use the following terms and logos, as appropriate and within the guidelines provided by the representative owners of those terms and logos:

- Nationally Recognised Training (NRT) logo
- AQF logo
- National and State/Territory logos
- EWET logo
- ACPET logo

NOTE: The National and State/Territory logos will not be used on training and assessment qualifications which are outside the AQF.

The Group General Manager notifies the Compliance Manager and provides draft copies of any marketing material. The Compliance Manager (or delegate approved by the Group General Manager) will confirm the marketing materials meet any specified logo usage requirements.

The Compliance Manager ensures that all usage of any national logos within advertising is within the requirements of the most recent guidelines issued by ASQA (or other applicable agency or body) of the logo and that any national logos are only utilised within respect to its accredited training and assessment services and those services relevant to its scope of registration.

The Compliance Manager ensures that any national logos are not utilised in association with any non-accredited training and assessment services offered by EWET. The Compliance Manager also ensures that all national logos are with the registering bodies' current conditions of use.

Social Media and Internet

For information regarding the use of social media and internet, refer to the Social Media Policy and Procedure.

MARKETING PROCEDURES

