

15. Marketing, Advertising and Information Policy and Procedure

Document Name	15. Marketing, Advertising and Information P&P 2025_v1.3
Status	Approved
Approved By	Tim Koster
Approval Date	02/09/2025
Review Date	02/09/2027
Standard Reference	Standards for RTOs 2025, Standard 2.1 and Standard 2.3; Compliance Requirements 7.1, 7.2, 7.3, 8; Schedule 2 Nationally Recognised Training Logo Conditions of Use Policy
Signature	

15. Marketing, Advertising and Information Policy and Procedure

Table of Contents

Policy	3
Definitions	3
Procedure.....	4
1. Governance and Roles	4
2. Pre-Enrolment Student Information	4
3. Marketing and Advertising Development and Approval	5
4. Training Product References and Scope Accuracy	5
5. Use of Third Parties and Experts in Marketing	5
6. Prohibited Guarantees and Inducements.....	5
7. Student Notifications of Changes.....	6
8. Access to Trainers, Assessors and Support Staff	6
9. Recordkeeping, Monitoring and Continuous Improvement	6
Appendices	7
Appendix A. Pre-Enrolment Information Checklist.....	7
Appendix B. Marketing and Advertising Compliance Checklist	7
Appendix C. NRT Logo Use Rules (Schedule 2 summary)	8
Extracts from Standards	9

15. Marketing, Advertising and Information Policy and Procedure

Policy

Minda Inc t/a South Australian Learning Centre (SALC) ensures that all marketing, advertising, recruitment and information provided to current and prospective VET students is clear, accurate and current. Information must enable informed decision-making, set realistic expectations and comply with the Standards for RTOs 2025 and the National VET Regulator's requirements.

SALC distinguishes nationally recognised training, which may lead to AQF certification documentation, from any other learning activities that do not.

SALC prohibits misleading statements, prohibited guarantees, or any implication of association with another person or organisation without written consent. SALC remains accountable for all information and marketing conducted by staff, experts or third parties acting on its behalf.

Definitions

Term	Definition
Advertising or Marketing Materials	Any printed, digital, audio or visual content used to promote SALC's services or training products, including website pages, social media posts, brochures, flyers, paid ads, course guides and event collateral.
Third Party	Any organisation or individual engaged by SALC to recruit students, provide information sessions, or deliver training and assessment or related services on SALC's behalf.
National Register	training.gov.au, which publishes the official code, title and status of training products, and the scope of registration for RTOs.
Scope of Registration	The list of training products on the National Register that SALC is approved to deliver and assess.
AQF Certification Documentation	Testamurs, statements of attainment and records of results issued under the Australian Qualifications Framework.
Financial Support Arrangements	Any loans, subsidies, entitlements, grants or fee support arrangements referred to in marketing or information materials.
Pre-Enrolment Information	Information that prospective students must receive before enrolment or payment of any fees, including fees, obligations and course details.
Non-Current Training Product	A superseded, deleted or expired training product as indicated on the National Register.
NRT Logo	The Nationally Recognised Training logo which is protected and subject to conditions of use in Schedule 2.
Training Support Services	Services that assist study success, such as LLN support, disability access, wellbeing support, mentoring and placement support.
Wellbeing Support Services	Services that support personal wellbeing, such as counselling referrals, EAP access, and external services information.

15. Marketing, Advertising and Information Policy and Procedure

Procedure

1. Governance and Roles

- 1.1. **Accountability.** The SALC Manager holds overall accountability for compliance with Standards 2.1 and 2.3 and Compliance Requirements 7.1, 7.2, 7.3, and 8.
- 1.2. **Marketing Team or delegated SALC staff.** Drafts marketing and advertising materials, maintains the website and social media,
- 1.3. **RTO Compliance Coordinator.** prepares the marketing compliance checklists.
- 1.4. **SALC Manager and Finance Business Partner.** Confirms all fees, charges, payment terms, refund policy and availability of government entitlements or subsidies.
- 1.5. **Third Parties and Experts.** Must comply with this policy and any written directions. Contracts must specify obligations, approval processes, and monitoring.
- 1.6. **Approval.** No marketing or advertising is published without SALC Manager or Quality Compliance Coordinator approval.

2. Pre-Enrolment Student Information

- 2.1. SALC ensures that all information provided to students, whether by SALC, an expert or a third party, is clear, accurate and current.
- 2.2. SALC identifies information required before enrolment and communicates it through the website course page, course guide, information session materials and the Pre-Enrolment Information Pack.
- 2.3. SALC ensures students can easily access the following information at all times:
 - Training product code and title, duration, modes of delivery, delivery location, commencement dates, scheduling, assessment requirements, licensing or occupational licence requirements where applicable, and any third party arrangements.
 - Training support services and wellbeing support services available, and how students can access them.
 - All fees, costs and charges students may incur, including payment terms and conditions, refund policy, and any relevant government entitlements and subsidies.
 - Obligations or liabilities imposed on students, including any required materials, equipment, IT, costs and processes for withdrawing, Student Identifier requirements, and any work placement requirements.
- 2.4. Prior to enrolment or payment, SALC provides each student documentation that sets out the training SALC or third parties will provide, all fees and charges the student must pay, and any obligations or liabilities that may be imposed.

15. Marketing, Advertising and Information Policy and Procedure

3. Marketing and Advertising Development and Approval

- 3.1. All marketing and advertising must include SALC's RTO registration code or a direct link to the National Register page for SALC.
- 3.2. Materials must accurately represent SALC's services and clearly distinguish training and assessment that leads to AQF certification from non-accredited or non-certifiable activities.
- 3.3. Any reference to financial support arrangements must be accurate and sourced from current program guidelines.
- 3.4. Materials must not refer to or imply a connection with another person or organisation without prior written consent.

4. Training Product References and Scope Accuracy

- 4.1. Where marketing refers to a training product, materials must include the training product code and title exactly as published on the National Register.
- 4.2. Materials must accurately represent SALC's scope of registration.
- 4.3. Marketing must only refer to non-current training products while they remain on scope and new enrolments are permitted and must specify the teach-out or transition arrangements.
- 4.4. Materials may only state that completion leads to a licensed or regulated outcome where this has been confirmed by the relevant industry regulator and the regulator is identified.

5. Use of Third Parties and Experts in Marketing

- 5.1. If an expert or third party is engaged, all marketing and advertising must identify which services will be delivered by the expert or third party.
- 5.2. Where an expert or third party recruits prospective students on behalf of SALC, this must be clearly stated in the materials and on relevant web pages.
- 5.3. Contracts must require compliance with this policy, prior approval of all materials by SALC, cooperation with the National VET Regulator, and provision of complete records upon request.

6. Prohibited Guarantees and Inducements

- 6.1. SALC must not make any verbal or written guarantees that a student will successfully complete a training product.
- 6.2. SALC must not guarantee completion in any manner inconsistent with the Standards or other relevant instruments made under section 185 of the Act.
- 6.3. SALC must not guarantee employment outcomes where obtaining such outcomes is not within SALC's control.

15. Marketing, Advertising and Information Policy and Procedure

7. Student Notifications of Changes

7.1. SALC informs students as soon as practicable of any changes to training products or SALC operations that may affect them, including transition of superseded, deleted or expired training products.

7.2. Notices are issued via email, LMS announcements and the website. Records of notifications are retained in the student management system.

8. Access to Trainers, Assessors and Support Staff

8.1. SALC informs students how and when they can access trainers, assessors and other staff who are responsible for supporting student progress.

8.2. Contact pathways and response timeframes are stated on course pages, induction materials and the Student Handbook.

9. Recordkeeping, Monitoring and Continuous Improvement

9.1. SALC retains copies of all published marketing and advertising materials, versions, approvals and supporting evidence for no less than five years.

9.2. The Marketing Officer conducts quarterly audits against Appendix B and reports findings to the SALC Manager.

9.3. Corrective actions are recorded in the Continuous Improvement Register and verified at the next audit.

9.4. Staff receive periodic professional development on compliant marketing and student information.

15. Marketing, Advertising and Information Policy and Procedure

Appendices

Appendix A. Pre-Enrolment Information Checklist

The Pre-Enrolment Information Pack provided before enrolment or payment includes:

- Organisation details and RTO code.
- Training product code and title, duration, modes of delivery, location, commencement dates, schedules and assessment requirements.
- Any licensing or occupational requirements.
- Details of any third party arrangements.
- Training support services and wellbeing support services, with access instructions.
- All fees, costs and charges; payment terms; refund policy; and any applicable government entitlements or subsidies.
- Student obligations and liabilities, including materials, equipment or IT requirements, withdrawal processes and costs, Student Identifier requirements, and placement requirements.

Appendix B. Marketing and Advertising Compliance Checklist

Before publication, confirm:

- RTO code or National Register link is included.
- Services are accurately represented and nationally recognised training is clearly distinguished from non-accredited activities.
- Financial support information is accurate and current.
- No implied connection with other persons without written consent.
- Training product code and title match the National Register and are on SALC's scope.
- Non-current products, if referenced, are on scope with teach-out permitted and clearly explained.
- Any licensed or regulated outcomes are confirmed with the relevant regulator.
- Third party or expert delivery is clearly identified where applicable.
- Prohibited guarantees and inducements are not present.
- SALC Manager approval has been recorded.

15. Marketing, Advertising and Information Policy and Procedure

Appendix C. NRT Logo Use Rules (Schedule 2 summary)

- The NRT logo is used only where the training is nationally recognised and leads to AQF certification documentation.
- The logo is not used on corporate stationery or to imply recognition of non-accredited training.
- The logo is reproduced to the required specifications and appears only in the context of nationally recognised training.
- Third parties must not use the NRT logo.
- Misuse triggers immediate withdrawal of materials and corrective action.

15. Marketing, Advertising and Information Policy and Procedure

Extracts from Standards

Standard 2.1 VET students have access to clear and accurate information concerning the organisation, the relevant training product, and students are made aware of any changes that may affect them.

P.I.(a) all information provided to VET students by the organisation or any third parties is clear, accurate and current;

P.I.(b) how it identifies which information VET students require prior to their enrolment and how that information is communicated to VET students prior to their enrolment;

P.I.(c) the following information is easily accessible by VET students:

i the training product code and title, duration, modes of delivery, training delivery location, training commencement dates, scheduling, any requirements to commence or complete the training product including assessment requirements, whether any licencing or occupational licence requirements apply, and details of any third party arrangements that apply to the delivery of the training;

ii the training support services and wellbeing support services that are available to the VET student, and how the student can access those services;

iii all fees, costs and charges associated with the provision of the training product which VET students may incur, including payment terms and conditions, any applicable refund policies and the availability of any relevant government training entitlements and subsidies; and

iv any obligations or liabilities which may be imposed on VET students undertaking the training product, including any obligations requiring VET students to acquire any materials, equipment or IT, any costs and processes associated with withdrawing from training, any costs and processes associated with obtaining a Student Identifier, and any requirements for VET students to undertake work placements;

P.I.(d) the organisation provides all VET students with documentation prior to their enrolment or before any fees are required to be paid which sets out:

i the training which the organisation or third parties will provide the VET student;

ii all fees, costs and charges which the VET student will be required to pay; and

iii any obligations or liabilities which may be imposed by the organisation or third parties on the VET student; and

P.I.(e) that it informs VET students, as soon as practicable, of any changes to training products or the organisation's operations that may affect VET students, including any changes relating to the transition of superseded, deleted, or expired training products.

Standard 2.3 VET students have access to support services, trainers and assessors and other staff to support their progress throughout the training product.

15. Marketing, Advertising and Information Policy and Procedure

P.I.(c) VET students are informed by the organisation about how and when they can access trainers, assessors and other staff who are responsible for supporting the VET student; and

Compliance Requirement 7.1 Marketing and advertising

- 1 An NVR registered training organisation must ensure any advertisements or marketing materials published or disseminated by the organisation, a third party or an expert engaged by the organisation:
 - a include the organisation's registration code or a link to the part of the National Register where the organisation's registration code is located;
 - b where the advertisements or marketing materials refer to the organisation's services – accurately represent those services, including by distinguishing the types of training and assessment that will result in the issuance of AQF certification documentation from any other training and assessment delivered by the organisation or a third party;
 - c include accurate information regarding any financial support arrangements available in respect of the services referred to in the advertisements or marketing materials; and
 - d do not refer to or imply a connection with another person unless the consent of that person has been obtained. (Note: Section 2C of the Acts Interpretation Act 1901 provides that the term "person" includes a body politic or corporate as well as an individual.)

Compliance Requirement 7.2 Where the advertisements or marketing materials refer to a training product, an NVR registered training organisation must ensure the advertisements or marketing materials:

- a include the code and title of the training product as published on the National Register;
- b accurately represent the training products on the organisation's scope of registration;
- c only refer to a training product that is no longer current while it remains on the organisation's scope of registration and new enrolments are permitted; and
- d only represent that completion of a training product will lead to a licensed or regulated outcome where this has been confirmed by the relevant industry regulator.

15. Marketing, Advertising and Information Policy and Procedure

Compliance Requirement 7.3

3 Where advertisements or marketing materials refer to services that an NVR registered training organisation has engaged an expert or third party to deliver – the organisation must ensure the advertisements or marketing materials identify which services will be delivered by the expert or third party, including where an expert or third party is:

- a recruiting prospective VET students on behalf of the organisation; or
- b delivering training and assessment on behalf of the organisation.

Compliance Requirement 8 Guarantees and inducements

An NVR registered training organisation must not make any verbal or written guarantees that a VET student:

- a will successfully complete a training product;
- b can complete a training product in a manner which is inconsistent with any of the requirements set out in an instrument made under section 185 of the Act, as in force from time to time; or
- c will obtain a particular employment outcome, where obtaining such an employment outcome is not within the organisation's control.

Schedule 2—Nationally Recognised Training Logo Conditions of Use Policy