

## MARKETING AND ADVERTISING

### Purpose

The purpose of this policy and procedures is to ensure that ACA ensures its marketing meets all requirements of Clause 4.1 of the Standards for RTOs 2015 and also Standard 1 of the National Code 2018, is not in any way misleading, deceptive and in line with current trade practices laws.

### Scope

This policy and procedures apply to training and courses which are offered by ACA to the public for a fee. It is Abbey College's policy to ensure that all marketing of training activities will be conducted with integrity, accuracy and professionalism, avoiding vague, misleading or ambiguous statements.

All marketing and advertising of college training delivery and assessment services is the responsibility of the Marketing Director. All information that is provided to prospective students is accurate, professional and in plain English. Emails, website and flyers are the predominant forms of advertising conducted by the Abbey College.

### Policy

ACA will ensure its marketing and advertising of AQF and VET qualifications to prospective students is ethical, accurate and consistent with its scope of registration.

ACA will market its education and training services with integrity and accuracy, avoiding ambiguous descriptions of courses or the qualification or capacities required by students to undertake them.

ACA will provide students with accurate details of their fees and financial arrangements.

ACA will use the Nationally Recognised Training (NRT) logo only in accordance with its conditions of use.

ACA will ensure that its marketing does not guarantee that a learner will successfully complete a training product or obtain a particular employment outcome where this is outside the control of ACA.

ACA will not at any time advertise all or part of a VET course outside its scope of registration.

### Procedures

ACA will take all reasonable steps to ensure that the information included in marketing materials is accurate. The PEO will ensure the following practices are adhered to by:

- Obtaining written permission before use of information about any individual or organisation in any marketing materials (This includes newspapers, magazines, brochures, flyers, radio and television advertising) and will abide by any conditions that are placed upon the use of that information.
- At all times accurately represent all its training and assessment services to all prospective clients and stakeholders
- Ensuring that all individuals or organisations are provided with full details of any conditions in any contractual arrangements related to marketing and advertising.
- AQF qualifications will only be advertised if ACA is registered with the scope to deliver those qualifications.
- Clearly identifying nationally recognised training products (AQF qualifications) separately from courses recognised by other bodies (industry groups such as Work Cover) or without recognised status distinguishing any non-accredited training from any accredited training in its marketing and promotional activities.
- Only using the Nationally Recognised Training on relevant qualifications or awards when the students have satisfactorily completed all requirements and/or achieved the stated competencies.

- Adhere to the guidelines and specifications of use in marketing and advertising materials of the Nationally Recognised Training logos.
- Using the correct names of all VET unit of competencies and courses on the Abbey's scope of registration.
- Ensuring that Abbey's RTO code, CRICOS code, VET Course code and CRICOS Course code is displayed on all appropriate marketing and advertising materials
- Ensuring that the correct CRICOS course code and provider number will be used on all advertising aimed at the international student market.
- Ensuring all marketing or promotional literature and general media advertising will not:
  - Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided; or
  - Make any claim to approval or recognition that is inaccurate or use misleading or false comparisons of courses with others provided by competitors; or
  - Make any misleading statements concerning the qualifications or experience of its staff; or
  - Make misleading or false statements about the prospects of employment following the completion of training.

All prospective advertising and marketing activities are discussed by the PEO and Marketing Director. This meeting will establish the need for the activities and the type of material to be produced. The Marketing Director will create the draft version of the marketing materials.

The draft version of the marketing material is then submitted to the PEO for review and comment. Once the review has taken place, the draft material is returned to the Marketing Director for adjustment and finalization

The final version of the marketing material is then resubmitted to the PEO for final approval. If further adjustments are required, the materials will be returned to the Marketing Director with the appropriate adjustments marked for adjustment.

If no further adjustments are required, the marketing material will then be reviewed and signed off by the PEO as per the requirements of the advertising and marketing checklist. The signoff version of the marketing materials and the completed advertising and marketing checklist will then be filed.



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