



COLLECTIVE TRAINING GROUP

***Accurate & Accessible Information (marketing) Policy
2018***

VERSION CONTROL

CURRENT VERSION	REVIEW DATE	PERSONS INVOLVED	NEW VERSION	AMENDMENTS
V1.0 / MARCH 2018	SEPTEMBER 2018	B. GREEN		Creation of policy for RTO audit

INTRODUCTION

The Collective Training Group (CTG) has developed the *Accurate & Accessible Information (marketing) Policy 2018* to ensure compliance with The Standards for Registered Training Organisations (RTOs) 2015, specifically:

STANDARD 4

Accurate and accessible information about an RTO, its services and performance is available to inform prospective and current learners and clients.

Clause 4.1

Information, whether disseminated directly by the RTO or on its behalf, is both accurate and factual, and:

- a) accurately represents the services it provides and the training products on its scope of registration;*
- b) includes its RTO Code;*
- c) refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained;*
- d) uses the NRT Logo only in accordance with the conditions of use specified in Schedule 4;*
- e) makes clear where a third party is recruiting prospective learners for the RTO on its behalf;*
- f) distinguishes where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on its behalf by a third party;*
- g) distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered by the RTO;*
- h) includes the code and title of any training product, as published on the National Register, referred to in that information;*

i) only advertises or markets a non-current training product while it remains on the RTO's scope of registration;

j) 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;

k) includes details about any VET FEE-HELP, government funded subsidy or other financial support arrangements associated with the RTO's provision of training and assessment; and

l) does not guarantee that:

i) a learner will successfully complete a training product on its scope of registration; or

ii) a training product can be completed in a manner which does not meet the requirements of Clause 1.1 and 1.2; or

iii) a learner will obtain a particular employment outcome where this is outside the control of the RTO.

MARKETING METHODS

The CTG may use all, or some, or additional methods to distribute information / marketing material:

- Respect the Risk website available at www.respecttherisk.com.au
- Respect the Risk Facebook page
- Direct email members of the WA Prison Officers' Union (WAPOU)
- Direct email to prospective Learners who request additional information
- Direct email to enrolled Learners

CONSUMER PROTECTION LAWS

The CTG is subject to all relevant consumer protection laws that apply in any jurisdiction where the RTO operates.

ACCURATE REPRESENTATION OF TRAINING PRODUCTS

CTG will always represent the services it provides including the training products on scope of registration accurately. Information must never be misleading in anyway regarding services provision or training products on offer. Information distributed by the Collective Training Group (CTG) whether directly, or on its behalf, is both accurate and factual.

INCLUSION OF RTO CODE

All official documentation including issuance of qualifications, statements of attainment or records of results will include, at all times, the RTO code.

The RTO code will be included in all marketing material where an inference is made that nationally recognised training is offered.

REFERRAL OF OTHER PERSON OR ORGANISATIONS WITHIN MARKETING MATERIAL

All information / marketing material produced and distributed by the CTG will not refer to any other person or organisation without the consent of that person or organisation. This includes references made in text or inclusion of logos and branding.

USE OF NATIONALLY RECOGNISED TRAINING LOGO

The CTG will only use the Nationally Recognised Training (NRT) logo in accordance with the conditions of use specified, which include:

Advertisements and promotional information in any medium (print, television, radio, banners internet etc)

1. RTOs registered by any VET Regulator may use the NRT Logo to promote nationally recognised training provided that training is within the RTO's scope of registration.
2. Impressions must not be created that may lead an observer to conclude that the NRT Logo applies to all training provided by the RTO, if this is not the case. The NRT Logo cannot be used by an RTO where the training is accredited, the is outside the scope of registration of the RTO. Where training is being promoted and does not meet the requirements stipulated in the VET Quality Framework or is outside the RTO's scope of registration, it must be made clear the NRT Logo is not associated with that training.
3. Use of the NRT Logo is only permitted where there is a direct relationship to an AQF qualification and/or unit of competency as specified within training packages or VET accredited courses.

Student information (brochures, course handbooks, prospectuses, etc)

4. When an RTO is promoting the training, it offers and wishes to use the NRT Logo, its promotional material such as brochures, handbooks and prospectuses must clearly distinguish between nationally recognised training within the scope of registration and that which is not nationally recognised.

Corporate stationary, business cards, buildings, training resources and marketing products

5. The NRT Logo must not be used on products such as corporate stationary, business cards, building signage, mouse pads, pens, satchels, packaging around products nor learning resources supporting training.

Certificates, Statements of Attainment, and other testamurs

6. The NRT Logo must be depicted on all AQF certification documentation issued by the RTO. These can only be issued by an RTO when the qualification and/or unit of competency are within the RTO's scope of registration. The NRT Logo must not be depicted on other testamurs or transcripts of results.

THIRD PARTY RECRUITMENT

The CTG will make it clear to prospective Learners where a third party is being used to recruit for the RTO on its behalf. CTG does not however, engage with third party providers currently.

THIRD PARTY DELIVERY OF SERVICES

The CTG will make it clear to prospective Learners and enrolled Learners where delivery of training and assessment is occurring on the behalf of another RTO.

The CTG will make it clear to prospective learners and enrolled Learners where training and assessment is being delivered on its behalf by a third party.

The CTG ensures that where services are provided on its behalf by a third party, the provision of those services is the subject of written agreement ie: Auspice agreement.

Auspice Agreements will be systematically monitored by the CTG in consultation with the third party provider, to ensure services delivered comply with these Standards at all times.

NATIONALLY RECOGNISED TRAINING Vs OTHER FORMS OF TRAINING

The CTG will make it clear to Learners through information and marketing material distributed, including use of the NRT Logo on all official documentation, which forms of training are nationally recognised leading to the issuance of an AQF certificate, and which are not.

USE OF TRAINING TITLES AND CODES

The CTG will ensure accurate use of the correct title and code of any training product while it remains on scope, as listed on the national register. This includes issuance of all official documents, information and marketing material distributed, including the correct use of wording describing the course using the same title to reduce confusion in the marketplace.

MARKETING OF NON-CURRENT TRAINING PRODUCTS

The CTG will only advertise and market non-current training products while they remain on scope. The CTG will never advertise superseded qualifications past the permitted transition period.

ADVERTISING LICENCES OR REGULATED OUTCOMES

The CTG will only advertise that Learners will receive a licence or a regulated outcome by successfully completing a course of study, where it has been confirmed by the industry regulator in the jurisdiction of where it is being advertised.

VOCATIONAL EDUCATION & TRAINING FEE HELP GOVERNMENT FUNDING

The CTG will include details of any VET FEE HELP government funding subsidy or other financial support arrangements associated with the RTO's provision of training and assessment.

ADVERTISING GUARANTEED SUCCESSFUL COMPLETION

The CTG will never guarantee a Learner will successfully complete a training product registered on scope

ADVERTISING UNREALISTICALLY SHORT COMPLETION TIME FRAMES

The CTG will never guarantee or advertise that a training product registered on scope can be completed in a manner which does not meet the requirements of clause 1.1 or 1.2:

1.1

The RTOs training and assessment strategies and practices, including the amount of training they provide, are consistent with the requirements of training packages and VET accredited courses and enable each Learner to meet the requirements for each unit of competency or module in which they are enrolled.

1.2

For the purposes of clause 1.1, the RTO determines the amount of training they provide to each Learner with regard to:

- a) The existing skills, knowledge, and the experience of the Learner
- b) The mode of delivery
- c) Where a full qualification is not being delivered, the number of unit/s and/or modules being delivered as a proportion of the full qualification

GUARANTEEING EMPLOYMENT OUTCOMES

The CTG will never guarantee a Learner will obtain a particular employment outcome where this is outside of the control of the RTO.

GUARANTEEING SUCCESSFUL OUTCOMES

The CTG will never guarantee that a Learner will be issued with a qualification or statement of attainment.

MONITORING OF ADVERTISING AND MARKETING MATERIAL

Monitoring of advertising and marketing material will be the responsibility of the Training Officer. The Training Officer will responsible for:

- Approving all advertising and marketing material before distribution
- Approving all material used for public distribution prior to release
- Maintaining accurate records of all marketing material approved to distribution
- Maintain accurate records of non-current material no longer approved for distribution
- Ensuring all third-party arrangements comply with this policy