

Marketing Policy

1. Purpose:

ACAS is committed to providing quality training and assessment in accordance with the Standards for Registered Training Organisation (SRTOs 2015). As such, ACAS is required to provide transparent and accurate information regarding RTO services and performance.

ACAS and the member colleges advertise the training and assessment products and services to the general public and relevant industry stakeholders. This is undertaken using a variety of media, as is deemed appropriate for the audience and industry climate at the time.

The purpose of this policy is to ensure that high, consistent and ethical standards are used for all marketing activities, including those pertaining to the delivery of training and assessment services.

2. Policy Statement

ACAS is committed to ensuring ethical marketing and advertising of training and assessment products and services are implemented. ACAS ensures that marketing processes properly inform and protect clients by providing accurate and factual information regarding training and assessment services provided.

ACAS and the member colleges:

- accurately represents, to current and prospective clients, training and assessment products and services that lead to AQF qualifications or Statements of Attainment, and ensure that advertised outcomes are consistent with these qualifications;
- advertises AQF courses only if they are included in the scope of registration and will not state or imply that services are within the scope if they are not;
- ensures that all marketing and advertising materials identify training and assessment services leading to AQF qualification and/or Statement of Attainment separately from any other non-nationally recognised training / assessment services;
- ensures the appropriate use of the Nationally Recognised Training (NRT) logos on advertisements in accordance with the Standards for RTOs, and specifically Schedule 4 of SRTOs;
- obtains prior written permission from any person or organization for use of any marketing or advertising material, which refers to that person or organization, and will abide by any conditions of that permission;
- ensures that full details of special conditions applying to our services will be communicated to our clients and participants;
- ensures that where a member college is providing the training that it is clear on all advertising that clients are students of ACAS as the RTO
- ensures it distinguishes where training and assessment is being delivered on its behalf by a third party.

3. Definitions

The following words and expressions have the following specific meaning, as in the Standards for Registered Training Organisations (RTOs) 2015.

Mode of delivery means the method adopted to deliver training and assessment, including online, distance, or blended methods.

Nationally Recognised Training (NRT) Logo means the logo used nationally to signify training packages and VET accredited courses.

Scope of registration means the training products for which an RTO is registered to issue AQF certification documentation. It allows the RTO to:

- a) both provide training delivery and assessment resulting in the issuance of AQF certification documentation by the RTO; or
- b) provide assessment resulting in the issuance of AQF certification documentation by the RTO.

Third party means any party that provides services on behalf of the RTO but does not include a contract of employment between an RTO and its employee.

Training Product means AQF qualification, skill set, unit of competency, accredited short course and module.

4. Policy Principles

4.1 Underpinning Principles

ACAS and the member colleges:

- a) Provide up-to-date and accurate information to the general public, clients and industry stakeholders at all times.
- b) Market all products and services in an ethical manner ensuring integrity and accuracy; avoiding misleading or ambiguous statement, enabling client to make informed decisions about undertaking training.
- c) Accurately represents the services it provides and the training products on its scope of registration;
- d) Only promotes licensing or regulated outcomes, for training products it delivers, where these have been confirmed by the relevant industry regulator in the jurisdiction in which it is being advertised;
- e) Includes details regarding VET FEE-HELP, government funded subsidy or other financial support arrangements associated with the provision of relevant training products where required;
- f) Does not guarantee:
 - i. A student will successfully complete a training product on its scope of registration; or
 - ii. A training product can be completed without meeting the requirements of the relevant training package or VET accredited course; or
 - iii. A learner will obtain a particular employment outcome where this is outside ACAS's control.

4.2 Marketing strategies

- a) Marketing strategies include, but are not limited to:
 - i. Public Website;
 - ii. Course brochures and flyers
 - iii. Press advertising;
 - iv. Client information booklets / documentation; and
 - v. Email campaigns.

4.3 Marketing Information

a) Marketing information to include, but are not limited to:

- i) ACAS RTO Code
- ii) Full Code and title of training product
- iii) Venue
- iv) Length of training
- v) Mode/s of delivery
- vi) Third party arrangements
- vii) Entry requirements
- viii) Support services provided where appropriate
- ix) Fee information
- x) Consumer rights (e.g. cooling-off periods)

4.4 Use of Logos

- a) ACAS acknowledges its obligations in ensuring the correct use of National and State training logos.
- b) ACAS ensures that it and the member colleges comply with the Conditions for usage of National and State training logos, as specified in SRTOS 2015 – Schedule 4

5. ACAS's Responsibilities

The ACAS Principal is responsible for the approval of all marketing materials in accordance with this policy and Standards for RTOs 2015.

Prior to the commencement of any marketing campaign the Principal of ACAS must review and approve all associated materials.

ACAS Course Controllers are responsible for developing all marketing materials in accordance with this policy and Standards for RTOs 2015, in preparation for approval.

6. Legislation

Legislation relevant to this policy includes:

- Trade Practices legislation and regulations

7. Monitoring and Continuous Improvement

This policy and subsequent practices are monitored by the Principal of ACAS and areas of change are implemented through continuous improvement. (See Continuous Improvement Policy)