

## Policy & Procedure 22 – Marketing & Advertising

<b>Relates to standards:</b>	4.1, Schedule 4, Standards for Registered Training Organisations (RTOs) 2015 1.1 ACT Standards for Delivery of Training – Skills Canberra Competition and Consumer Act 2010
<b>Applicable to:</b>	Learners, employers, community, industry, the Australian Skills Quality Authority, Skills Canberra, Training Services NSW and the ACT Training Fund Authority. Global Energy Training Solutions management, trainers/assessors, administration staff, contractors, volunteers and visitors.
<b>Referenced documents:</b>	Policy & Procedure 18 – Quality Management
<b>Monitor and review:</b>	In accordance with: Policy & Procedure 18 – Quality Management
<b>Responsibility:</b>	Ben Murphy – as Proprietor / Chief Executive
<b>Questions/queries:</b>	<a href="mailto:administration@gets.edu.au">administration@gets.edu.au</a> (+61) 02 6262 0077

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### 1. Policy Objective

To ensure all information and services provided by Global Energy Training Solutions (GETS) are fully disclosed, so that learners, prospective learners and employers are given clear and factual information, enabling them to make informed choices and to enable them to determine which services advertised, match their requirements.

To ensure all publicity relating to training initiatives, including publications, promotional and advertising materials, public announcements and activities or any products or processes developed are ethical, accurate and consistent.

## 2. Policy

### Our responsibility

It is our responsibility to fully meet the requirements of:

- *4.1 Standards for Registered Training Organisations (RTOs) 2015*, and
- *1.1 ACT Standards for Delivery of Training – ACT Government Training Initiatives*

We periodically review all our marketing materials in accordance with: Policy & Procedure 18 – Quality Management

### Misleading information

We ensure that information provided to learners, prospective learners and employers, is accurate, factual, and accurately represents the services provided and the training products on our scope of registration.

This ensures that we do not guarantee that;

- a learner will successfully complete any training product on our scope of registration; or
- a training product can be completed, in a manner which does not comply with our training and assessment strategies.
- a learner will obtain a particular employment outcome, where this is outside of our control.

We ensure that training and assessment delivered on behalf of another RTO is clearly identified.

### RTO code and training product title

The RTO code and full title of the training product, is included in all marketing material.

All publications and promotion of training initiatives;

- identify the RTO's legal entity and/or trading name and RTO National Code.
- indicate fees for each course/qualification we offer, under the specific training initiative.
- include an acknowledgement of any government funding as required under the specific training initiative.

### NRT logo

The NRT logo will be used in accordance with *Schedule 4 of the Standards for Registered Training Organisations (RTOs) 2015*

### Sub-contacting arrangements

It is our policy that subcontracting arrangements for training and assessment will not be used.

### VET FEE-HELP

It is our policy that VET FEE-HELP arrangements will not be used.

### Third party marketing and advertising arrangements

It is our policy that third party advertising arrangements will not be used.

## 3. Procedures

### Verification

All information provided to learners, prospective learners & employers, is verified against *Clause 4.1 of the Standards for Registered Training Organisations (RTOs) 2015 and clause 1.1 ACT Standards for Delivery of Training – ACT Government Training Initiatives* prior to being uploaded to the website, sent via email or text,

handed out in person or released in any other form.

Copies of advertising and marketing materials are retained for audit purposes.

#### 4. Version Control

Version	Date of release	Author	Authorised by	Position	Reason for change
V1	29/9/2015	Ben Murphy	Ben Murphy	Proprietor / Chief Executive	Initial release
V2	29/2/2016	Ben Murphy	Ben Murphy	Proprietor / Chief Executive	Added ETD and ASQA requirements and formatted under new headings. Deleted duplicate requirements across the two standards Revision after staff consultation prior to release of V2.
V3	27/4/2017	Ben Murphy	Ben Murphy	Proprietor / Chief Executive	Change of tense from future to present for readability added in clause regarding retaining advertising & marketing materials. Renumbering in accordance with P&P numbering changes