

## 1. Purpose

Belelmo Pty Ltd Essential Business Training - RTO 91492 is committed to providing quality training and assessment products and services in compliance with the Standards for Registered Training Organisations (RTOs) 2015.

It is the policy of the RTO to ensure that all marketing of training activities will be conducted with integrity, accuracy and professionalism, avoiding vague, misleading or ambiguous statements. Additionally, this policy ensures that all marketing notifies students of the nature of the course, so that they are fully informed and in particular, where funding is provided or where the qualification is undertaken with government funding or part of a traineeship or apprenticeship, that students are aware of fees, charges and how qualifications will be paid for.

## 2. Mapping

This policy and procedure maps to RTO Standards 4.1 and 5.

RTOs are responsible for providing accurate and accessible information to prospective and current students about RTO services and performance (Standard 4/clause 4.1)

This policy should be read in conjunction with:

- the Enrolment Policy and Procedure
- the Financial Management Policy and Procedure.

## 3. Policy

All marketing and advertising of The RTO's training delivery and assessment services is the responsibility of the owner and Directors.

All information that is provided to prospective students is accurate, professional and in plain English. Emails, the website and flyers are the predominant forms of advertising conducted by the RTO.

The RTO will take all reasonable steps to ensure that the information included in marketing materials is accurate.

## 4. Process



The Director will ensure the following practices are adhered to:

- 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 place upon the use of that information. (NOTE: Students sign consent at enrolment).
- At all times accurately represent all of its training and assessment services to all prospective clients and stakeholders. (Quality Advisor check includes confirmation marketing aligns to TAS)
- Ensuring that all individuals or organisations are provided with full details of any conditions in any contractual arrangements related to marketing and advertising.
- VET qualifications will only be advertised if The RTO is registered with the scope to deliver those qualifications.
- Clearly identifying nationally recognised training products (VET qualifications) separately from courses recognised by other bodies (industry groups such as WorkCover) or without recognised status.
- Only using the Nationally Recognised Training logo on relevant qualifications when the participants 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 logo.
- Using the correct names of all training packages and products on the RTO scope of registration.
- Ensuring that The RTO's national training register ([www.training.gov.au](http://www.training.gov.au)) provider number is displayed on all appropriate marketing and advertising materials
- 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;
  - 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.

## 5. Fee Information for Courses

If marketing covers funded courses, then it is required to provide a breakdown of the fees for the course, including the total tuition and resource fees. If courses are not funded, they may or may not contain indicative pricing, however, must provide a link to where students can find information about the cost of courses. All students must be provided with clear indications of the following fee information prior to

confirmation of enrolment, this must be discussed at enrolment as indicated in the Enrolment Policy and Procedure. Fee information includes but is not limited to:

- Tuition fees
- Resource fees
- Additional fees that may be charged such as reissuance or reassessment fees (generally covered in the student handbook and on the website)
- The timing of when payments should be made
- Whether or not an employer or employment provider is covering part of all of the cost of the course
- How payments can be made
- How refunds will be made (where applicable)

## 6. Additional checks for funded courses (as applicable)

Promotional material used by the Service Provider for government subsidised training offered under the Contract includes:

- the Jobs and Skills WA word mark, in accordance with the most current issue of the Word Mark Guide located on RTONet;
- the indicative fee/s for all courses and qualifications (this will be updated annually into the website)
- the caveat “The Student tuition fees are indicative only and are subject to change given individual circumstances at enrolment. Additional fees may apply such as Student service and resource fees.” is included in all marketing.

## 7. Quality Assurance

Quality Advisor will provide an annual review of the marketing materials and provide any outstanding issues in a report to the Directors for actioning.

The Directors and owners are ultimately responsible for ensuring the marketing is compliant.

## 8. Related documents

Related documents including course flyers, brochures and greenhouse website, along with the Student Information Guide.

A marketing checklist is available for use to guide the review process where needed.

## 9. Policy Review

This policy will be reviewed each year and as a standing item, include details of the date it was reviewed and any changes.

- November 2022 – Initial creation

### Policy Additions or Amendments

Separate to the mandated annual review, the policy may be varied at any time due to legislative changes or to fall in line with widely accepted best practices in the workplace. In the event of any changes, the policy will be updated, and relevant stakeholders advised.

<NAME> (Position)