



Australian Leading Institute of Technology

RTO Code: 45156

CRICOS Code: 03981M

No.1.1.2: Marketing Information and Practice Policy and Procedure

Policy Context

This policy relates to:	
Registration Manager	Australian Skills Quality Authority (ASQA)
Conditions of Registration	VET Quality Framework (VQF)
Codes and Standards	ESOS National Code 2018 – Standards: 1.1; 1.2; 1.3; 1.4; 1.5; 2.1 Standards for RTOs 2015 - Standard: 4.1
Legislation or other requirements	National Vocational Education and Training Regulator Act 2012

Purpose

The purpose of this policy and procedure is to ensure that ALIT is committed to developing marketing, promotional material, qualification overviews and training. ALIT will then inform potential students and employers about qualification units of competency, compliance, relevance to current industry standards and training products and services that are ethical, professional and maintained by the integrity of the industry at all times in line with the SALIT 2015, and National Code 2018.

Objective

The objective of this policy and procedure is to ensure that ALIT;

- Advertise AQF courses only that are included in the scope of registration. ALIT will not state or imply that services are within the scope if they are not
- Has obtained written permission from any person or organisation for the use of any marketing or advertising material which refers to that person or organisation, and will abide by any conditions of that permission

- Training and assessment products and services that lead to AQF qualifications or Statements of Attainment are accurately represented, to current and prospective clients, ensuring that advertised outcomes are consistent with these qualifications
- Use the Nationally Recognised Training (NRT) and State Training Logo (STA) logos appropriately on advertisements following the Standards for ALITs, and specifically Schedule 4 of SALITs

Scope

This policy and procedure is applicable to all stakeholders of ALIT and all training programs developed, marketed, and delivered by ALIT

General Processes

1. Marketing material accuracy checklist

When marketing materials are designed and developed, either electronic or paper, these will be read and authorised by the CEO/CEO to ensure that materials are accurate and contain no misleading information as well as ensuring that the ALIT's code and the name are embedded.

This includes:

- Advertising educational services that ALIT are registered to deliver
- Only advertising or marketing current training products as published by the national register
- Advertising and marketing training products only that will enable the learners to obtain a licensed or regulated outcome
- Providing details on all fees and any potential hidden costs
- Providing accurate contact details, contact people and ALIT training facility location(s)
- Ensuring that all promotional statements and claims by ALIT are accurate and not misleading
- Expressing and acknowledging where a third-party recruits' prospective learners on the ALIT's behalf
- Ensuring that any testimonials that ALIT obtain have written permission before they are used
- Ensuring that any student content that the ALIT obtains must have written permission before use of that information for marketing or promotional purposes

2. Written permission

Written permission will be obtained from any person or organisation where advertising material refers to that person or organisation prior to its use.

ALIT will not give false or misleading information or advice in relation to:

- Claims of association between providers
- The employment outcomes associated with a course
- Automatic acceptance into another course
- Any other information relating to the registered provider, its course or outcome associated with the course
- ALIT has the right to use the relevant material as it deems appropriate in either printed or electronic format, and that material remains the property of ALIT and can be used at any time
- ALIT will use the Nationally Recognised Training (NRT) logo on all AQF Qualifications and Statements of Attainment issued within its scope of registration in accordance with the Nationally Recognised Training logo specifications
- ALIT uses the NRT logo in advertisements only where it complies with the requirements of the Nationally Recognised Training logo specifications
- ALIT uses the following statements in advertisements only in respect of training and/or assessment within its scope of registration;
 - Nationally Recognised Training
 - ALIT uses the logo of the recognition authority only where it is permitted by the registering body and in accordance with the registering body's conditions of use

ALIT will acknowledge where it is providing training and assessment on behalf of another ALIT or where training and assessment is being delivered on its behalf by a third-party.

3. Full entity name

Take care to ensure that ALIT is referred to by its full entity name and code, as published in the national register, in all documents and marketing materials.

4. Conditions of accuracy and integrity

ALIT complies with the condition of accuracy and integrity of marketing by gaining permission and retaining it for the use of any person's image or name of any other organisation.

5. Compliance controls

- Marketing material is accurate and ethical to allow learners to make informed decisions
- The NRT logo is only used in accordance with its conditions of use
- CEO in conjunction with the CEO to ensure all marketing and advertising material is ethical, accurate and consistent with the ALIT's scope of registration.
- RM in conjunction with the CEO to ensure all qualifications or course detail is consistent with packaging rules
- RM to ensure CEO is involved in the approval process for all VET advertising
- RM to ensure, all material must be signed off by the CEO or their appointed representative
- RM in conjunction with the CEO to ensure all marketing material has been approved prior to publishing
- RM in conjunction with the CEO to ensure ALIT markets its products and services with integrity, accuracy and professionalism, avoiding ambiguous and vague statements. In the provision of information, no false or misleading comparisons are drawn with any other training organisation or training product
- Before the student enrolls or enters into an agreement, ALIT must inform them about the training, assessment and support services to be provided and their rights and obligations which states that ALIT's management ensures that students receive the services detailed in their agreement with ALIT.

ALIT does not guarantee that:

- the learner will successfully complete the training product on its scope of registration
- the training product can be completed in a manner which does not meet the requirements
- the learner will obtain a particular employment outcome outside the control of the ALIT.

- RM in conjunction with the CEO to ensure prior to enrolment that students are provided with the following information as part of the service agreement:
 - Clear information regarding the qualification/accredited course and/or units of competency
 - Course outcomes and pathways

- Information regarding all fees and charges, including the Fees, Charges and Refund Policy and Procedure
- Information regarding the issuance of qualifications etc.
- Training and assessment arrangements (including RPL), e.g. competency-based assessment, workplace requirements etc
- Selection and enrolment of students, e.g. entry requirements and admission requirements
- Legislative and occupational licensing requirements
- Detail regarding the guarantee of services – Service agreement which refers to the written agreement between ALIT and the student which includes the responsibilities of the students and ALIT, – this may be outlined in the subject election processes. ALIT must have processes in place to ensure students understand the terms of the agreement. This is particularly critical for students who enter a course that has already commenced and which they may not have the opportunity to complete
- Student support services
- Complaints and Appeals Policy and Procedure
- RM in conjunction with the CEO to ensure ALIT complies with the additional recommendations:
 - Include the National Registration Code (ALIT number) in all marketing and advertising
 - Include a publication date for subject selection handbooks and other similar documents
 - Include a statement on the VET qualification pages such as ‘correct at time of publication but subject to change.’
 - Where some or all the training and assessment is to be done by an external ALIT, a full description of those services should be included as well as the name and national registration code for the external ALIT.

Procedures

No	Procedure Steps	Responsibility	Reference
1	Initiate the development of marketing materials or edit existing materials.	CEO, Developer	In discussions with CEO
2	All marketing materials must be approved by the CEO.	CEO	CEO must check all the Materials in accordance with SALIT 2015 and National Code 2018 requirements before approval.
3	Draft copies are reviewed by the CEO regarding compliance with SALIT 2015 and National Code 2018.	CEO	CEO will complete the review as noted on the Marketing Materials Checklist.
4	Once reviewed, the CEO will return the marketing materials to the developer with the completed marketing materials checklist.	CEO, Developer	The Marketing Materials Checklist will indicate if the Marketing Materials are compliant or if further information is required.

5	Finally, when the work is completed, it is forwarded to the CEO for his/her approval	CEO	
6	Once approved by the CEO, the CEO is responsible for implementing the new document or the practices.	CEO	An appropriate implementation plan is in effect to ensure all old versions are replaced and staff are made aware of the changes.

Version Control:

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