

## Marketing Policy

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Austrain Academy management and staff / contractors are committed to marketing its training and assessment services in an accurate, ethical and responsible manner ensuring that all clients are provided with timely and necessary information prior to enrolment.

### **In authorising marketing and advertising, the CEO shall ensure that:**

- All marketing materials will have a Marketing Checklist and be listed on the Marketing Spreadsheet.
- written permission has been obtained from any person and organisation featured in Austrain Academy's marketing or advertising materials in name or image.
- all clients are provided with clear and accurate information relating to Course Fees for all courses on Austrain Academy's scope of registration prior to enrolment. The Course Fee Information is included on the enrolment form and the FFS Training Plan/Eligibility Enquiry Report (for Smart & Skilled Students only) shall contain the following:
  - the total amount of all fees including course fees, administration fees, materials fees and any other charges
  - payment terms, including the timing and amount of fees to be paid and any non-refundable deposit / administration fee
  - the nature of the guarantee given by the RTO to complete the training and / or assessment once the student has commenced study in their chosen qualification or course
  - the fees and charges for additional services, including such items as issuance of a replacement qualification testamur and the options available to students who are deemed not yet competent on completion of training and assessment, and
  - the organisation's refund policy.
- all advertising contains accurate information regarding current course fees and course refund procedures are available in this handbook and on our website.
- all promotional and marketing materials contain a confirmation that Austrain Academy will recognise the AQF qualifications and statements of attainment issued by any other RTO in accordance with our RPL policies and procedures.
- all materials developed for marketing and advertising purposes receive authorisation from the CEO prior to release. The authorisation shall be applied through the footer of the document. This shall also apply to our website, and social media marketing.
- the marketing and advertising of Austrain Academy accurately represents its training and assessment services and the AQF qualifications on its scope of registration.
- the title and code of any AQF qualification, skill set or Unit of Competence is used in any information / marketing materials published.
- all information / marketing shall include Austrain Academy's ASQA RTO approval code
- will only advertise a licenced or regulated outcome if approved by the applicable industry regulator. For example, RSA competency cards issued in NSW

- training and assessment that leads to AQF qualifications and statements of attainment are marketed and advertised separately from any other training and assessment service offered by Austrain Academy.
- the Smart and Skilled contract acknowledgement – “This training is subsidised by the NSW Government”, NRT logo and AQF logo is employed in Austrain Academy promotional and advertising materials in accordance with its current conditions of use.
- Austrain Academy will maintain a current and accurate website. It will include a direct link to the Smart and Skilled website and include the following Smart and Skilled information:
  - The details of all Approved Qualifications
  - Details of the Notification of Enrolment Process and the enrolment process including the information and evidence that the student must provide
  - The process for obtaining a Unique Student Identifier
  - The Fee Administration Policy
  - Information regarding RPL, CT, deferring or discontinuing Subsidised Training
  - Consumer Protection Information (Complaints & Appeals Policy)
  - How to access support and assistance during the training
- all marketing, promotional, communication and information materials used by Austrain Academy related to Smart and Skilled, will display Austrain Academy’s legal name, code and the statement  
“This training is subsidised by the NSW Government.”
- for the purposes of NSW Fee Free priority qualifications identified on the NSW Skills list, marketing and course information may advertise that these qualifications are fee-free. The following statement must be used then any promotional material must contain the following statement “Training in priority qualifications is fee-free and fully funded by the NSW and Commonwealth governments”.
- a copy of all materials will be retained

**Austrain Academy marketing will not guarantee that:**

- a learner will successfully complete a training product on its scope of registration,
- a learner will obtain a particular employment outcome where this is outside the control of the RTO
- a training product can be completed in a manner which does not meet the requirements of the **AQF Volume of Learning**