



### Policy and Procedure for Marketing and Advertising

The purpose of this policy is to ensure that Velocity Education and Training (the College) has implemented documented policies and procedures for ensure that marketing of the College training services is professional, accurate and maintains the integrity and reputation of the industry as indicated in National Code 2018, Standard 1 and RTO 2015, Clause 4.1-Provide accurate and accessible information to prospective and current students.

#### Policy:

The College will ensure that all marketing of training activities will be conducted with integrity, accuracy and professionalism, avoiding vague, misleading or ambiguous statements.

All marketing and advertising of the college's training delivery and assessment services is the responsibility of the Marketing Manager.

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

The College will take all reasonable steps to ensure that the information included in marketing materials is accurate. The CEO/PEO will ensure the following practices are adhered to by:

- 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
- At all times accurately represent all of its training and assessment services to all prospective clients and stakeholders
- Ensuring that all individuals or organisations are provided with full details of any conditions in any contractual arrangements related to marketing and advertising
- AQF qualifications will only be advertised if the college is registered with the scope to deliver those qualifications
- Clearly identifying nationally recognised training products (AQF qualifications) separately from other courses which do not classify as AQF qualifications
- Only using the Nationally Recognised Training on relevant qualifications or awards 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 (NRT) logos
- Using the correct names of all training packages (includes the title and code of any training product, as published on the national register) in according to the college current scope of registration
- Only advertises or markets a non-current training product while it remains on the RTO's scope of registration
- Ensuring that the college RTO ID and its CRICOS Register Provider number is displayed on all appropriate marketing and advertising materials
- Ensuring that the correct CRICOS course code used on all advertising aimed at the international student market.
- 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 or false comparisons of courses with others provided by competitors; or
  - 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.

### **Marketing Approval Procedure:**

All prospective advertising and marketing activities are discussed by the CEO/PEO and Marketing Managers.

This meeting will establish the need for the activities and the type of material to be produced. (Meeting minute record/communication via email)

The Marketing Manager will create the draft version of the marketing materials.



The draft version of the marketing material is then submitted to the CEO/PEO for review and comment. (Sample of draft material with comment)

Once the review has taken place, the draft material is returned to the Marketing Manager for adjustment and finalization (revised version of marketing material)

The final version of the marketing material is then resubmitted to the CEO/PEO for final approval (Approval record form/checklist)

If further adjustments are required the materials will be returned to the Marketing Manager will the appropriate adjustments marked for adjustment.

If no further adjustments are required the marketing material will then be reviewed and signed off by the CEO/PEO as per the requirements of the advertising and marketing checklist. (Approval record form/checklist)

The signoff version of the marketing materials and the completed advertising and marketing checklist will then be filed. (Approval record form/checklist)