

## **RTO POLICY**

### **Marketing and Advertising Policy**

#### **PURPOSE**

The purpose of this policy is to provide clear direction of the standards and requirements of the Marketing and Advertising of Training Materials provided to Students and the general public.

#### **POLICY**

It is Master Plumbers Association of SA Inc's policy to ensure that materials advertised and provided to students meet the Registered Training Organisations (RTOs) 2015 (specifically Clause 4.1) and comply with all consumer legislation requirements. We are also committed to providing students with fair, accurate and informative training materials. Advertising and Marketing materials include newspaper, television and radio advertisements, brochures, websites and social media accounts.

*In order to ensure Marketing and Advertising Materials are compliant:*

- All Marketing and Advertising Materials must be sighted and approved by the Executive Officer, prior to being uploaded to the Website, printed, or distributed to ensure accuracy and compliance.
- MPASA Website must be reviewed and updated on a regular basis, to include any new updates on materials, hours, student support, etc.
- Training scope must be regularly reviewed via training.gov.au to ensure accuracy of units and qualifications.
- All Student and Training information must be reviewed and updated on a regular basis to ensure it is compliant and up to date with the Standards for Registered Training Organisations and AQF requirements
- All Student and Training information is recorded in the RTO Register to ensure version control is implemented and all information provided to students is current.
- Written permission from any person or organisation for use of any marketing or advertising material which refers to that person or organisation, and must abide by the conditions of that permission
- MPA will ensure all information on advertising materials is accurate and MPA will honour all commitments made to Students on this material.

## **RTO POLICY (Continued)**

### **Requirements of Marketing and Advertising material include:**

- Master Plumbers Association of SA Inc (RTO) is clearly printed or displayed on all materials
- The MPA RTO Code is clearly printed or displayed on all Training Materials, including websites
- The course title and code is clearly stated on training materials and websites
- Only training courses currently on the MPA's scope of registration are advertised
- Training information clearly states that Students undertaking accredited courses must undertake an assessment and competency is not guaranteed
- The NRT (Nationally Recognised Training) Logo is only used on materials for nationally accredited training in which is on the RTO's approved Scope of Registration and complies with the requirements outlined in Schedule 4.
- All Marketing and Advertising materials clearly state any requirements expected of Students which affect the training, assessment or resulting of a training qualification or unit of competency (i.e. USI)
- It is clear to learners where a third party is providing training on MPA's behalf
- It is made clear to the potential student which training advertised is nationally accredited and which is not
- It is not guaranteed that a student will obtain employment following the successful completion and competency of the training provided
- Any VET Fee Help or government funding is clearly advertised on materials, including information on how to obtain the funding
- Course fees are clearly included on advertising materials, including how the debts must be paid.
- Social media posts relating to training programs, or the RTO must include the RTO's Code.
- Course Title and Code must be clearly visible on all Website and Social media posts relating to training

**RTO POLICY (Continued)**

**Revision Record**

<b>Date</b>	<b>Version</b>	<b>Revision</b>
30/3/2011	1.0	Document created to ensure marketing and advertising compliance
14/10/2013	2.0	Minor layout changes
29/4/2015	3.0	Updated to incorporate company name change and new template.
12/2/2016	4.0	Updated to include additional information. ASQA Marketing & Advertising Fact Sheet used as a guide.