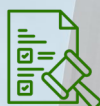


Policy and Procedure

Marketing, Advertising and Recruitment Materials

13 December 2023 Version 2.2



Policy

RAISE Training shares only accurate information about our organisation, training services, and performance with students and clients.



Purpose

RAISE Training shows its commitment by giving accurate information about our services and performance to help learners and clients make informed decisions.



Scope

This policy applies to creating advertising and marketing materials for training and assessment products.

Definitions

Ethical Marketing - the application of moral principles behind the operation and regulation of marketing.

Memorandum of Understanding (MOU) - Formal written Agreement and guidelines to provide the RTO and the Third Party with their rights and responsibilities in the delivery of training and assessment under the MOU. The Third Party Agreement and the Marketing Guidelines form the MOU and any general directions provided by the RTO.

Marketing Guidelines - Part of the MOU, it provides the Third Party with detailed guidelines on ethical marketing practices and specifications, that can be changed or altered from time to time.

National RTO Code - means the registration identifier given to the RTO on the National Register.

RTO - means a Registered Training Organisation.

Third Party Agreement - Part of the MOU, it provides the rights and responsibilities of each party to the Agreement.

What Information MUST Include

RAISE Training ensures that information given to current or potential learners and clients about our training and assessment services, whether directly provided or through another source, is accurate and factual. We ensure that the information enables individuals to determine:



- A) What the course is and what it leads to (i.e. accredited or non-accredited).
- It's important to distinguish between training and assessment that results in the issuance of AQF certification documentation or Statement of Attainment, and any non-accredited training or assessment.
 - If accredited, the information must clearly include the title and code of any AQF Qualification or Statement of Attainment referenced, as published on the National Register. It should also specify if the qualification is no longer current.
 - If applicable, the information must indicate if the course leads to a licensed or regulated outcome and detail any additional processes required to achieve this. It should also highlight any limitations, such as availability only in NSW.
 - The information provided must align with the corresponding Training and Assessment Strategy.
 - The information should enable individuals to make informed decisions about what they will gain upon successfully completing the course.

- B) Where and how the course is being delivered and who is involved.
- The information must include details on how a learner can access the training.
 - The information must outline how the course will be delivered and what it entails. This includes, but is not limited to:
 - requirements to enter and successfully complete course
 - Delivery methods
 - Accurate estimated duration
 - Specific requirements, like mandating students to have a minimum period of industry experience before starting the training program, should be clearly outlined.
 - any limitations regarding access to resources is to be made clear in pre-enrolment
- C) The fact that RAISE Training is the RTO and our National RTO Code is included.
- RAISE Training is responsible for ensuring the quality of the provided training and assessment and for issuing any AQF Certification documentation.

What Information MUST NOT Include

The information made available to current or perspective learners and clients about the training and assessment services, is also checked on a regular basis to ensure that it does NOT guarantee:



- A) a learner will pass the course.
- Must not indicate that all the participant needs to do is pay the fees and attend the course. The expected outcomes of the assessment and how the assessment is to be carried out should be included.

- B) anything that contradicts the information within the Training and Assessment Strategy.
- C) a learner will obtain a particular job outcome.

The material can identify how a course can benefit the learner in obtaining a particular job outcome but must not lead the individual to think that there will be a job waiting as a result.

Adherence by Staff and Training Partners

All staff and Training Partners must understand their obligations within this policy and formally agree through the Third Party Agreement. This document outlines the rights and responsibilities of each party and works alongside the Marketing Guidelines, which offer detailed ethical marketing practices and specifications to third parties.

Together, the Third Party Agreement and Marketing Guidelines constitute a Memorandum of Understanding (MOU).

Any updates to this policy are communicated to staff and Training Partners, and their understanding is acknowledged. This acknowledgment may be in the form of a reply email and monitored using an appropriate tracking system.

Approval and Monitoring

RAISE Training mandates that all marketing materials, whether created directly or by a Training Partner, must abide by this policy.

Reviews of this material are conducted regularly. These reviews are the responsibility of the RTO Manager.

Regular monitoring of this material will be carried out to ensure its currency and accuracy. A review of all current material occurs at least quarterly or whenever a training and assessment strategy has been updated, ensuring adherence to this policy and the accuracy of the information presented.

Feedback may be requested from clients/students regarding whether they received the services they expected. Any actions taken in response to this feedback will be documented in the Continuous Improvement Register.

Use of Personal Information

RAISE Training only uses information that refers to another person or organisation in any marketing or advertisement material including personal information or photographs, when written consent of that person or organisation has been obtained.

Personal Information Consent Register

Prior to publishing any advertising or marketing material containing references to another person or organization, evidence of obtaining permission will be retained using the online form detailed below.

Personal Information Consent Form

Consent to use of photographic images and audiovisual recordings.

RAISE Training informs its staff and the public about its policies and programs through a range of promotional and informational material.

These materials often use images of people. The purpose of this form is to seek consent to use your image for this purpose.



raisetraining.com.au/Consent