

Marketing and Advertising

Version Information

Document Title	Marketing and Advertising Policy				
Document Type	<input checked="" type="checkbox"/> Policy	<input type="checkbox"/> Procedure	<input type="checkbox"/> Process / Workflow	Version	1.6
	<input type="checkbox"/> Guideline	<input type="checkbox"/> Checklist		Implementation date	4/04/2019
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Purpose

This policy provides the process in which Goodstart Institute of Early Learning will ensure **that** Marketing and Advertising is accurate, and information is accessible to all prospective students about services and performance, enabling them to make informed decisions about their training.

Scope

Goodstart Institute of Early Learning is committed to ensuring that if material advertising occurs and is provided to students it meets the Standards for Registered Training Organisations, complies with all consumer legislation requirements, and meets the requirements from state specific contracts.

Policy

In order to ensure Marketing and Advertising is accurate and compliant the Institute:

- Will ensure all information on any advertising or marketing material referring to Goodstart Institute of Early Learning and training and assessment will be accurate.
- Will accurately represent our training and assessment product and services and will not mislead applicants/clients by making false claims about our products and services which may have an impact on their decision to use our products and services.
- Will clearly separate nationally recognised training products from non-nationally recognised training products in our marketing and advertising materials to ensure we do not mislead applicants/clients.
- Will ensure that advertised outcomes are consistent with AQF Qualifications or Statements of Attainment.
- Will clearly outline course/qualification/unit of competency/module requirements as required by the Training Package/Accredited Course.
- Will not use the Australian Quality Skills Authority (ASQA) logo on any marketing or advertising materials.
- Will obtain written permission (via emails and letters) from person/s or organisation/s for the use of images and /or testimonials prior to publication of materials.
- Will ensure Goodstart Institute of Early Learning's RTO code will be included in all marketing materials
- Will ensure the course title and code is clearly stated on training materials and on marketing and advertising

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- Will ensure training.gov.au is regularly reviewed at time of publication and at minimum on an annual basis as part of the internal audit program to ensure accuracy of units and qualifications.
- If we undertake any third party arrangements we will ensure to include the name and RTO code of any third party that will be delivering training and assessment on our behalf
- Will ensure the NRT (Nationally Recognised Training) Logo is only used on materials for nationally recognised training in which is on the RTO's approved Scope of Registration and complies with the requirements outlined in Schedule 4
- Will ensure 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)
- Will ensure Goodstart Institute of Early Learning does not guarantee a student will successfully complete a training product on our scope of registration.
- Will ensure all marketing and advertising materials will be reviewed on an ongoing basis; but will be reviewed as a minimum at least annually as part of our internal audit program.
- Will ensure expired marketing materials are removed from circulation/the marketplace when no longer current and this will be communicated to all RTO staff.

The VET Systems Coordinator will arrange the production and/or publication of marketing/advertising materials and keep the completed Marketing Checklists along with the associate marketing and advertising materials within Goodstart Institute of Early Learning's filing system.

Marketing materials will be approved by the Head of Institute prior to being uploaded to the internet, printed, or distributed

Marketing Strategies

We will market/ advertise training products that are on our scope of registration, listed on training.gov.au. Once a product is no longer on our scope of registration we will cease marketing/advertising that product.

Marketing strategies include but are not limited to:

- Public website
- Posters/ brochures
- Email campaigns.

State Contracts

Each state funding body has contractual marketing and advertising requirements which Goodstart Institute of Early Learning adheres to.

Victoria

- Will not promote the course and qualifications by taking advantage of student's vulnerability (age, disability, illiteracy) to recruit them

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- Will not market that the course is wholly on line or as an apprenticeship
- Will market with integrity and accuracy
- Acknowledge in a prominent way that the training services are provided with funds from the government such as "This training is delivered with Victorian and Commonwealth Government funding"
- Ensure that our trading name and TOID (code) are displayed on all marketing materials
- Will not pay, provide or offer, either directly or indirectly, incentives to undertake training
- Ensure that the most recent audit report will be displayed on the website
- Ensure students are aware of the fees for the skills first program, and include the following statement "The student fees as published are subject to change given circumstances at enrolment". Such circumstances may include fees associated with specialised student services, amenities, and/or additional goods which may be required. In such instances, our marketing materials will clearly identify the nature and amount of such fees.
- Complaints and appeals policy is published on the website.

New South Wales

- Ensures the legal name and code is displayed
- Advises students that the training is subsidised by the NSW Government
- Will not suggest or allow there to be any misunderstanding that the subsidised training is free of charge, discounted or subsidised by the Provider or any third party
- Will not encourage students to choose Goodstart Institute of Early Learning based on price or other inducements

Goodstart Institute of Early Learning website will:

- Include a direct link to the smart and skilled website
- Include details of all approved qualifications
- Include details of the notification of enrolment process and evidence that the student must provide such as consent, declaration
- Include USI information.

Step No	Overview	Description/Who is responsible
STEP 1	Create Marketing materials	Marketing material is developed or amended. The Institute website is maintained by the VET Systems Coordinator. Any changes to marketing on the website must be directed to the VET Systems Coordinator.

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Step No	Overview	Description/Who is responsible
		<p>If any materials are created such as posters or emails for staff they will be created following the Standards for Registered Training Organisations.</p> <p>Marketing Checklist is completed for each marketing development or amendment. The continuous Improvement register is updated to reflect changes.</p>
<p>STEP 2</p>	<p>Review</p>	<p>Marketing material is reviewed by the Head of Institute.</p> <p>Head of Institute approves the marketing/advertising which is documented within the Marketing Checklist.</p>