



## Marketing Policy and Procedure

Name: Marketing Policy and Procedures  
Endorsed by: Continuous Improvement Committee  
Date approved: 9<sup>th</sup> February 2020  
Review: 9<sup>th</sup> February 2021

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### **PURPOSE**

Standard 4 of the Standards for Registered Training Organisations 2015 requires Dynamic Learning Services (DLS) to ensure its marketing of AQF and VET qualifications is ethical, accurate and consistent with its scope of registration and that any use of the NRT and AQF logos are in accordance with the conditions of use.

This document provides a systematic process for the development and approval of marketing and related materials to ensure compliance with the above standard.

### **SCOPE**

Any material intended for public release is covered by this policy and procedure. This includes, but is not limited to printed brochures, printed material for publication in the media and the DLS website.

It covers ethical marketing practices, including third party information, the accuracy of representation of products and services and the acknowledgement of State and Territory regulatory bodies in relation to trade practices.

This document applies to all DLS personnel or other agents working on behalf of DLS.

### **RELATED DOCUMENTS**

- Consumer Protection Policy
- Social Media Policy and Procedure
- Marketing Strategy
- Marketing material
- Marketing Tools Checklist

### **RELEVANT STANDARDS AND GUIDELINES**

This Marketing Policy and Procedure addresses:

- Standards for Registered Training Organisations 2015; Standard 4 and Schedule 4
- Smart and Skilled Contract Terms and Conditions 2019; 7 (I)
- Smart and Skilled Operating Guidelines (October 2018); 1.1, 1.2, 1.3, 1.4, 1.5, 20.2
- Vet (WA) Ministerial Corporation Purchase of Training Services Business Rules 2019 2.4
- Department of Education and Training Pre-Qualified Supplier Policy 2019-2020 (2D, 3B)
- Pre-qualified supplier marketing and disclosure directives fact sheet
- ACPET Code of Ethics for Members, February 2015



## ADDITIONAL REFERENCES

- Conditions for the use of the AQF logo: <http://www.aqf.edu.au/wp-content/uploads/2013/05/AQF-Logo-Conditions-for-Use-July-2011-Reissued-May-2012.pdf>
- Use of ACPET logo - ACPET Code of Ethics for Members, February 2015
- Australian Competition and Consumer Commission [www.accc.gov.au](http://www.accc.gov.au)
- [www.fairtrading.nsw.gov.au](http://www.fairtrading.nsw.gov.au)

## DEFINITIONS

<b>ACPET</b>	Australian Council for Private Education and Training
<b>AQF</b>	Australian Qualifications Framework
<b>NRT</b>	Nationally Recognised Training
<b>VET</b>	Vocational Education and Training

## POLICY

DLS ensures that its marketing materials promote DLS as professional, ethical, non-discriminatory and a trusted centre of learning. Through its marketing channels, DLS informs its prospective and current clients about its programs and outcomes transparently and accurately.

All promotional material is approved internally by the Compliance Manager prior to publication.

DLS complies with its contractual obligations to all funding bodies with regards to the promotion of government subsidised programming.

- NSW Government Department of Industry, Smart and Skilled Operating Guidelines 2017: DLS acknowledges on all publicity and marketing relating to the delivery of funded training ... *"This training is subsidised by the NSW Government"*. Marketing material do not directly or indirectly state or imply that the training delivered under this program is free of charge.
- WA Purchase of Training Services – Business Rules 2.3: Promotional material relating to the Services shall include the *Jobs and Skills WA* Word mark, in accordance with the most current issue of the Word Mark Guide located on RTONet.

Where promotional platforms or materials refer to fees and charges, DLS ensures that all participants are provided with clear and accurate information relating fees and charges.

Should DLS promote services that are not part of the AQF, it will not represent non-AQF course as providing AQF qualifications.

DLS makes clear that information is accurate and factual where a third party is recruiting prospective learners on behalf of DLS. DLS distinguishes where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on DLS's behalf by a third party.

DLS promotes its services by:

- Marketing only those products and services which it provides and the training products on the scope of registration;
- Identifying accurately and realistically those products and services in documentation and promotional material;



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- Provides advice to prospective students and other clients on its services to ensure clarity of understanding;
- Only advertising or marketing that a training product DLS delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised;
- Including details about any government funded subsidy or other financial support arrangements associated with DLS's provision of training and assessment.

DLS provides the following details on marketing materials:

- Organisation and/or Legal Name
- RTO Code
- Qualification and/or Unit of Competency including code and title applicable, where possible.

### **DLS's promotional materials do not:**

- Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided;
- Advertise that a learner will successfully complete a training product on its scope of registration;
- Advertise inducements such as electronic devices or reimbursements for referrals;
- Make claim to approval or recognition that is inaccurate or use misleading or false comparison of courses with others provided by competitors;
- Make misleading statements concerning the qualifications or experience of staff;
- Make misleading or false statements about completions or employment outcomes of its courses;
- Refer to another person or organisation in its marketing material without the consent of that person or organisation being obtained;
- Advertise or market a non-current training product that is no longer on the scope of registration.

### **Compliance with Smart and Skilled Marketing Guidelines**

In addition to guidelines set out in *Standards for Registered Training Organisations 2015*, RTOs under the jurisdiction of the NSW government under Smart and Skilled DLS also adheres to the following marketing guidelines from the *Smart and Skilled Operating Guidelines*.

- DLS markets, advertises, publicise and communicate in accordance with the requirements of the funding agreement or operating guidelines of the funding body in which it operates and provided funded or subsidised training
- DLS takes steps to ensure that any prospective student who may be eligible to receive subsidised training, is properly informed about the availability of the relevant subsidised training and is done as soon as practicable
- DLS will explicitly acknowledge in its marketing and information for prospective students the availability of subsidies from the relevant funding body
- All communication materials that refer to Smart and Skilled will include the following statement: "This training is subsidised by the NSW Government."
- DLS may not offer any form of financial or material incentives to prospective students.
- DLS's website will have a direct link to the Smart and Skilled website (<https://smartandskilled.nsw.gov.au/>).
- DLS's website will also include the following information:
  - 1. Details of all DLS's approved qualification
  - 2. Details of the Notification of Enrolment Process
  - 3. Details on the process for obtaining Unique Student Identifier (USI)
  - 4. Relevant Student Information
    - Fee information
    - RPL and Credit transfer information
    - Process for deferring or discontinuing subsidised training



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- Complaints and Appeals Policy and Process
  - Subcontractor information (if applicable)
  - Access to Training, Support and Assistance
  - Support Service contact details
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- The following information will be provided to the NSW Government, and may be published by the NSW Government in its website:
    1. RTO legal name
    2. RTO trading name
    3. RTO code
    4. The website and the corporate logo
    5. The contact details and location address
    6. Whether DLS is a VET Student Loans Program Approved Provider
    7. Delivery sites and regions
    8. Delivery modes (work based, classroom, online/correspondence, or blended)
    9. Attendance modes (full time, part time, block release or flexible [which includes self-paced])
    10. Indication of the facilities available at the delivery sites (child care, disability access, and/or learning resource centre).

### Acknowledgement of National Recognition Authorities

DLS may use the following terms and logos, as appropriate and within the guidelines provided by the representative owners of those terms and logos:

- Nationally Recognised Training (NRT) logo
- AQF logo
- National and State/Territory logos
- DLS logo
- ACPET logo

**NOTE:** The National and State/Territory logos will not be used on training and assessment qualifications which are outside the AQF.

The Group General Manager notifies the Compliance Manager and provides draft copies of any marketing material. The Compliance Manager (or delegate approved by the Group General Manager) will confirm the marketing materials meet any specified logo usage requirement.

The Compliance Manager ensures that all usage of any national logos within advertising is within the requirements of the most recent guidelines issued by ASQA (or other applicable agency or body) of the logo and that any national logos are only utilised within respect to its accredited training and assessment services and those services relevant to its scope of registration.

The Compliance Manager ensures that any national logos are not utilised in association with any non-accredited training and assessment services offered by DLS. The Compliance Manager also ensures that all national logos are with the registering bodies' current conditions of use.

### Social Media and Internet

For information regarding the use of social media and internet, refer to the Social Media Policy and Procedure.





## MARKETING PROCEDURES

