Marketing and Advertising Policy and Procedure

<table>
<thead>
<tr>
<th>Responsible Officer</th>
<th>AGB Training Marketing Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approved by</td>
<td>Senior Management Team</td>
</tr>
<tr>
<td>Review by</td>
<td>Andrea Clifford</td>
</tr>
<tr>
<td>Last Reviewed</td>
<td>24/11/2015</td>
</tr>
<tr>
<td>Next Reviewed</td>
<td>24/11/2016</td>
</tr>
<tr>
<td>Approved and commenced</td>
<td>01/07/2014</td>
</tr>
</tbody>
</table>

1. **Purpose**

To ensure that all marketing and sales conducted by AGB Training employees is done in an accurate, ethical and moral manner and meets all governing legislation and regulations.

2. **Audience**

2.1 RTO Stakeholders and Employees

3. **Definition**

<table>
<thead>
<tr>
<th>AQF</th>
<th>Australian Qualifications Framework (AQF) means the framework for regulated qualifications in the Australian education and training system, as agreed by the Commonwealth, State and Territory ministerial council with responsibility for higher education.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASQA</td>
<td>Australian Skills Quality Authority; national vocational education and training regulator.</td>
</tr>
<tr>
<td>Course</td>
<td>A program leading to the granting of a statement of attainment or qualification.</td>
</tr>
<tr>
<td>ESOS</td>
<td>The Education Services for Overseas Students Act 2000 (ESOS Act) and related legislation is designed to protect the interests of students coming to Australia on student visas. The legislation aims to protect and enhance Australia’s reputation for quality education, to provide tuition protection and support the integrity of the student visa program.</td>
</tr>
<tr>
<td>VTG</td>
<td>Victorian Training Guarantee is a Government initiative to provide subsidised training to eligible participants.</td>
</tr>
<tr>
<td>NVR</td>
<td>An essential mechanism for the regulation of vocational education and training (VET) is the national standards against which applicants/RTOs are assessed. Prior to the establishment of the national VET regulator, ASQA, the standards that applied to an RTO.</td>
</tr>
<tr>
<td>Student</td>
<td>Means an individual who is receiving, responding to and processing information in order to acquire and develop competence. This incorporates the processes of preparing and presenting for assessment</td>
</tr>
</tbody>
</table>
4. Policy Statement

AGB Training Management and staff are committed to marketing its training and assessment services in an accurate, ethical and responsible manner ensuring that all clients are provided with timely and necessary information.

All marketing material must be approved by the RTO and Compliance Manager to ensure that all legislative regulations and standards are met and adhered to prior to release.

5. References

1. Australian Qualification Framework (AQF) and its Policies
2. Standards for Registered Training Organisations (RTOs) 2015
3. ASQA General directions
4. Education Services for Overseas Students Act 2000
5. Education Services for Overseas Students Regulations 2001
7. VET Funding Contract Victorian Training Guarantee Program
8. Vic Roads Training Standards
9. WorkSafe Training Standards

6. Procedure

6.1 Authorisation

In authorising marketing and advertising:

- The Marketing Coordinator shall ensure that written permission has been obtained by any person and organisation featured in AGB Training’s marketing or advertising materials in name or image.

- The Marketing Coordinator of AGB Training shall ensure that all materials developed for marketing and advertising purposes receive authorisation prior to release. The authorization shall be applied through a photocopy, filed, and bearing a signature of the:
  1. Compliance Manager – for Marketing Templates auditing all ESOS and NVR standards and AQF compliance
  2. Sales Coordinator – for course dates, times and target markets signoff
  3. Marketing Coordinator – for all marketing pitch and grammatical corrections.

6.1 The Compliance Manager shall ensure that the marketing and advertising of AGB Training accurately represents its training and assessment services and the AQF qualifications and statements of attainment on its scope of registration.
6.2 The **Compliance Manager** shall ensure that training and assessment that leads to AQF Qualifications and statements of attainment are marketed and advertised separately from any other training and assessment service offered by AGB Training.

6.3 The **Compliance Manager** shall ensure that all marketing and advertising products (electronic included) released for the promotion of its Domestic and International student training and assessment services includes its RTO and CRICOS registration numbers.

6.4 The **Compliance Manager** and **Marketing Coordinator** shall ensure that all marketing and advertising products (electronic included) released for the promotion of its Domestic and International student training and assessment services shall not give false or misleading information or advice in relation to:

- a) claims of association between providers
- b) the employment outcomes associated with a course
- c) automatic acceptance into another course
- d) possible migration outcomes, or
- e) any other claims relating to the registered provider, its course or outcomes associated with the course.