

1 Marketing and Recruitment

1.1 Marketing and Advertising Policy – Purpose

TVSA Pilot Training ensures that all marketing and advertising activities are conducted in an ethical, accurate and consistent manner. This policy outlines the organisational approach to marketing and advertising.

1.2 Scope

This applies to marketing and advertising activities as well as printed materials.

1.3 Policy

1.3.1 Sufficient and Clear Materials

- Marketing and advertising materials will always be written to:
 - Provide accurate, ethical and unambiguous information;
 - Accurately describe the services to be provided;
 - Provide clear information that is sufficient for a client to make an informed choice about their enrolment in a course or other engagement with TVSA Pilot Training;
 - Always clearly differentiate between accredited and non-accredited courses.

1.3.2 Approach to Implementation

- TVSA Pilot Training will:
 - Always accurately represent the training services that lead to nationally recognised Australian Qualifications Framework (AQF) qualifications and/or statements of attainment.
 - Ensure that advertised outcomes of programs are consistent with the qualification or accredited course guidelines.
 - Ensure that accredited and recognised courses are only advertised if they are listed on the organisation's Scope of Registration.
 - Have all marketing and advertising materials approved by the Chief Executive Officer prior to its use.
 - Ensure that the RTO code is on all advertising and marketing material for nationally recognised qualifications
 - Use the nationally recognised training logo only in accordance with its conditions of use.
 - Make reference to relevant state or commonwealth funding bodies where applicable and as required.

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- Ensure that if training and assessment for some or all of a course is delivered by an organisation other than TVSA Pilot Training, details are provided in all marketing and advertising materials relating to that course.
- Marketing and advertising materials and activities will not:
 - Draw false or misleading comparisons with other education providers or courses, including that our course is superior and/or cheaper.
 - Make inaccurate claims about associations with other providers or organisations.
 - Give inaccurate advice about acceptance into a course.
 - State or imply that any course or qualification is within its Scope of Registration if it is not.
 - Detract from the good reputation and interests of other educational institutions nor make negative comparisons or derogatory statements about them.

1.3.3 Pre-Enrolment Information

- TVSA Pilot Training will ensure that all students and other clients receive information about the training, assessment and support services to be provided to them, prior to enrolment or entrance into a contract. Course information provided in Course Outlines and the Student Handbook will include:
 - Student selection, enrolment and orientation procedures
 - Course information, including vocational and educational outcomes
 - Fees, charges and refund policy
 - Provision for language, literacy and numeracy assistance
 - Student support services
 - Any flexible learning and assessment arrangements
 - Complaints and appeals
 - Disciplinary procedures
 - Arrangements for recognition of prior learning (RPL), national recognition and credit transfers.
- All of the above information is provided to persons seeking to enrol in TVSA Pilot Training's Student Handbook and Course Outlines.

1.3.4 Permission

- TVSA Pilot Training will always obtain prior written permission from any person or organisation used as a source of comment, testimonial or picture, for any marketing and/or material and will always abide by the conditions of that permission.

Related Procedures, Forms and Documents

- Marketing and Advertising Procedure

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1.3.5 Course-Specific Information

- Qualification Name and National Code – as per Training Package or Accredited Course
- Name of RTO issuing qualification
- RTO Contact Details
- RTO Identification Number (TOID)
- Course Description
- Pathways (into other qualifications)
- Qualification Outcomes/ Career Outcomes
- Entry Requirements
- Pre-requisites
- Enrolment Process
- Selection Process
- Units identifying which units are core and/or elective
- Training and Assessment Arrangements
- Fees
- Statement about Access & Equity
- Nationally Recognised Training logo where the qualification is recognised and on the provider's Scope of Registration.

1.3.6 Pre-Enrolment Information

An RTO must also provide the following information prior to enrolment (which may be provided in a Student Handbook, Prospectus, web-site or similar).

- National Recognition and Credit transfer arrangements
- RPL arrangements
- Complaints and appeals processes
- Students rights and responsibilities
- Support services provided to students
- Student welfare services
- Fees, charges and refund policies, including information on how fees paid in advance are protected
- Access & equity arrangements
- Legislation and regulatory requirements that affect the duties of students, the organisation and staff
- Continuous Improvement Processes
- Victoria – measures taken to address matters of student safety and security

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