

POL013 MARKETING AND ADVERTISING POLICY

This policy applies to both Southern Training Organisation RTO#91378 and MBA Group Training Limited RTO#88163

This policy applies to the marketing design, practice and advertising of training products and services in accordance with Standard 4 of the Standards for Registered Training Organisations (RTOs) 2015 and Standard 1.1 of ACT Standards Compliance Guide for Australian Apprenticeships.

RTO OBLIGATIONS

The RTO is committed to marketing and advertising its training products and services in an accurate, ethical and responsible manner ensuring that all clients are provided with timely and necessary information prior to the commencement of training and assessment.

As required by the RTO standards and ACT Standards Compliance Guide for Australian Apprenticeships, the RTO will ensure the following obligations are adhered to when preparing and publishing marketing and advertising materials:

- The RTO's trading name and RTO code,
- Fees, available subsidies, and acknowledgement of any government funding,
- Clearly articulates nationally recognised training and assessment from any other training or assessment delivered by the RTO,
- The code and title of any training product, as published on the National Register,
- Uses the NRT Logo only in accordance with the conditions of use specified in Schedule 4 of the RTO Standards,
- Only advertises or markets training products on the RTO's scope of registration OR clearly distinguishes where a product is delivered by an alternate provider,
- Only advertises or markets that a training product it 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,
- Does not guarantee that:
 - a learner will successfully complete a training product; or
 - a training product can be completed in a manner which does not meet the requirements of the RTO Standards; or
 - a learner will obtain a particular employment outcome where this is outside the control of the RTO.

PREPARATION AND PUBLISHING

Marketing and advertising materials may be prepared as a printed flyer or brochure, social media post, email alert, website page or as a paid advertisement (e.g. radio, billboard, sponsorships).

All marketing and advertising materials will be published by the MBA ACT Communications and Media Coordinator or Digital Marketing Coordinator. Written content for the website, flyers, alerts and other publications may be drafted by any MBA staff member and provided to the MBA ACT media team.

Any materials relating to RTO services must be reviewed and approved by the Commercial Training Manager, Compliance Manager or Training Director prior to publishing. Materials will be reviewed against the QA036 Marketing and Advertising Checklist.

QUALITY ASSURANCE

A summary of recent marketing and advertising materials will be included in the quarterly Training Audit Committee Report.

This summary will include details of training products advertised over the last quarter and any trends found in the preparation or engagement of recent materials.

ROLES AND RESPONSIBILITIES

Role	Responsibility
Commercial Training Manager, Training Director	Ensure team members are adhering to this policy.
Communications and Media Coordinator, Digital Marketing Coordinator	Prepare, request review, and publish advertising and marketing materials.
Compliance Manager, RTO Compliance and Administration Officer, Commercial Training Manager	Participate in drafting materials, maintain training pages (including dates and pricing) on the RTO’s website.
Compliance Manager	Review recent materials and prepare summary for the quarterly Training Audit Committee Report.

DOCUMENT INFO

Relevant Standards: Standards for Registered Training Organisations (RTOs) 2015 – Standard 4 and the ACT Standards Compliance Guide for Australian Apprenticeships – Standard 1.1

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Document last edited by: Claudia Copland – RTO Compliance and Administration Officer

Document authorized by: Cara Schultz

Cara Schultz
Training Director