

What you need to know – key take outs

ITeC Academy will ensure that advertising and marketing of ITeC Academy products and services meet all legislative and regulatory requirements.

Critical with this requirement, is compliance with the conditions of use for the Nationally Recognised Training (NRT)1 logo.

All staff with responsibility to prepare advertising and marketing material are to be fully conversant with the requirements detailed in this document

Always read this policy in conjunction with the related procedures identified below.

<p>Policy principles</p>	<p>This policy ensures high, consistent, and ethical standards for all marketing activities related to the delivery of training and assessment services including;</p> <ul style="list-style-type: none"> • Provide up-to-date and accurate information to the public, clients, and industry stakeholders. • Market all products and services ethically, ensuring accuracy and avoiding misleading statements. • Accurately represent services provided and the training products on their scope of registration. • Only promote licensing or regulated outcomes where confirmed by the relevant industry regulator. • Include details of financial support arrangements associated with training products. • Do not guarantee specific outcomes, such as successful completion or employment, outside their control.
<p>Purpose</p>	<p>ITeC Academy is committed to providing quality training and assessment in accordance with the Standards for Registered Training Organisations (SRTOs 2015). The RTO aims to provide transparent and accurate information regarding RTO services and performance.</p>
<p>Risk statement</p>	<p>IRT and ITeC Academy have a low risk appetite for failing to meet our legislative obligations.</p>
<p>Scope</p>	<p>This policy applies to all RTO operations and covers students, clients, stakeholders, contractors and employees.</p>

Related procedure	See the ITeC Academy Procedure Manual sections; - Advertising and Marketing
Related documents	<ul style="list-style-type: none"> • 2.62 Use of IRT Logo policy • 1.03.810 Continuous Improvement Policy • 1.03.813 Record Retention and Reporting Policy • Marketing assets including website content. • Student Handbook • Procedure Manual • Marketing Register
Compliance requirements	<ul style="list-style-type: none"> • National Vocational Education and Training Regulator Act 2011 • Standards for RTOs 2015 – Standard 4. Accurate and accessible information about an RTO, its services and performance is available to inform prospective and current learners and clients. • NSW Government Smart and Skilled Operating Guidelines and Quality Framework • ACT Government – ACT Statement of Expectations, ACT Standards Compliance Guides, Skills Canberra Brand Guidelines
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1 Regulatory Standards and relevant legislation

This policy has been written to align with the Standards for RTOs and other relevant legislation and regulations. The following table explains the link between this policy and the relevant external requirements.

Standard / legislation	What this means
National Vocational Education and Training Regulator Act 2011	<p>The National Vocational Education and Training Regulator Act 2011 is legislation that establishes the Australian Skills Quality Authority (ASQA) as the national regulator for the vocational education and training (VET) sector.</p> <p>ASQA is tasked with ensuring the quality and consistency of VET services across Australia.</p> <p>ASQA has powers to investigate complaints, conduct audits of providers, impose sanctions for non-compliance, and revoke registrations or accreditations where necessary to protect the integrity and quality of the VET sector.</p>
Privacy Act 1988	<p>The Privacy Act requires that ITeC Academy have a Privacy Policy that sets out how ITeC Academy will deal with personal and sensitive information.</p>
Student Identifiers Act 2014	<p>The Student Identifiers Act 2014 (the Act) prevents anyone other than the USI account owner from collecting, using or disclosing USI information without consent unless permitted by the Act.</p>
Competition and Consumer Act 2010	<p>The Competition and Consumer Act 2010 consolidates various aspects of competition policy and consumer protection law in Australia. The legislation aims to enhance the welfare of Australians by promoting fair trading and competition, and providing consumer protections.</p>
Standards for RTOs 2015 -4.	<p>The Standards for Registered Training Organizations (RTOs) 2015 are a set of regulations developed by the Australian Skills Quality Authority (ASQA) to ensure that RTOs deliver quality training and assessment services.</p> <p>4. Accurate and Accessible Information</p> <p>RTOs must provide accurate and accessible information to prospective and current students, including course details, fees, and pathways.</p>

2 Marketing

2.1 Accuracy and Ethics

All advertising and marketing activities must be ethical, accurate, and consistent with our scope of registration. The NRT logo can only be used in accordance with the Nationally Recognised Training Logo Specifications and must only be associated with training within our scope of registration.

2.2 Strategies

Marketing strategies may include:

- Public Website
- Course brochures
- Press & media advertising
- Client information booklets/documentation
- Email campaigns
- Digital campaigns

2.3 Marketing information requirement

Marketing information must include direct information or references to further information covering:

- RTO Code
- NRT Logo
- Full Code and title of training product
- Venue
- Length of training
- Mode/s of delivery
- Third-party arrangements
- Entry requirements
- Support services provided
- Fee information
- Funding entitlements/information
- Consumer rights (e.g., cooling-off periods)

2.4 Approval and documentation

All marketing material and advertisements must be approved by the General Manager (delegate) prior to release. This approval must be documented via email, and a copy of all marketing and promotion material must be maintained to demonstrate policy implementation.

All marketing assets approved will be updated and maintained in the RTO's Marketing Register.

3 Record Keeping

ITeC Academy maintains current and accurate marketing information such as; brochures, booklets, guides, website copy and digital campaign copy. The marketing register holds and up to date record of all marketing assets and approvals granted. Master copies are held in Novacore. Records are maintained in accordance with the Record Retention and Reporting Policy.

4 Continuous Improvement

As part of ITeC Academy’s Continuous Improvement Activities include review of marketing strategy performance by the RTO Leadership team to determine overall effectiveness of the strategy/s, the requirement for improvement and associated actions. The Continuous Improvement policy and associated procedures will be applied.

In practice example:

An ITeC Academy student has advised that he/she/they are experiencing financial hardship and barriers to completing assessment tasks as their laptop has stopped functioning. ITeC Academy respond by providing a temporary loan of necessary hardware and the student is able to continue their studies.

5 Roles and responsibilities

Role	Responsibility
Policy Owner – General Manager ITeC Academy	<ul style="list-style-type: none"> Ensuring the currency and appropriateness of the policy to meet regulatory and legislative requirements. Approve marketing content and assets.
Co-Policy Owner – Group Head IRT Marketing	<ul style="list-style-type: none"> Oversee direct marketing function operations including marketing plans, campaign development and performance. Recommend marketing strategy innovations and budgets.
Policy Implementation – Marketing Specialist	<ul style="list-style-type: none"> Develop and implement marketing plans, copy/content, campaigns. Monitor performance and recommend interventions.
Policy Monitor – Compliance Manager	<ul style="list-style-type: none"> Prepare draft policy content and provide compliance reviews. Review operational compliance with policy. Maintain marketing register.

Role	Responsibility
Policy Monitor – RTO Manager	<ul style="list-style-type: none"> Contribute to decision making regarding marketing content and assets.
Implementation – All employees	<ul style="list-style-type: none"> Implement policy procedure requirements as per ITeC Academy Procedure Manual, Administration Process Manual and RTO workflows.

6 Definitions

In this Policy, words have the following meaning:

Term	Definition
RTO	Registered Training Organisation
NRT	Nationally Recognised Training.
ASQA	Australian Qualifications Framework
AQF	Australian Qualifications Framework
Mode of delivery	Method adopted to deliver training and assessment, including online, distance, or blended methods.
Scope of registration	Training products for which an RTO is registered to issue AQF certification documentation.
Third party	Any party that provides services on behalf of the RTO but does not include a contract of employment between an RTO and its employee.
Training Product	AQF qualification, skill set, unit of competency, accredited short course, and module.