

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 NRT Logo Conditions of Use Policy.

All employees 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.

Policy principles	<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 represents services provided and the training products on their scope of registration.• Only promote licensing or regulated outcomes where confirmed by the relevant industry regulator.• Do not guarantee specific outcomes, such as successful completion or employment, outside their control.
Purpose	<p>ITeC Academy is committed to providing quality training and assessment in accordance with the Standards for Registered Training Organisations (SRTOs 2025). The RTO aims to provide transparent and accurate information regarding RTO services and performance.</p>
Risk statement	<p>IRT and ITeC Academy have a low-risk appetite for failing to meet our legislative obligations.</p>
Scope	<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 • 1.03.806 Enrolment Policy • 1.03.842 Training Product Transition 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 • Marketing Material Checklist
Compliance requirements	<ul style="list-style-type: none"> • National Vocational Education and Training Regulator Act 2011 • NRT Logo Conditions of Use Policy • Standards for RTOs 2025 – <ul style="list-style-type: none"> ○ 2.1 VET students have access to clear and accurate information, including to make informed decisions about the training product and the RTO, and are made aware of changes that affect them. • Compliance Standards for NVR Registered Training Organisations and Fit and Proper Person Requirements <ul style="list-style-type: none"> ○ Division 1 – Information and Transparency Section 7 – Marketing and advertising Section 8 – Guarantees and inducements Section 13 Nationally Recognised Training logo • NSW Government Smart and Skilled Operating Guidelines and Quality Framework • ACT Government – ACT Statement of Expectations, ACT Standards Compliance Guides, Skills Canberra Brand Guidelines
Diversity Statement	IRT is committed to respecting, valuing and celebrating diversity in all its forms in our customer, older people and workforce population and catering for diverse needs through respectful, inclusive and equitable practices.

Policy owner	General Manager ITeC Academy
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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	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. ASQA is tasked with ensuring the quality and consistency of VET services across Australia. 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.
Privacy Act 1988	The Privacy Act requires that ITeC Academy have a Privacy Policy that sets out how ITeC Academy will deal with personal and sensitive information.
Student Identifiers Act 2014	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.
Competition and Consumer Act 2010	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.
Standards for RTOs 2025.	The Standards for Registered Training Organizations (RTOs) 2025 are a set of regulations developed by the Department of Workplace Relations and Employment and regulated by the Australian Skills Quality Authority (ASQA) to ensure that RTOs deliver quality training and assessment services. <ul style="list-style-type: none"> 2.1 VET students have access to clear and accurate information, including to make informed decisions about the training product and the RTO, and are made aware of changes that affect them.

Standard / legislation	What this means
Compliance Standards for NVR Registered Training Organisations and Fit and Proper Person Requirements	Division 1 – Information and Transparency Section 7 – Marketing and advertising Section 8 – Guarantees and inducements Section 13 Nationally Recognised Training logo

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 Conditions of Use Policy and must only be associated with training within the RTO's 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 including social media

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 inclusive of service scope
- 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 reviewed by the Compliance Manager and 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 an up-to-date record of all marketing assets and approvals granted. 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 contacts ITeC Academy to enquire about working in Aged Care. ITeC Academy student support provides the student with current course and learning options while also advising the student of the pre-enrolment requirements and student supports available. The representative does not promise the student a placement or offer incentives until such times the student has been provided all of the required pre-enrolment information for the student to make an informed enrolment decision.

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.
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	<ul style="list-style-type: none"> Registered Training Organisation
NRT	<ul style="list-style-type: none"> Nationally Recognised Training.
ASQA	<ul style="list-style-type: none"> Australian Qualifications Framework
AQF	<ul style="list-style-type: none"> Australian Qualifications Framework
Mode of delivery	<ul style="list-style-type: none"> Method adopted to deliver training and assessment, including online, distance, or blended methods.
Scope of registration	<ul style="list-style-type: none"> Training products for which an RTO is registered to issue AQF certification documentation.
Third party	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> AQF qualification, skill set, unit of competency, accredited short course, and module.