

Marketing

VET policies and procedures

School RTO approval statement					
School RTO name	INNISFAIL STATE COLLEGE				
Policy start date	25/07/2025	QCAA school number	566	National provider number	30307
The principal as Chief Executive Officer (CEO) approves: <ul style="list-style-type: none">• the policy, procedure and implementation requirements as part of the registered training organisation's (RTO's) quality management systems• all identified attachments to this policy and procedure• all modifications to the policy and procedure prior to implementation• the delegated RTO officer/s to implement the policy and procedure• the allocation of time to ensure delegated officers carry out all components within the prescribed timelines and dates of all activities outlined in this policy and procedure• the RTO manager monitoring, evaluating and reviewing the application of this policy and procedure to inform continuous improvement• that email addresses provide the same acknowledgment as a signature.					
RTO manager			Principal		
Name	Tanya Martin		Name	Tanya Martin	
Email	tmart67@eq.edu.au		Email	tmart67@eq.edu.au	
Date	25/07/2025		Date	25/07/2025	
All additional delegated officers (add additional places to this table as required)					
Delegated officer	Colleen Morrison		Delegated officer		
Email	cmorr127@eq.edu.au		Email		
Date	25/07/2025		Date		

When completed, this form should be managed in accordance with the school's privacy obligations.

Section 1: Policy and procedure

Section 1 of this policy and procedure addresses the: (a) minimum information that must be provided to students; (b) accuracy of information; (c) accessibility of information; (d) use of logo; and (e) approval procedures.

Relevant Standards:

- [National Vocational Education and Training Regulator \(Outcome Standards for NVR Registered Training Organisations Instrument 2025](#)
(see Outcome Standards 2.1, 2.2)
- [National Vocational Education and Training Regulator \(Compliance Standards for NVR Registered Training Organisations Fit and Proper Person Requirement\) Instrument 2025](#)
(see Clauses 7.1a-d, 7.2a-d, 8a-c, Schedule 2)

Marketing policy and procedure				
Policy	Transparent	Accurate	Accessible	Relevant
<p>The RTO ensures that the marketing and advertising of its services and training products to prospective and current students are transparent, accurate and accessible, regardless of the way this information is distributed.</p> <p>The information provided by the RTO must be relevant to the students' needs, and allow students, parents and carers to make informed decisions about their training and assessment needs.</p>	<p>The RTO will only advertise training products that are listed on the RTO's current scope of registration and that are consistent with the transition timelines.</p> <p>Consent must be obtained if the RTO is marketing training products on behalf of external persons or RTOs.</p>	<p>The RTO will provide current and accurate details regarding training products offered, avoiding misleading or ambiguous statements.</p> <p>The principal and RTO manager approve all marketing materials prior to them being made public.</p> <p>Marketing material does not guarantee:</p> <ul style="list-style-type: none"> • successful completion • completion in a manner consistent with requirements of the Standards • particular employment outcomes. 	<p>The RTO will ensure the information is readily available to prospective and current students, parents and carers using electronic and/or print means, such as:</p> <ul style="list-style-type: none"> • school website • social media • subject selection handbook • school prospectus. 	<p>The RTO will ensure that the information provided is sufficient to enable students to determine if the training product or service is relevant to meeting their needs.</p>

Mandatory requirements for marketing materials	NRT logo	Approval
<p>All marketing material must:</p> <ul style="list-style-type: none"> • identify the RTO code and the code and title for each relevant training product, as published on the National Register • be consistent with the information contained in the RTO's TAS for each training product • distinguish VET training and assessment from any other school courses (i.e. General and Applied subjects) • make clear where services are delivered by a third-party provider on the RTO's behalf • contain the following details <ul style="list-style-type: none"> – the training product code and title – location – duration – commencement dates – scheduling – licensing or occupational licence requirements (if applicable) – third-party arrangements (if applicable) – entry or completion requirements, including any assessment requirements – fee information – pathways. 	<p>If marketing material contains the Nationally Recognised Training (NRT) logo, its use will be in accordance with conditions of use as specified in Schedule 2 of Compliance Requirements of the Standards.</p>	<p>All marketing of training products is coordinated by the RTO manager.</p> <p>The principal/RTO manager gives final approval to all VET marketing and advertising material.</p>

Section 4: Explanation of terms

This policy and procedure contains words and expressions that have specific meaning.

Glossary	
Term	Meaning
Entry requirements	Specific requirements a student must satisfy before enrolment or commencement of training, for example, blue card, white card and USI application.
Evaluate	Assess the findings of the monitoring to determine if the marketing policy and procedure is adhered to.
Mode of delivery	The methods adopted to deliver training. Examples include: face-to-face instruction, work-based learning, online training, guided learning or blended methods.
Monitoring	The ongoing process of regularly collecting and analysing relevant information to determine if the marketing materials are developed in accordance with this policy and procedure.
Nationally Recognised Training (NRT) logo	<p>The logo used nationally to signify training packages and VET accredited courses.</p> <p>Conditions for using the NRT logo are found in Schedule 2 of the Compliance Requirements of the Standards.</p> <p>The NRT logo can be obtained by emailing enquiries@asqa.gov.au</p>
National register (TGA)	<i>Training.gov.au</i> is the National Register of Vocational Education and Training (VET) in Australia. It is the authoritative source of nationally recognised training and the RTO's information including its scope of registration at the training product level.
Pathways	The study of a training product can lead to employment in specific industries or study at a higher training product level.
Training product transition timeline	All students must be enrolled in a specific training product. Successful completion results in the student being issued a certificate. A training product must meet the packaging rules of the training package or accredited course. If a training product has been superseded, the RTO must transfer the students into the relevant updated training product within 12 months of its release. The QCAA will advise on any exceptions to this transition timeline.
Review	Identify and implement recommendations resulting from the evaluation of current practices to ensure quality services are being delivered and meet the needs of the students.
RTO officers	Any person delegated by the principal to ensure the RTO's marketing policy and procedure are followed.
Scope of registration	<p>The training products for which an RTO is registered to issue AQF certification documentation. It allows the RTO to:</p> <ul style="list-style-type: none"> a) provide both training delivery and assessment resulting in the issuance of AQF certification documentation by the RTO or b) provide assessment resulting in the issuance of AQF certification documentation by the RTO.

Glossary

Term	Meaning
Services	Training, assessment and related educational and support services and/or any activities related to the recruitment of prospective students.
Statement of Attainment (SoA)	Officially lists successfully completed units forming part of a training product.
Systematic monitoring	The process of collecting, analysing and using information to track progress towards maintaining compliance and consistency across the RTO's operations.
Third-party arrangement	If another person or organisation is delivering training or recruiting students under a third-party agreement, the third-party arrangements policy will apply.
Training and Assessment Strategy (TAS)	A document that guides and structures the delivery and assessment arrangements of a VET training product. An AQF qualification, unit of competency, accredited course offered by the school RTO or third party.
Training product	An AQF qualification, unit of competency, or accredited course offered by the school RTO or third party.
Transition timeline	If a training product has been superseded, the RTO must transfer the students into the relevant updated training product within 12 months of its release. The QCAA will advise on any exceptions to this transition timeline.