

Marketing

VET policies and procedures

School RTO approval statement					
School RTO name	Innisfail State College				
Policy start date	2/12/2019	QCAA school number	566	National provider number	30307
<p>The Principal as Chief Executive Officer (CEO) approves:</p> <ul style="list-style-type: none"> • the policy, procedure and implementation requirements • all identified attachments to this policy and procedure • all modifications to the policy and procedure prior to implementation • the delegated Registered Training Organisation (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 the quality calendar detailed through this policy and procedure • the RTO Manager monitoring, evaluating and reviewing the application of this policy and procedure to ensure compliance at all times • QCAA analysing these documents when conducting audits • that email addresses provide the same acknowledgment as a signature. 					
RTO Manager			Principal		
Name	Tanya Martin		Name	Kate MacDonald	
Email	tmart67@eq.edu.au		Email	cmacd80@eq.edu.au	
Date	2/12/2019		Date	2/12/2019	
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	2/12/2019		Date		

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: 1.1, 1.2, 4.1, Schedule 4, 5.1, 5.2

Marketing policy and procedure				
Policy	Transparent	Accurate	Accessible	Relevant
<ul style="list-style-type: none"> The RTO ensures that the marketing of its services and training products to prospective and current students is transparent, accurate and accessible, regardless of the way this information is distributed. 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. 	<ul style="list-style-type: none"> The RTO will only advertise VET qualifications, accredited courses, or units of competency that are listed on the RTO's current scope of registration and that are consistent with the transition timelines. Consent must be obtained if the school is marketing VET qualifications to prospective students on behalf of external RTOs. 	<ul style="list-style-type: none"> The RTO will provide current and accurate details regarding qualifications and accredited courses offered, avoiding misleading or ambiguous statements. The Principal and RTO Manager approve all marketing materials prior to them being made public. Marketing material does not guarantee: <ul style="list-style-type: none"> successful completion completion in a manner contrary to the Standards 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 the 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 RTO name and code for each relevant training product meet current packaging rules, including full code and title of training products as listed on training.gov.au (TGA) be consistent with the information contained in the RTO's TAS distinguish VET training and assessment from any other training and assessment delivered by the RTO (i.e. non-VET training) 	<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 4 of the Standards.</p>	<ul style="list-style-type: none"> All marketing of VET qualifications and accredited training is coordinated by the RTO Manager. The Principal/RTO Manager gives final approval to all VET

<ul style="list-style-type: none"> • contain the following details about training offered: <ul style="list-style-type: none"> - location - duration - mode/s of delivery - assessment methods - third party arrangements (if applicable) - entry requirements - fee information - pathways. 		<p>marketing and advertising material.</p>
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