

Marketing

March 2015

This document is provided by the Queensland Curriculum and Assessment Authority for the use of Queensland schools that are registered training organisations (RTOs). Its primary purpose is as an example and use is not mandatory. If used by a school RTO as part of its RTO management systems, it must be appropriately adapted and personalised to meet current requirements as defined in the *Standards for Registered Training Organisations (RTOs) 2015*, hereafter 'the Standards', (www.comlaw.gov.au/Details/F2014L01377).

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Policy statement

The school RTO (Charleville State High School) ensures that the marketing of Australian Qualifications Framework (AQF) qualifications to prospective students is ethical, accurate, accessible and consistent with its scope of registration, and includes the school's RTO provider code.

All marketing material will include the code and the full title of the qualification or accredited course as listed on the National Register (<http://training.gov.au/Home/Tga>). The school RTO will not advertise VET qualifications, accredited courses, or units of competency for which it is seeking registration.

If another person or organisation is delivering training or recruiting students under a third party agreement with the school RTO, the *Third party arrangements policy and procedures* will be applied.

Charleville State High School does not advertise AQF qualifications to prospective students on behalf of other RTOs without their consent.

The Nationally Recognised Training (NRT) logo will be used in marketing material in accordance with its conditions of use specified in Schedule 4 of [the Standards](#).

The Principal (as the chief executive officer) of Charleville State High School is ultimately responsible for ensuring that the school RTO complies with the VET Quality Framework (VQF). This includes any marketing in print media, electronic media or social networking.

Marketing procedure

- All AQF qualification marketing is managed by the RTO Manager (Deputy Principal – Senior Schooling).
- The staff induction program includes information about how to ensure that marketing is accurate, ethical and is not misleading. A template for marketing is provided and is available

on the school network at [G:\Coredata\Curriculum\Faculty- VET\Administration\Staff training, induction, handbooks].

- All marketing (including within subject selection documentation) includes a date of publication and the following statement, 'correct at time of publication but subject to change'.
- All marketing materials are submitted to the RTO Manager (Deputy Principal – Senior Schooling) for approval.
- The RTO Manager (Deputy Principal – Senior Schooling) checks that marketing materials meet the mandatory requirements as defined in [the Standards](#):
 - accurately represents the services and qualifications on the scope of registration
 - includes the RTO code of the school RTO
 - includes the NRT logo (in accordance with its conditions of use defined in Schedule 4 of [the Standards](#))
 - includes the correct and current qualification code and title, and lists the correct and current units of competency that the students will study (within packaging rules and as per current scope of registration)
 - only advertises current qualifications and units of competency that remain on the [National Register](#)
 - clearly differentiates VET qualifications from other forms of learning (e.g. QCAA syllabus)
 - identifies if the school RTO is delivering the qualification or units of competency on behalf of another RTO (and that there is a written and signed third party agreement)
 - identifies if another school is delivering the qualification or units of competency on behalf of the school RTO (and that there is a signed third party agreement)
 - if the qualification (or part of a qualification) is through an outside provider, the outside RTO is identified and the outside RTO's provision of a record of consent is acknowledged
 - does not guarantee that:
 - a student will successfully complete the qualification or units of competency
 - a student will obtain a particular employment outcome
 - a qualification or unit of competency can be completed in a manner that does not meet [the Standards](#) (clauses 1.1 and 1.2)
 - consent has been obtained from any person or organisation referred to
 - any other requirements as directed by the RTO Manager.
- The RTO Manager (Deputy Principal – Senior Schooling), as delegated by the Principal, gives the final approval to all VET marketing, regardless of the format or the audience.

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CHARLEVILLE STATE HIGH SCHOOL

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