

MARKETING AND ADVERTISING POLICY AND PROCEDURES

Purpose

This procedure describes the processes whereby SSNT ensures its marketing and advertising of training and assessment products and services are ethical and promoted within VRQA and AQTF guidelines.

Related AQTF standard

Condition of Registration 8, Accuracy and Integrity of Marketing.

The RTO must ensure its marketing and advertising of AQF qualifications to prospective students is ethical, accurate and consistent with its scope of registration. The NRT logo must be employed only in accordance with its conditions of use

Scope

This procedure applies to all employees and contractors involved in the promotion of SSNT training and assessment products and services.

Responsible parties

The Principal is responsible for the control and implementation of this procedure.

Definitions

Marketing and advertising refers to all materials printed or published relating to SSNT AQF qualifications and/or statements of attainment.

Policy

SSNT policy is to

- Market and advertise SSNT training services honestly and accurately and within VRQA and AQTF guidelines and
- Clearly differentiate between accredited and non-accredited programs in the marketing and advertising of SSNT training and assessment services.

Procedures

- All marketing and advertising material is to be submitted to the Principal.
- Written approval from an individual/organisation is to be obtained if reference is to be made to the individual or organisation in any promotional material.
- All advertising material must include contact details, particularly those of a relevant Head of Department or person appropriately experienced with the AQF qualification where appropriate.
- A copy of the authorised marketing and advertising material, together with any approvals are to be kept on file by the Principal.
- The printing and publishing of marketing and advertising material can only be authorised by the Principal.
- The Principal will ensure correct use of logos, course titles, codes, clear statements

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regarding anticipated outcomes, fees and refund arrangements and that the promoted course appears on the SSNT current scope of registration.

- The Principal will ensure that SSNT's non accredited courses are not misrepresented or open to be misconstrued as leading to an AQF qualification or recognition.

Associated Documentation

Authority to Issue (Marketing/Promotional Materials)

Marketing Register.