

THE RTO MARKETING POLICY

1 PURPOSE AND SCOPE

- 1.1 The purpose of this Policy is to provide for the ethical and accurate marketing and advertising of courses and programs to prospective students and stakeholders, and to ensure all marketing is consistent with The College RTO's scope of registration and the University's Brand Guidelines.
- 1.2 The purpose of this Policy is to identify the principles to ensure all legislative and regulatory obligations, and quality standards, related to the marketing of nationally recognised AQF and non-award courses and programs provided by The College RTO, are met.
- 1.3 This Policy applies to all College and University staff with responsibility to prepare advertising and marketing materials to ensure they are fully conversant with the requirements detailed in this document and the University Brand Guidelines.

2 DEFINITIONS

- 2.1 For the purposes of this Policy the following definitions apply:
 - 2.1.1 AQF – Australian Qualifications Framework.
 - 2.1.2 ASQA – Australian Skills Quality Authority, the national regulator for RTOs.
 - 2.1.3 CRICOS – Commonwealth Register of Institutions and Courses for Overseas Students.
 - 2.1.4 NRT – Nationally Recognised Training.
 - 2.1.5 RTO – Registered Training Organisation.
 - 2.1.6 OMC – University Office of Marketing and Communications.
 - 2.1.7 The Board – Western Sydney University Enterprises Board.
 - 2.1.8 The College – Western Sydney University Enterprises Pty Limited trading as Western Sydney University The College.
 - 2.1.9 The University – Western Sydney University.
 - 2.1.10 VET – Vocational and Education Training.
 - 2.1.11 SRTO 2015 – Standards for Registered Training Organisations

3 POLICY STATEMENT

- 3.1 The College RTO provides information about its nationally recognised AQF and non-award qualifications or programs to prospective students and other stakeholders with an accurate and full representation of what each entails, students' and stakeholder rights and responsibilities, and The College's obligations.

4 PRINCIPLES

- 4.1 Any advertisements and marketing materials intended for public viewing must be approved, with confirmation in writing, by The College Chief Executive Officer (CEO) or delegate before it is released.
- 4.2 All advertisements and promotional information:
 - 4.2.1 Are created through the processes/requirements of the University Office of Marketing and Communications (OMC). This is to ensure Brand Guidelines and Compliance obligations are followed and met.
 - 4.2.2 Are created in accordance with The College RTO Marketing Checklist to ensure all legislative and regulatory obligations, and quality standards, related to the advertising and marketing of nationally recognised AQF courses and programs, are met.
 - 4.2.3 Identifies The College RTO by its legal name, RTO code and CRICOS provider number.
 - 4.2.4 Only identifies those qualifications and units that are listed as current on The College RTO's scope of registration.
 - 4.2.5 Includes details about any government funded subsidy or other financial support arrangements.
 - 4.2.6 Where applicable, ensures that marketing material addresses any third-party licencing and certification requirements (for example, inclusion of the Liquor and Gaming ATP logo on all RSA material).
- 4.3 The College logos are reproduced in accordance with The University Brand Guidelines.
 - 4.3.1 The College RTO follows the specific conditions of use for The College logo, the NRT logo, .funding body requirements or logos of third party providers.
- 4.4 For any advertisements and promotional information for training and/or assessment being delivered on behalf of The College RTO by any third-party providers:
 - 4.4.1 All materials are clearly identified as being delivered by a third-party providers.
 - 4.4.2 All advertising and marketing materials are closely monitored and are approved prior to distribution by The College CEO.
 - 4.4.3 All logos are reproduced in accordance with The University Brand Guidelines and Third-Party Provider Agreements.
- 4.5 For any marketing agencies, brokers or recruitment agents promoting courses conducted by The College RTO:
 - 4.5.1 All advertising or marketing conducted must be prepared in accordance with this Policy.

- 4.5.2 The broker or recruitment agent must not offer or purport to conduct the training and/or assessment in their own name.

5 ROLES AND RESPONSIBILITIES

- 5.1 Under the guidance of the RTO Director, RTO staff should:

- 5.1.1 Use the Marketing Checklist to ensure compliance in the RTO marketing activities.

- 5.1.2 Provide content on courses and/or the Course Information Booklet to The Office of Marketing and Communications.

- 5.1.3 Communicate with The Office of Marketing and Communications to check draft copies of flyers/ website.

- 5.2 The Office of Marketing and Communications is responsible for:

- 5.2.1 Developing and managing marketing campaigns and related collateral in support of RTO strategy.

- 5.2.2 Communicating the progress of marketing campaigns to key stakeholders.

- 5.2.3 Ensure the RTO's marketing activities are compliant with the Standards for RTO's (2015) and University Branding Guidelines.

- 5.3 The College RTO Director is responsible for:

- 5.3.1 Monitoring the compliance of marketing activities including:

- 5.3.1.1. The Marketing/Course Information Checklist has been completed and filed in the appropriate location for each course;

- 5.3.1.2. Ensuring the marketing and advertising information on the website and provided to students, clients and agents is accurate and complete.

- 5.4 The CEO is responsible for:

- 5.4.1 Approving or providing delegation for approval of marketing campaigns, collateral, and activities.

THE RTO MARKETING AND ADVERTISING POLICY

STATUS AND DETAILS

Status	Current		
Version	1		
Effective Date	27 September 2022		
Review Date	27 September 2025		
Approval Policy	The College Senior Management Team		
Governing Authority	Western Sydney University Enterprises Board		
Endorsed by	The College RTO Committee		
Unit Responsible	The College Registered Training Organisation		
Enquiries Contact	The College RTO E: rto@westernsydney.edu.au		
Available On	SharePoint	<input type="checkbox"/>	Website <input checked="" type="checkbox"/>
Policy Code	POL_OPS_007		
Policy Category	Operations		
Related Documents, including Legislation/Policies/Procedures	<p>The RTO Marketing Checklist</p> <p>The RTO Third Party Agreements Policy</p> <p>Western Sydney University’s Student Code of Conduct</p> <p>Western Sydney University Brand Guidelines</p> <p>ASQA’s Fact Sheet on Marketing and Advertising Standards for Registered Training Organisations (RTOs) 2015</p> <p>Competition and Consumer Act 2010</p> <p>Education Services for Overseas Students (ESOS) Act 2000</p> <p>National Code of Practice for Providers of Education and Training to Overseas Students 2018</p>		

Summary of Changes from Previous Version