

Advertising & Marketing Material Policy

Purpose

This policy is to ensure that Collarts and its Auspicing Partners meet the obligations for providing accurate information about the RTO and its services to prospective and current students and clients so the potential client or student is not misled.

Scope

This policy applies to all advertising and marketing information provided to current and prospective students by Collarts and its Auspicing Partners.

Related Policies

This policy should be read in conjunction with the following college policies:

- Transition Policy
- Advertising & Marketing Approval Request Form
- RTO Complaints & Appeals Policy

All college policies referenced in this document can be found in the Auspicing and or student Handbook which can be accessed via the RTO Forms and Policies section of the College Website <https://www.collarts.edu.au/rto-policy-and-forms> or VET Portal at collarts.instructure.com.

Policy

All marketing and information provided to current and prospective students whether disseminated directly by Collarts or on its behalf by an Auspicing Partner, must be both accurate and factual, and adhere to the following guidelines:

- a) Only approved Auspicing Partners with a current executed Memorandum of Understanding may advertise Collarts VET Qualifications and must do so in accordance with these guidelines.
- b) Only advertises or markets training products on Collarts scope of registration.
- c) Uses the NRT Logo only in accordance with the conditions of use specified in Schedule 4 of the Standards for Registered Training Organisations (RTOs) 2015 (see Appendix A to this policy for a copy).

- d) Includes the code and title of any training product as published on the National Register e.g. CUA30915 - Certificate III in Music Industry.
- e) Includes the statement “(Your organisation name) delivers nationally recognised training in partnership with and under the auspices of Australian College of the Arts (Collarts) Pty Ltd RTO 0109”. This statement should be hyperlinked to our web site and be clearly visible that you are a partner and that Collarts as the RTO issues the certificates.
- f) Distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered by Collarts.
- g) Does not guarantee that:
 - A learner will successfully complete a training product or obtain a particular employment outcome
 - where this is outside the control of Collarts
 - A training product can be completed in a manner which does not meet the requirements of Clause 1.1 and 1.2

Procedure

For students in the Auspicing Partner’s organisation, for example students moving from Year 10 to 11 in a secondary school, this material will not be necessary however if the courses, or part of the courses, are going to be marketed to the wider community then compliance to these guidelines is essential. Collarts must approve any advertising material that a site wishes to use to promote a program in the wider community.

All marketing material and advertisements must be approved by the VET Manager prior to its release and distribution. This approval authority cannot be delegated and approval must be documented by way of an email to the person responsible for marketing implementation.

- Follow the above guidelines when creating advertising.
- Seek advice from Collarts if unsure about wording or use of logos.
- Do not use abbreviations for courses in advertising.
- Send a copy to Collarts for final approval using the *Advertising & Marketing Approval Request Form*

- Collarts will email back approval to use the advertising sited or offer suggestions about how materials could be changed to obtain approval.
- Collarts to conduct spot checks of web and other marketing material for compliance with this policy.
- Keep a copy of all advertising material with your site’s Auspicing Handbook.
- Send a hard copy to Collarts with date of publication and circulation.
- Auspicing Partners to provide annual declaration of compliance with this policy

Complaints & Advice

Complaints relating to advertising and marketing are to be lodged in accordance with Collarts RTO Complaints & Appeals Policy. Queries about advertising and marketing materials and processes are to be directed to the VET Manager , contactable on 1300 818 777, or via email vet.support@collarts.edu.au .