

# Marketing

## VET policies and procedures

School RTO approval statement					
<b>School RTO name</b>	Centenary Heights SHS				
<b>Policy start date</b>	13/10/2019	<b>QCAA school number</b>	270	<b>National provider number</b>	30258
<p><b>The Principal as Chief Executive Officer (CEO) approves:</b></p> <ul style="list-style-type: none"> <li>• the policy, procedure and implementation requirements</li> <li>• all identified attachments to this policy and procedure</li> <li>• all modifications to the policy and procedure prior to implementation</li> <li>• the delegated Registered Training Organisation (RTO) officer/s to implement the policy and procedure</li> <li>• 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</li> <li>• the RTO Manager monitoring, evaluating and reviewing the application of this policy and procedure to ensure compliance at all times</li> <li>• QCAA analysing these documents when conducting audits</li> <li>• that email addresses provide the same acknowledgment as a signature.</li> </ul>					
<b>RTO Manager</b>			<b>Principal</b>		
<b>Name</b>	Dave McMillan		<b>Name</b>	Dan Lindenmayer	
<b>Email</b>	dmcmi32@eq.edu.au		<b>Email</b>	dlind66@eq.edu.au	
<b>Date</b>	13/10/2019		<b>Date</b>	8/07/2024	
<b>All additional delegated officers</b> (add additional places to this table as required)					
<b>All additional delegated officers</b> (add additional places to this table as required)					
<b>Delegated officer</b>			<b>Delegated officer</b>	Melissa Rohde-Bidgood	
<b>Email</b>			<b>Email</b>	mroh1@eq.edu.au	
<b>Date</b>	Click or tap to enter a date.		<b>Date</b>	13/10/2019	
<b>Delegated officer</b>	Amy Kramer		<b>Delegated officer</b>	Kym Penman	
<b>Email</b>	Akram9@eq.edu.au		<b>Email</b>	Kpenm2@eq.edu.au	
<b>Date</b>	27/01/2023		<b>Date</b>	13/10/2019	
<b>Delegated officer</b>	Heidi Law		<b>Delegated officer</b>		
<b>Email</b>	Hlaw38@eq.edu.au		<b>Email</b>		

<b>Date</b>	27/10/2023	<b>Date</b>	
<b>Delegated officer</b>	Linda Bourke	<b>Delegated officer</b>	
<b>Email</b>	<a href="mailto:lcbou0@eq.edu.au">lcbou0@eq.edu.au</a>	<b>Email</b>	
<b>Date</b>	13/10/2019	<b>Date</b>	

# 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"> <li>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.</li> <li>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.</li> </ul>	<ul style="list-style-type: none"> <li>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.</li> <li>Consent must be obtained if the school is marketing VET qualifications to prospective students on behalf of external RTOs.</li> </ul>	<ul style="list-style-type: none"> <li>The RTO will provide current and accurate details regarding qualifications and accredited courses offered, avoiding misleading or ambiguous statements.</li> <li>The Principal and RTO Manager approve all marketing materials prior to them being made public.</li> <li>Marketing material does not guarantee:               <ul style="list-style-type: none"> <li>successful completion</li> <li>completion in a manner contrary to the Standards</li> <li>employment outcomes.</li> </ul> </li> </ul>	<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"> <li>school website</li> <li>social media</li> <li>subject selection handbook</li> <li>school prospectus.</li> </ul>	<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"> <li>identify RTO name and code for each relevant training product</li> <li>meet current packaging rules, including full code and title of training products as listed on <a href="http://training.gov.au">training.gov.au</a> (TGA)</li> <li>be consistent with the information contained in the RTO's TAS</li> <li>distinguish VET training and assessment from any other training and assessment delivered by the RTO (i.e. non-VET training)</li> <li>contain the following details about training offered:               <ul style="list-style-type: none"> <li>location</li> <li>duration</li> <li>mode/s of delivery</li> <li>assessment methods</li> <li>third party arrangements (if applicable)</li> <li>entry requirements</li> <li>fee information</li> <li>pathways.</li> </ul> </li> </ul>	<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"> <li>All marketing of VET qualifications and accredited training is coordinated by the RTO Manager.</li> <li>The Principal/RTO Manager gives final approval to all VET marketing and advertising material.</li> </ul>

## Section 2 Marketing checklist

The RTO Manager or delegated officer uses this checklist to confirm that the RTO's marketing materials provide students with transparent, accurate and accessible information.

A 'No' checked against any item indicates a non-compliance and requires immediate rectification prior to the material being used to market the RTO's services.

Transparent	Yes	No
Only VET qualifications and accredited courses listed on the current scope of registration have been advertised.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Evidence of consent has been obtained from external RTOs to advertise on their behalf (if applicable).	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Clear distinction is made between VET qualifications and any other training and assessment offered by the RTO.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Accurate	Yes	No
The marketing material is consistent with the TAS for each advertised course.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Approval has been given by the Principal/RTO Manager for all VET marketing materials.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
The following mandatory requirements are included:		
• RTO name and code for each training product being offered	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• NRT logo (used in accordance with Schedule 4 of the Standards)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• location of training	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• duration of training	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• mode of delivery	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• third party arrangements (if applicable)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• entry requirements	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• support services available	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• fee information	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• pathways.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Accessible	Yes	No
Students can readily access information using one or more sources (tick those which apply):		
• school careers website	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• social media	<input type="checkbox"/>	<input checked="" type="checkbox"/>
• student subject selection handbook (VET)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
• subject selection talks	<input type="checkbox"/>	<input type="checkbox"/>
• other — [provide details].	<input type="checkbox"/>	<input type="checkbox"/>

Relevant	Yes	No
Sufficient information has been given about the RTO and the services it provides to enable the student to make an informed decision regarding their choice of RTO and its training products.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

## Section 3 Systematic monitoring

Completing Section 3 satisfies the requirement of the Standard for systematic monitoring.

The RTO Manager will record the dates when monitoring activities occur, the outcomes of the monitoring process and any rectifications required to ensure ongoing compliance.

A 'No' indicates a non-compliance and must be reported to the RTO Manager. Appropriate rectification must be recorded and actioned.

**Relevant Standards:** 2.1, 2.2

Systematic compliance monitoring checklist	
Date of successive monitoring activities	Name of person/s conducting successive monitoring activities
13/10/2019	Dave McMillan
20/08/2020	Dave McMillan
13/06/2021	Dave McMillan
17/01/2022	Dave McMillan
17/01/2023	Dave McMillan
27/01/2024	Dave McMillan
10/2/2025	Dave McMillan

Monitoring the application of this policy and procedure by the RTO		Record of last monitoring	
		Yes	No
<b>School RTO approval statement</b> (Page 1 of this document)	The following details are current and complete:		
	• school RTO name	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	• the policy and procedure document is dated (start date)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	• QCAA school number	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	• national provider number	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	• Principal's name and contact details	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	• RTO Manager's name and contact details	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Policy and procedure</b> (Section 1 of this document)	Marketing policy represents current practice.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Marketing procedures represent current practice.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
	Marketing requirements represent current practice.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Marketing checklist</b> (Section 2 of this document)	Marketing checklist is used to ensure marketing material is accurate and sufficient.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

RTO Manager notes	
<b>Comment on the last monitoring activity</b>	<i>Marketing materials have been reviewed and updated accordingly.</i>
<b>List any non-compliances</b>	
<b>List any rectifications</b>	

## Section 4 Explanation of terms

This policy and procedure contains words and expressions that have specific meaning.

Glossary	
Term	Meaning
<b>Entry requirements</b>	Specific requirements a student must satisfy before enrolment or commencement of training, for example, blue card, white card and USI application
<b>Evaluate</b>	Assess the findings of the monitoring to determine if the marketing policy and procedure is adhered to
<b>Mode of delivery</b>	The methods adopted to deliver training. Examples include: face-to-face instruction, work-based learning, online training, guided learning or blended methods.
<b>Monitoring</b>	The ongoing process of regularly collecting and analysing relevant information to determine if the marketing materials are developed in accordance with this policy and procedure
<b>Nationally Recognised Training (NRT) logo</b>	The logo used nationally to signify training packages and VET accredited courses Conditions for using the NRT logo are found in Schedule 4 of the Standards. The NRT logo can be obtained by emailing <a href="mailto:enquiries@asqa.gov.au">enquiries@asqa.gov.au</a>
<b>National register (TGA)</b>	<i>Training.gov.au</i> is the National Register on Vocational Education and Training (VET) in Australia. It is the authoritative source of nationally recognised training and the RTO's information including its scope of registration at the qualification level.
<b>Pathways</b>	The study of a qualification can lead to employment in specific industries or study at a higher qualification
<b>Qualification</b>	All students must be enrolled in a specific qualification. Successful completion results in the student being issued a certificate. A qualification must meet the packaging rules of the training package or accredited course.
<b>Qualification transition timeline</b>	All students must be enrolled in a specific qualification. Successful completion results in the student being issued a certificate. A qualification must meet the packaging rules of the training package or accredited course. If a training product has been superseded, the RTO must transfer the students into the relevant updated training product within 12 months of its release. The QCAA will advise on any exceptions to this transition timeline.
<b>Review</b>	Identify and implement recommendations resulting from the evaluation of current practices to ensure quality services are being delivered and meet the needs of the students.
<b>RTO officers</b>	Any person delegated by the Principal to ensure the RTO's marketing policy and procedure are followed
<b>Scope of registration</b>	The training products for which an RTO is registered to issue AQF certification documentation. It allows the RTO to: <ul style="list-style-type: none"> <li>a) provide both training delivery and assessment resulting in the issuance of AQF certification documentation by the RTO or</li> <li>b) provide assessment resulting in the issuance of AQF certification documentation by the RTO.</li> </ul>
<b>Services</b>	Training, assessment and related educational and support services and/or any activities related to the recruitment of prospective students

<b>Statement of Attainment (SoA)</b>	Officially lists successfully completed units forming part of a qualification
<b>Systematic monitoring</b>	The process of collecting, analysing and using information to track progress towards maintaining compliance and consistency across the RTO's operations
<b>Third party arrangement</b>	If another person or organisation is delivering training or recruiting students under a third party agreement, the third party arrangements policy will apply.
<b>Training and Assessment Strategy (TAS)</b>	A document that guides and structures the delivery and assessment arrangements of a VET qualification. An AQF qualification, unit of competency, accredited course offered by the school RTO or third party
<b>Training product</b>	An AQF qualification, unit of competency, accredited course offered by the school RTO or third party
<b>Transition timeline</b>	If a training product has been superseded, the RTO must transfer the students into the relevant updated training product within 12 months of its release. The QCAA will advise on any exceptions to this transition timeline.

## Marketing samples

The following pages show samples of compliant marketing for three different cases:

- course on the school RTO scope of registration
- course using an external RTO
- course using a third party.



## Marketing sample: Course on school RTO's scope of registration

[Name of school]

RTO number: [XXXX]



### BSB20115 Certificate II in Business

#### Qualification description

This qualification prepares students to perform basic business skills and knowledge in a business context under direct supervision. Job roles include administration assistant and receptionist.

Refer to [training.gov.au](http://training.gov.au) for specific information about the qualification.

#### Entry requirements

There are no entry requirements for this qualification.

#### Duration and location

This is a two-year course delivered in Years 11 and 12 on site at [name of school].

#### Course units

To attain a BSB20115 Certificate II in Business, 12 units of competency must be achieved:

Unit code	Title
BSBWHS201	Contribute to health and safety of self and others
BSBWOR202	Organise and complete daily work activities
BSBWOR203	Work effectively with others
BSBWOR204	Use business technology
BSBCMM201	Communicate in the workplace
BSBITU101	Operate a personal computer
BSBITU201	Produce simple word processed documents
BSBITU202	Create and use spreadsheets
BSBITU302	Create electronic presentations
BSBITU203	Communicate electronically
BSBSUS201	Participate in environmentally sustainable work practices
BSBIND201	Work effectively in a business environment

#### RTO obligation

The RTO guarantees that the student will be provided with every opportunity to complete the qualification. We do not guarantee employment upon completion of this qualification.

Students who are deemed competent in all 12 units of competency will be awarded a Qualification and a Record of Results.

Students who achieve at least one unit of competency (but not the full qualification) will receive a Statement of Attainment.

#### Delivery modes

A range of delivery modes will be used during the teaching and learning of this qualification. These include:

- face-to-face instruction
- work-based learning
- guided learning
- online training.

#### Fees

There are no additional costs involved in this course.

#### Assessment

Assessment is competency based and completed in a simulated business environment.

Units of competency are clustered and assessed in this way to replicate what occurs in a business office as closely as possible.

Assessment techniques include:

- observation
- folios of work
- questioning
- projects
- written and practical tasks.

#### Work placement

Students are provided with the opportunity to do structured workplace learning, where they could work in a real office environment.

#### Pathways

This qualification may articulate into:

- BSB30115 Certificate III in Business
- BSB40215 Certificate IV in Business
- work within a business/office administration area.

See other financial qualifications at [training.gov.au](http://training.gov.au).

## Marketing sample: Course using an external RTO

### [Name of external RTO]

External RTO number: [XXXX]



## CHC30113 Certificate III in Early Childhood Education and Care

### Qualification description

This is an entry-level qualification for anyone wishing to commence a career in the early childhood sector. It provides students with an understanding of fundamental skills and knowledge relating to the care of children.

Refer to [training.gov.au](http://training.gov.au) for specific information about the qualification.

### Entry requirements

Students must have a blue card for Working with Children prior to enrolment or commencement of training.

### Duration and location

This is a two-year course delivered in Years 11 and 12 on site at [name of school] in partnership with [name of external RTO].

### Course units

To attain a CHC30113 Certificate III in Early Childhood Education and Care, 18 units of competency must be achieved.

Unit code	Title
CHCDIV002	Promote Aboriginal and/or Torres Strait Islander culture safety
CHCECE001	Develop cultural competence
CHCECE002	Ensure health and safety of children
CHCECE003	Provide care for children
CHCECE004	Promote and provide healthy food and drinks
CHCECE005	Provide care for babies and toddlers
CHCECE007	Develop positive and respectful relationships with children
CHCECE009	Use an approved learning framework to guide practice
CHCECE010	Support the holistic development of children in early childhood
CHCECE011	Provide experiences to support children's play and learning
CHCECE013	Use information about children to inform practice
CHCLEG001	Work legally and ethically
CHCPRT001	Identify and respond to children and young people at risk
HLTAID004	Provide an emergency first aid response in an education and care setting
HLTWHS001	Participate in workplace health and safety
CHCDIV001	Work with diverse people
CHCECE006	Support behaviour of children and young people
CHCECE012	Support children to connect with their world

### Obligation

Employment is not guaranteed upon completion of this qualification. Student enrolment, complaints and appeals are managed by [name of external RTO]

Students who are deemed competent in all 18 units of competency will be awarded a Qualification and a Record of Results by [name of external RTO]. Students who achieve at least one unit of competency (but not the full qualification) will receive a Statement of Attainment issued by [name of external RTO].

### Delivery modes

A range of delivery modes will be used during the teaching and learning of this qualification. These include:

- face-to-face instruction
- work-based learning
- guided learning
- online training.

### Fees

The cost of this course is [insert cost of course and any other relevant information relating to payment].

### Assessment

Assessment is competency based. Assessment techniques include:

- observation
- folios of work
- questioning
- projects
- written and practical tasks.

### Work placement

Students are required to complete 120 hours of structured workplace learning:

- 30 hours birth – 2 years (babies)
- 30 hours 2–3 years (toddler)
- 60 hours 3–5 years (preschool).

Certain units have practical work placement hours that are required to be completed before the student is deemed competent for the unit. These hours can be completed within your structured workplace learning.

The school will assist in organising work placements for students. However, students may also source their own placements, which will need to be approved by the school RTO.

### Pathways

This qualification may articulate into:

- Diploma in Early Childhood Education and Care
- work in the industry as a childcare assistant, nanny or after school hours care worker.

# Marketing sample: Course using a third party for individual units of competency

[Name of school]

RTO number: [XXXX]



NATIONALLY RECOGNISED  
TRAINING

## SIS20115 Certificate II in Sport and Recreation

### Qualification description

This qualification allows individuals to develop basic knowledge and skills for work in customer contact positions in the sport or community recreation industry, including a range of administrative activities and functions within a team and under supervision.

Refer to [training.gov.au](http://training.gov.au) for specific information about the qualification.

### Entry requirements

Students must have a blue card for Working with Children prior to enrolment or commencement of training.

### Duration and location

This is a two-year course delivered in Years 11 and 12 delivered on site at [name of school] and at [third party location].

### Course units

To attain a SIS20115 Certificate II in Sport and Recreation, 13 units of competency must be achieved.

Unit code	Title
BSBWOR202	Organise and complete daily work activities
HLTAID003	Provide first aid
HLTWHS001	Participate in workplace health and safety
SISXCAI002	Assist with activity sessions
SISXCCS001	Provide quality service
SISXEMR001	Respond to emergency situations
SISXIND001	Work effectively in sport, fitness and recreation environments
SISXIND002	Maintain sport, fitness and recreation industry knowledge
ICTICT203	Operate application software package
SISCAQU002	Perform basic water rescues
SISXCAI001	Provide equipment for activities
SISXFAC001	Maintain equipment for activities
SISXFAC002	Maintain sport, fitness and recreation facilities

### Third party arrangement

The unit HLTAID003 Provide first aid will be delivered and assessed by (name and contact details of third party). (Name of third party) will issue a Statement of Attainment upon successful completion of this unit. This will be recorded as a credit transfer on the student's record for [code and qualification title].

### RTO obligation

We do not guarantee employment upon completion of this qualification.

Students who are deemed competent in all 13 units of competency will be awarded a Qualification and a Record of Results.

Students who achieve at least one unit of competency (but not the full qualification) will receive a Statement of Attainment.

### Delivery modes

A range of delivery modes will be used during the teaching and learning of this qualification. These include:

- face-to-face instruction
- work-based learning
- guided learning
- online training.

### Fees

There are no additional costs involved in this course.

### Assessment

Assessment is competency based and completed in a simulated business environment.

Units of competency are clustered and assessed in this way to replicate what occurs in a sport and recreation work environment as closely as possible.

Assessment techniques include:

- observation
- folios of work
- questioning
- projects
- written and practical tasks.

### Work placement

Students are provided with the opportunity to do structured workplace learning where they will work in a real sport and recreation environment.

### Pathways

This qualification may articulate into:

- SIS30115 Certificate III in Sport and Recreation
- SIS30315 Certificate III in Fitness
- work within the sport and recreation industry, such as community activities assistant, recreation assistant, customer service assistant.