



Marketing and Advertising

POLICY AND PROCEDURES



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MARKETING AND ADVERTISING POLICY AND PROCEDURES

1 Purpose

- 1.1** At Richmond School of Business ('the School'), marketing and advertising plays an essential role in the conduct of our business as a Registered Training Organisation (RTO). We are committed to ensuring that all marketing and advertising activities are conducted in an ethical, accurate and consistent manner.
- 1.2** The School consistently seeks to maintain and enhance the integrity and reputation of Vocational Education and Training (VET) in Australia.
- 1.3** The policy and procedures ensures compliance with:
 - a) The relevant standards of National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018 ('the National Code 2018');
 - b) The relevant standards of the Standards for Registered Training Organisations (RTOs) 2015.

2 Scope

This policy and its related procedures applies to:

- 2.1** This applies to marketing and advertising activities as well as printed materials;
- 2.2** The School Principal and the Student Support Manager are responsible for ensuring compliance with this policy and its related procedures in accord with NVR Standards for Registered Training Organisation (SRTTO) 2015 Standard 1 Clause 4.1 and Standard 5 clause 5.1-5.4
- 2.3** All staff members, prospective staff members and stakeholders of the School;
- 2.4** It should be noted that the procedures set out in this document do not replace or modify procedures or any other responsibilities which may arise under other policies or under statute or any other law.
- 2.5** This document should be read in conjunction with other related policies.

3 Policy Statement

- 3.1** The School and its staff are committed to marketing the School's training and assessment services in an accurate, ethical and responsible manner ensuring that all clients are provided with timely and necessary information.
- 3.2** All marketing material must be approved by the School Principal and to ensure that all legislative regulations and standards are met and adhered to prior to release and publication.

4 General Principles of Marketing and Advertising

- 4.1** The School is committed to ensuring that all marketing and advertising material are accurate and factual, whether it is disseminated directly by the School or on its behalf. The School will ensure that prior to advertising and marketing any products or services:



- a) All marketing material and advertising accurately represents the services provided by the School.
- b) All marketing and advertising material will include the School's RTO and CRICOS codes.
- c) Consent will be obtained from another organisation if referring to another person or organisation.
- d) NRT Logo will only be used in accordance with the conditions of use.
- e) Prospective students will be informed if a third party is recruiting prospective learners on behalf of the School.
- f) The School will distinguish between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered.
- g) The School will include the title and code of any training product, as published on the National Register (www.training.gov.au).
- h) The School We will only advertise or market a non-current training product while it remains on the School's scope of registration and in accordance with Australian Skills Quality Authority (ASQA) general directions regarding transition and teach-out of superseded and deleted Training Package Qualifications, Units of Competency, Skill Sets and/or expired Accredited courses.
- i) Once marketing material has been developed, the School Principal must approve it.
- j) All marketing and advertising material will be version controlled to demonstrate the latest version being used.
- k) All images, recordings and other marketing information will be stored as per the Privacy Act 1988 affording the individual the highest degree of security.
- l) The School will retain copies of actual advertising and marketing material, including any material created by a third party. Retaining a copy and register of all approved material will demonstrate the School's monitoring of its marketing and advertising processes and can be presented at the time of an audit.
- m) All marketing and advertising material will be reviewed annually as part of the School's annual internal audit process.

5 Policy

5.1 Accurate and Accessible Information (SRTO Standard 4)

- a) The School ensures that all information about the School, its services and performance is accurate and accessible to prospective and current learners and clients.
- b) The School ensures that all information about its services and training products, whether disseminated directly or by a third party, is accurate, factual and in accordance with the SRTO Standards.

5.2 Inclusion of Registered Training Organisation (RTO) code

- a) The School will ensure that the School's RTO code is included on all marketing and advertising of Nationally Recognised Training (NRT) products including Qualifications, Units of Competency, Skill Sets and/or Accredited courses.

5.3 Scope of Registration



- a) The School will ensure that all NRT products covered by our recognised scope of registration will be clearly identified.
- b) The codes and names/titles of NRT Training Packages, Qualifications, Units of Competency, Skill Sets and/or Accredited Courses listed in marketing and advertising materials will comply with the codes and names/titles as endorsed on the National Register (www.training.gov.au).
- c) The School will only advertise or market a non-current training product while it remains on the School scope of registration and in accordance with Australian Skills Quality Authority (ASQA) general directions regarding transition and teach-out of superseded and deleted Training Package Qualifications, Units of Competency, Skill Sets and/or expired Accredited courses.
- d) The School will not represent itself as capable or willing to deliver any NRT products not on our scope of registration, in any of the School's marketing activities.
- e) Where the School wishes to determine market interest or demand in a NRT product for potential addition to our scope of registration, the School will clearly identify that intention in any marketing of, or market research into such products.

5.4 Use of Nationally Recognised Training (NRT) Logo

- a) The School will only use the Nationally Recognised Training (NRT) logo in association with NRT products and in accordance with its conditions of use as outlined in Schedule 4 of the Standards for Registered Training Organisations (RTOs) 2015.
- b) The School will ensure that the NRT logo is not used in marketing activities relating to products and services which are not aligned to the Australian Qualifications Framework (AQF).
- c) Should marketing activities include NRT products in conjunction with non-accredited products and services (for example in company profile, proposals etc), the School will clearly and explicitly differentiate between these.

5.5 Informing and Protecting Learners (SRTO Standard 5)

- a) The School ensures that learners are properly informed about the services they are to receive, their rights and obligations and the School's responsibilities under the SRTO Standards.
- b) The School informs and protects learners by providing advice about the training product prior to enrolment or the commencement of training and assessment (whichever comes first). This advice includes the information prescribed by the SRTO Standards, as well as:
 - I. All relevant fee information;
 - II. Information about the learner's right to obtain a refund, the details of which can be found in the conditions of enrolment applicable to the course a learner is enrolled in; and
 - III. Information about the learner's consumer rights, which can be found on the NSW Government's [Fair Trading website](#).

5.6 Marketing and Advertising Best Practice

The School:



- a) Strives for brand recognition across cultures, countries and markets. The School's message, strategy, attributes and achievements are described and presented in an accurate and consistent manner;
- b) Produces materials that are culturally appropriate, sensitive and relevant to local communities. The School's materials reflect the diversity of its students;
- c) Accurately demonstrates its strengths in teaching and learning in accordance with consumer protection, education services and privacy laws;
- d) Accepts that the marketing of one of the School's courses or services impacts on the marketing of all courses and services. The School ensures that marketing materials for RTO products and services reflect the total brand, as it is accepted;
- e) Is committed to the development of Australian education and avoids comparative competitive marketing that reflects negatively on the brands of other Australian education providers and other suppliers or partners;
- f) Maintains administrative processes that allow for efficient, cost effective and timely responses to competitive marketing situations;
- g) Provides to those responsible for production of the School materials, access to resources that facilitate best practice; and
- h) Maintains a compliance process and marketing collateral sign-off procedure to ensure compliance with regulatory requirements.

5.7 Marketing Strategies

- a) Marketing and advertising materials will always be written and designed to:
 - I. Provide accurate, ethical and clear information;
 - II. Correctly describe the products or services to be provided;
 - III. Provide clear information that is sufficient for learners to make an informed choice about enrolment in a course or other engagement with the School, including advice about entry requirements for any course or product;
 - IV. Always clearly distinguish between NRT courses which lead to the issuance of AQF certification documentation (also referred to as "accredited" courses) versus non-accredited courses and training;
 - V. Clearly identify if the School is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on the School's behalf by any third party.
- b) Marketing and advertising materials and activities will not:
 - I. State or imply that any product is within the School's Scope of Registration if it is not;
 - II. Guarantee learners will successfully complete a training product on the School's scope of registration or that the learner will obtain a particular employment outcome where this is outside of the School's control;
 - III. Guarantee that learners will complete a training product in a manner which does not meet the training and assessment strategies consistent with the requirements of AQF Training Packages.
 - IV. Advertise or market that a training product the School delivers will enable learners to obtain a licensed or regulated outcome unless this has been confirmed by the industry regulator in the jurisdiction in which it is being



- advertised;
 - V. Make inaccurate claims about associations with other providers, employers or organisations;
 - VI. Draw false or misleading comparisons with other education providers or courses, or detract from the good reputation and interests of other educational institutions nor make negative comparisons or derogatory statements about them.
- c) Marketing strategies and/or materials include, but are not limited to:
- I. External emails to clients who have submitted their email addresses;
 - II. The development and delivery of a newsletter – either electronic or printed;
 - III. Generation and distribution of posters, marketing flyers, brochures and booklets about the School’s products and services;
 - IV. External marketing in print, digital or other media including newspapers, professional journals, magazines, outdoor advertising, radio or television segments or advertisements;
 - V. Advertising the School’s products and services at events and activities of other organisations;
 - VI. Involvement in expos and conferences;
 - VII. The School’s website, social media links or pages and blogs.
- d) We will not actively recruit a learner where this clearly conflicts with the School’s obligations under Standards 4 and 5 of the Standards for Registered Training Organisations (RTOs) 2015.

6 Procedure

6.1 Authorisation

In authorising marketing and advertising:

- a) The Marketing Coordinator shall ensure that written permission has been obtained by any person and organisation featured in the School’s marketing or advertising materials in name or image.
- b) The Marketing Coordinator shall ensure that all materials developed for marketing and advertising purposes receive authorisation from the Principal prior to release. The authorization shall be applied through a photocopy bearing a signature of the:
 - I. Compliance Manager;
 - II. Student Support Manager; and
 - III. Marketing Coordinator.
- c) The Compliance Manager shall ensure that the marketing and advertising of the School accurately represents its training and assessment services and the AQF qualifications and statements of attainment on its scope of registration.
- d) The Compliance Manager shall ensure that training and assessment that leads to AQF Qualifications and statements of attainment are marketed and advertised separately from any other training and assessment service offered by the School.



- e) The Compliance Manager shall ensure that all marketing and advertising products (electronic included) released for the promotion of the School's training and assessment services includes the School's RTO and CRICOS registration numbers.
- f) The Compliance Manager and Marketing Coordinator shall ensure that all marketing and advertising products (electronic included) released for the promotion of the School's training and assessment services shall not give false or misleading information or advice in relation to:
 - I. Claims of association between providers;
 - II. The employment outcomes associated with a course;
 - III. Automatic acceptance into another course;
 - IV. Possible migration outcomes, or
 - V. Any other claims relating to the registered provider, its course or outcomes associated with the course.

7 Confidentiality

- 7.1 All information relating to Marketing and Advertising will be treated as confidential and in accordance with the School's Privacy and Data Protection Policy and Procedures.
- 7.2 The School will maintain confidentiality to ensure that:
 - a) No information will be released without the agreement of the individual or group involved.

8 Appeals

- 8.1 If the student is not satisfied with any decision relating to Marketing and Advertising, the student has the right to appeal the decision.
- 8.2 An appeal must be lodged in writing to the School Principal within 20 working days from the date of the decision was taken.
- 8.3 The appeal should include the following details:
 - a) the student's full name (family/surname and first name), and contact details,
 - b) the nature of the decision or matter being appealed,
 - c) the basis for the appeal,
 - d) details of the specific outcome sought by the student, and
 - e) copies of all relevant documents.

9 Further Information and Assistance

- 9.1 Students should seek clarification on any aspects of this Policy and its related Procedures prior to accepting an offer of admission made by the School.
- 9.2 Student assistance is available by contacting School Reception or Student Support.
- 9.3 Students may make an appointment with the Student Support Manager for assistance with their request relating to this Policy and its related Procedures.
- 9.4 Contact details for the School are outlined as follows:

Phone: +61 2 8844 1000
Address: Level 2,
197 Church Street,



Email: PARRAMATTA NSW 2150
admin@rsb.edu.au

NOTE: For definitions and explanation of the terms used in this policy and procedures, please refer to the document titled '*Glossary of Terms.*'