

Responsible officer	Marketing Manager Compliance Coordinator Head of Studies CEO
Compliance	Policy adheres to compliance with RTO standards 2015 clauses Standards 4 and 5 Clause 4.1—Provide accurate and accessible information to prospective and current students 5.1 to 5.3—Informing and protecting students

1. Scope

The purpose of this policy and procedure is to outline ASTAR Training Institute’s approach to marketing and promotion of its courses.

2. Purpose

This Policy and the Procedures are to ensure that all prospective students are provided with accurate, consistent information about Astar Training Institute’s products and services enabling them to take informed decision of enrolling with the institute. It also ensures that our practices comply with the Standards 4 and 5 of the Standards for RTOs 2015

3. Policy

3.1 Marketing information

- ATI ensures the information provided to students about its services, courses, units and qualifications delivered is accurate and factual, regardless of whether the information is provided by the RTO, its brokers, online directories, agents or other third parties. All information clearly distinguishes between non-recognised training and nationally recognised training.
- ATI’s marketing information will enable informed choice for students by ensuring the information is detailed, accurate and complies with the requirements of the Standards.
- All marketing information for nationally recognised training:

3.2 Protection of consumer rights

Under consumer Protection laws ATI, it does not provide any guarantees to students, agents and third parties that

- a student will be automatically accepted into another course.
- about the successful completion of training or any particular employment outcome that is outside of the control of ASTAR Training Institute;

- a student will be eligible for any license or accreditation as a result of training and/or assessment unless it is a license outcome guaranteed by the issuer of the license or accreditation.
- draws false or misleading comparisons with other education providers and courses.
- Give any other false or misleading information or advice in relation to itself, its course or outcomes associated with the course.
- Prior to enrolment or the commencement of training ATI provides to each individual current and accurate information that enables the individual to make informed decisions about undertaking training with ASTAR Training Institute.
- Course information provided prior to enrolment will provide the individual with detailed information about fees in line with Clause 5.3 of the Standards

4. Conditions of use of NRT logo:

Critical with this requirement, is compliance with the conditions of use for the Nationally Recognised Training (NRT) Logo. These conditions are specified within the Standards for Registered Training Organisations 2015 (Schedule 4).

- **Stationary, business cards, building signage, training resources:** The NRT logo is not used on ASTAR Training Institute products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, coffee cups, USB sticks and packaging around products. The NRT logo will not be incorporated into or on the cover of learning and assessment resources supplied by ASTAR Training Institute. This includes PowerPoint presentations.
- **NRT Logo Colours:** ASTAR Training Institute ensures it will use NRT Logo Colors in accordance with the NRT Logo Conditions.

5. Advertisements and promotional information

ATI only advertises those qualifications or units of competency that are listed as current on the ASTAR Training Institute scope of registration

ATI advertising will be factual and will not misrepresent

All staff with responsibility to prepare advertising and marketing materials are to be fully conversant with the requirements detailed in this document.

5.1 Authorisation

All advertisements and marketing material must be approved by the Head of Studies, Compliance and Chief Executive Officer before it is released. No staff member of ASTAR Training Institute is authorised to approve the use of any advertisements or marketing material without a formal review and approval of the CEO.

The following guidelines are adhered to when developing advertisements and promotional materials. ASTAR Training Institute ensures:

- identifies qualifications in advertising by their full code and title as they appear in the training package and not to represent these qualifications or units of competency in any other way;
- maintains a clear distinction between nationally endorsed training being offered and any other training being offered by ASTAR Training Institute; not integrate or confuse in any way training that is nationally endorsed with training that is not accredited;
- uses the NRT logo only in accordance with the Standards for Registered Training Organisations, Schedule 4;
- identifies ASTAR Training Institute in any marketing material by its full RTO code and legal name;
- does not refer to another person or organisation in any marketing material without obtaining prior consent and approval;
- includes details about any government funded subsidy or other financial support arrangements associated with the provision of training and assessment;
- clearly distinguishes where training and assessment is being delivered on behalf of ASTAR Training Institute by any third-party organisation;
- does not provide approval for any third-party organisation to advertise on behalf of ASTAR Training Institute unless it is appropriately specified with limitations within a written and signed agreement with the third-party organisation; and
- monitor closely the advertising and marketing been provided by any third-party organisation on behalf of ASTAR Training Institute.

6. Marketing non-accredited training

Where ASTAR Training Institute decides to promote any non-accredited training it will ensure that it clearly distinguishes between nationally recognised training and the non-accredited training. The NRT logo will not be used in association with non-accredited training.

7. Delivery of standalone units of competency

Where ASTAR Training Institute has qualifications on its scope of registration, the core units of competency and the listed (named) elective units of competency may be offered and delivered as standalone units of competency. ASTAR Training Institute will publish advertising that promotes these standalone units of competency as individual courses.

8. Informing students of their rights and obligations

ASTAR Training Institute ensures it informs all students, prior to their enrolment:

- about their rights and obligations;
- about the services to be provided; and
- about the payment of fees, other charges and refund arrangements.

Whilst this requirement relates to the marketing and advertising of training, it is addressed in policy arrangements detail within the Client Selection and Student Enrolment Policy provided.

Policies & Forms

- Selection and Enrolment Policy
- Privacy Policy
- Consumer Protection Policy
- Complaints and Appeals Policy
- Student Support Policy
- Student Handbook
- Course Brochures
- Marketing Material Register
- Marketing Approval Form and Checklist
- Advertising Register

Version dates	Policy Version approved 1 2014 / Policy version 2.0 15 th November 2017, Policy Version 2.1 approved 17 September 2018
Version History	V2.1 – changed the format, text, included RTO standards 2015, risk rating, relevant policies and forms.
Review date	Version 2.1 will be reviewed as policies are updated
Approved by	CEO
Relevant to	All staff; trainers and assessors; students

Risk Rating (the rating will be highlighted bold)
5- High Risk
4- Medium Risk
3-Medium to low risk
2- Low Risk
1-Very Low Risk or N/A