

1.03.801 ADVERTISING AND MARKETING

This policy is applicable to: All IRT Academy employees and/or Third Parties acting on behalf of IRT Academy.

DISCLAIMER

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DOCUMENT CONTROL

Policy Number: 1.03.801	Policy Owner: General Manager IRT Academy	Version: 2.0
Contact position: General Manager IRT Academy	Approved for circulation: Group Leadership Team	TRIM classification reference:
Date approved: February 2015	Review due to: Legislative change	Next review due: February 2016
Procedure Manual reference: Advertising and Marketing	Compliance/Accreditation/ Standards reference: Regulatory Compliance Standards for Registered Training Organisations 2015 Standard 4. Accurate and accessible information about an RTO, its services and performance is available to inform prospective and current learners and clients.	

REVISION RECORD

Date	Version	Revision description
April 12	1.0	IRT Academy major review of all policies and procedures against Standards for NVR Registered Training Organisations 2011- Essential Standards for Continuing Registration.
No date	1.1	Previous Policy to be superseded.
Oct 13	1.2	Replaced references to Chief Executive to CFO. Corrected reference to GM to approve advertising and marketing, Included updated associated policies and documents
Sep 14	1.3	No material change
Jan 15	2.0	Updated to align to Standards for RTOs 2015

1. TITLE

1.03.801 ADVERTISING AND MARKETING

2. POLICY STATEMENT

IRT Academy will ensure that marketing and advertising of AQF qualifications to prospective students is ethical, accurate and consistent with its scope of registration.

Critical with this requirement, is compliance with the conditions of use for the Nationally Recognised Training (NRT)¹ logo. These conditions are specified in the NRT Logo Specification issued by ASQA and which are available at the following link:
http://www.asqa.gov.au/verve/resources/NRT_logo_specifications_NEW.pdf

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

3. PURPOSE

To meet the requirements of:

- National Vocational Education and Training Regulator Act 2011; and
- Standards for Registered Training Organisations 2015.

4. SCOPE

The scope of this policy covers all IRT Academy employees and/or third parties acting on behalf of IRT Academy.

5. OBJECTIVE

To ensure that advertising and marketing of IRT Academy products and services meet all legislative and regulatory requirements.

¹ National Recognised Training Logo Specification, ASQA, 2012

6. POLICY DETAILS

- All advertising and marketing activities will be incorporated into the IRT Academy Sales and Marketing Plan. All advertising and marketing must be ethical, accurate and consistent with our scope of IRT Academy may use the NRT logo to promote training recognised under the Standards for Registered Training Organisations 2015 provided that training is within our scope of registration.
- Impressions must not be created that may lead an observer to conclude the NRT logo applies to all training provided by IRT Academy, if this is not the case. The NRT logo cannot be used by IRT Academy where the training is accredited, but is outside the scope of registration. Where training is being promoted and does not meet the requirements stipulated in the Standards for RTOs 2015 or is outside our scope of registration, it must be made clear the NRT logo is not associated with that training.
- Use of the NRT logo is only permitted where there is a direct relationship to an accredited AQF aligned course, Training Package qualification or a course meeting the requirements of the Standards for RTOs 2015.
- All marketing material and advertisements must be approved by the General 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.

6.1 Marketing information (brochures, advertisements, prospectuses)

When IRT Academy is promoting the training it offers and wishes to use the NRT logo, promotional material such as brochures, handbooks and prospectuses must clearly distinguish between nationally recognised training within the scope of registration and that which is not nationally recognised.

6.2 IRT Academy stationery, business cards, buildings, training resources

The NRT logo is not to be used on IRT Academy products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, and packaging around products nor learning resources supporting training.

NOTE: Government Subsidised Training must be acknowledged on all publicity material related to the delivery of that training with the statement as specified by the particular funding agreement/ operating guidelines.

6.3 Use of National and State/Territory Logos

IRT Academy must use the Nationally Recognised Training (NRT) logo in accordance with the Nationally Recognised Training Logo Specifications.

These specifications can be located at www.asqa.gov.au

7. ROLES AND RESPONSIBILITIES

All employees are required to comply with this Policy. There are no specific roles or responsibilities other than those outlined in the table below.

Specific roles and responsibilities of employees and management are outlined in Section 6 of this policy.

Specific roles and responsibilities of areas/departments/functions are outlined in the table below.

Role	Responsibility
Policy Owner – General Manager IRT Academy	Ensuring the currency and appropriateness of the policy to meet regulatory and legislative requirements.
Policy Monitor – Business Development Manager	Ensure day to day implementation and compliance with policy.
Implementation – Administration Coordinator	Implement policy procedure requirements as per IRT Academy Procedure Manual.
Policy Owner – General Manager IRT Academy	Ensuring the currency and appropriateness of the policy to meet regulatory and legislative requirements.

8. EDUCATION AND STAFF DEVELOPMENT

This is a Standard Policy.

Education and Staff development relevant to this policy will occur via:

- Via IRT Academy On-Boarding procedure.
- Via IRT Academy quarterly meetings.
- This is a standard policy – specific education is not required, employees are expected to be familiar with this policy.

9. MONITORING, EVALUATION AND REVIEW

Feedback regarding this policy can be referred to:

- Business Development Manager
- Administration Coordinator
- General Manager

The policy will be reviewed every 2 years by the General Manager or delegate.

Triggers for review outside of the usual cycle include:

- Changes to the business activity relating to this policy.
- New business activities impacting on this policy.
- Changes to internal controls relating to this policy.
- Changes to legislative and/or regulatory requirements.

10. DEFINITIONS AND ABBREVIATIONS

Term	Meaning
NRT	Nationally Recognised Training
ASQA	Australian Skills Quality Authority
AQF	Australian Qualifications Framework
RTO	Registered Training Organisation

11. ASSOCIATED PROCEDURES AND FORMS

Name and number of document
IRT Academy Procedure Manual

12. REFERENCES – COMPLIANCE AND BEST PRACTICE

Legislative references
National Vocational Education and Training Regulator Act 2011
Best Practice references
National Recognised Training (NRT) logo specifications (see www.asqa.gov.au)
Standards for Registered Training Organisations 2015

If a business unit's compliance plan makes reference to this policy as a control for a particular compliance risk, the relevant compliance plan should be referred to here.

Compliance Plan reference: Not applicable.

13. LINKS TO OTHER POLICIES

Policy 2.62 Authority to use IRT Logos
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