

UTP33 – Marketing and pre-enrolment policy

Title: UTP33 - Marketing and pre-enrolment policy

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1. Policy

UTAIT acknowledges our obligation to ensure the accuracy of marketing information provided to its potential students prior to enrolment.

This policy provides a consistent set of principles and procedures under which all UTAIT marketing and pre-enrolment materials are developed, published and controlled.

2. Scope

This policy covers all marketing and pre-enrolment materials published by UTAIT.

3. Responsibilities

The Director - Compliance is responsible for the implementation of this policy and procedure and to ensure that the staff is aware of its application and implement its requirements.

4. Related documents

UTP20 - Continuous Improvement Policy and Procedure

UTF01 - Application for Enrolment Form

Fees and Charge Schedule

UTP23 - Refunds Policy and Procedure

Student Handbook

UTAIT's website

Marketing materials

UTF42 – Consent Form for release of Information

5. Publication of marketing materials

The marketing material will ALWAYS be subject to the following rules:

- The marketing of its products and services will be carried out with integrity, accuracy and professionalism.
- Avoid ambiguous and vague statements.
- Never use false or misleading comparisons in relation to the product or any other training organisation.
- Comply with the requirements for the use of the Nationally Accredited logo on all marketing materials.
- Clearly identify the registered provider's legal entity name, RTO number in written marketing and other material for students, including electronic form, and

- Not give false or misleading information or advice in relation to claims of association between providers (if any, to attach supporting evidence) or the employment outcomes associated with a course.
- Only advertise or market that an AQF qualification, skill set or VET course that UTAIT delivers will enable learners to obtain a licensed or regulated outcome if this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised
- Include details about any VET FEE-HELP, government funded subsidy or other financial support arrangements. (where applicable)
- Do not guarantee that:
 - A learner will successfully complete an AQF qualification, skill set or VET course on UTAIT scope of registration.
 - An AQF qualification, skill set or VET course can be completed in a manner which does not meet the requirements of the AQF volume of Learning, except where there is a sound educational rationale for a signification variation.
 - A learner will obtain a particular employment outcome where this is outside the control of UTAIT.

Use of Testimonials, Photographs and Video Featuring Employees or Students

Testimonials, photographs and video featuring UTAIT Employees or Students will only be used where permission has been given in writing by the individuals involved.

These written permissions form (UTF42) will be presented to the Director - Compliance along with the request for approval and will be recorded by the by the Marketing Manager in the Master folder – Marketing materials.

UTAIT Employees or Students may terminate their consent to use their testimonials, photographs and video by sending a written request to UTAIT. These request will be recorded in the Continuous Improvement Register and will be acted upon at the next review of the relevant marketing materials.

6. Approval

- Any document (either electronic or paper) will undergo a series of reviews until a Final Draft Version is available.
- A copy of this document will be approved by the Director - Compliance prior to publication. For paper based material – a signed copy approved and date of the original must be maintained on file. For electronic material, a “pdf” version of the screen (or screens) must be produced and attached to an approval email from the Director - Compliance.
- Example of approval from the Director - Compliance in Marketing Materials:

Approved by	Signature
 Director - Compliance:	

- Copies of approved marketing materials are filed in the Master Copy - Marketing material file.

7. Use of the Nationally Recognised Training (NRT) Logo

The NRT logo may only be used in accordance with the guidelines published by ASQA at this location [http://www.asqa.gov.au/verve/resources/NRT_logo_specifications_NEW.pdf#search=nrt logo](http://www.asqa.gov.au/verve/resources/NRT_logo_specifications_NEW.pdf#search=nrt%20logo).

In accordance with these guidelines:

1. The NRT logo may only be used in association with Training Package qualifications or courses accredited by ASQA, ASQA's delegate, or a State or Territory Accreditation Body
2. The NRT logo may only be used to advertise qualifications and accredited courses which are within UTAIT scope of registration at the time of advertising
3. The NRTO logo must never be used on products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, packaging around products nor learning resources supporting training.
4. The NRT logo can only be reproduced from hard or electronic copies provided by the registering/course accrediting body in the State or Territory where the RTO is registered. There are strict composition and colour requirements described in the guidelines.

8. Pre-enrolment Information Provisions

The Director - Compliance is required to ensure that all students receive the following information prior to enrolment in a course with the UTAIT.

The information required is:

1. the services to be provided
2. their rights and obligations in undertaking the course
3. fees payable, including:
 - i. the total amount of all fees including course fees, administration fees, materials fees and any other charges
 - ii. payment terms, including the timing and amount of fees to be paid and any non-refundable deposit/administration fee

- iii. the nature of the guarantee given by the UTAIT to complete the training and/or assessment once the student has commenced study in their chosen qualification or course.
- iv. the fees and charges for additional services, including such items as issuance of a replacement qualification testamur and the options available to students who are deemed not yet competent on completion of training and assessment
- v. the organisation's refund policy. This information must be provided prior to accepting course money from the student.

In order to ensure that this is the case, the Director - Compliance will sign off on the enrolment documentation provided to prospective students prior to it being deployed.

Marketing brochures/leaflet must include the following information:

- ☐ Code and title of the training product as per training.gov.au
- ☐ Currency of the training product
- ☐ Estimated duration of training and/or assessment
- ☐ Location/s where training and/or assessment will be provided
- ☐ Mode/s of delivery
- ☐ Name and contact details of any third party providing services
- ☐ Work placement arrangements
- ☐ Confirmation that the RTO is responsible for compliance of training and/or assessment
- ☐ Confirmation that the RTO is responsible for issuance of AQF certification documentation
- ☐ Details of the RTO complaints and appeals processes (also refer Clauses 6.1 – 6.4)
- ☐ The learner's rights if the RTO or a third party closes or ceases to deliver the agreed training and/or assessment
- ☐ The learner's obligation to repay any VET FEE-HELP debt
- ☐ Any entry requirements
- ☐ Any materials and equipment the learner must provide
- ☐ Any implications on the learner's entitlement to access government funding by undertaking the training and/or assessment
- ☐ UTAIT RTO Code, Logo, address and contact details

9. Monitor marketing materials

- All approved materials are filed in Master Copy - Marketing material file by the Compliance Director.
- Any issue with marketing materials identified is recorded in the Continuous Improvement Register. Review of marketing materials is treated as part of the continuous improvement process. Refer to UTP20 - Continuous Improvement Policy and Procedure.

Revision History

Version	Continuous Improvement Reason	Continuous Improvement Change
1.0	Original document	
1.1	Policy to reflect the needs of using testimonials, Photographs and Videos	Add the use of testimonials, photo in clause 5 of the policy Create form UTF42 – Consent Form for release of Information