



Australian Alpine Training Institute

# MARKETING POLICY AND PROCEDURE

National Code Standard 1 and  
Condition 8 of AQTF Standards for Registration

## **PURPOSE**

To establish a procedure that clearly articulates the process to be followed when designing marketing materials for the RTO. This will ensure that the RTO will market its education business in a professional, honest, ethical and accurate manner, maintaining integrity and reputation of itself, the industry and registered providers.

## **PROCEDURE**

Marketing materials will be designed in collaboration between the Marketing Manager and Training Manager. Accuracy, integrity, currency and validity will be checked by both managers. Marketing materials will be edited with all due care and responsibility and must reflect that the training organisations primary function is that of education and must clearly articulate the knowledge and specialisation of the RTO as educators.

All marketing materials, including electronic form must clearly identify the RTOs legal identity and trading name with the ABN or ACN number and the CRICOS number.

The CRICOS code must also be shown with the course offered and unit code and NRT logo stating the AQF outcome.

The materials must not be misleading in any way, shape or form.

Once the materials are completed, they are provided to the CEO for checking and signoff for release.

## **RELEASE**

The [RTO] must obtain written permission from the owner of any article/item/testimonial and/or photograph/video which is to be used in the [RTOs] marketing campaigns. This must be documented on the appropriate form – see below.

## **RESPONSIBILITIES & ACTION**

The marketing manager will ensure that any article/item/testimonial and/or photograph/video which are to be used in the [RTOs] marketing campaigns will be approved via the completion by the permission provider on the Permission Authority form.

The training manager must ensure that the NRT logo is used only within the rules of the

AQF implementation handbook and NRT logo specifications.

The marketing manager in consultation with the training manager will complete the marketing materials checklist to ensure that the materials comply with the standards. If any statements about possible migration outcomes are to be provided then this must also be approved by our migration agent, refer to Marketing Materials Checklist 21. Marketing materials will then be forwarded to the CEO with the materials checklist. The CEO and/or designated person will then validate the materials to ensure that they are accurate and contain no misleading information.

The final proof will be attached to the marketing checklist and marketing authorisation form, which is to be completed by the CEO.

The materials must be version controlled and archived showing changes and improvements.

Any associations with other providers must be detailed in the associations register.

The marketing permission register is to be completed by the marketing manager.

Once the CEO has completed the marketing authorisation form, the materials are ready for release to print.

**Materials that require the registered provider's name and CRICOS number:**

All training materials	Business cards	Flyers
Course brochures	Email	Website
Student handbook	Student induction handbook	Print ad
Poster	Any materials that make an offer to overseas students or intending overseas students	
Letterhead	Any materials that invites an overseas students to undertake or apply to undertake a course	
Signature block	Any part of marketing that may be separated or pulled out from the marketing materials	

**Related documents:**

Authority permission form  
Marketing materials checklist  
Marketing authorisation  
Course brochure inserts