



Advertising Policy and Procedure

As a Registered Training Organisation the Australian Ski Patrol Association is required to adhere to regulations regarding logo usage and ethical and correct advertising.

The Australian Ski Patrol Association must represent its training to prospective clients accurately regarding the awarding of AQF qualification and Statement of Attainments in a way consistent with the scope of registration. Misrepresentation could result in the withdrawal of RTO status and as such must be strictly adhered to.

The following terminology cannot be used in advertising if the course being advertised is outside the scope of the Australian Ski Patrol Associations registration:

1. Nationally Recognised Training
2. VETAB Recognised Training
3. Registered by VETAB to issue the following qualifications

When advertising the Australian Ski Patrol Association must ensure that training services leading to AQF qualifications and/or Statement of Attainment are advertised separately from any other training/assessment services.

All brochures, advertisements, certificates, statements of attainment, correspondence and media productions must be checked by the Executive Officer against the criteria of the relevant licensing bodies as provided at the time of registration.

Use Of Outside Personal Or Organisational Material

The Executive Officer on behalf of the Australian Ski Patrol Association is required to ensure that written permission is gained from any person or organisation for the use of any marketing or advertising material which refers to that person or organisation, and must abide by that permission.

Logo Usage

Vocational Education and Training Accreditation Board Logo

As a Registered Training Organisation registered in the state of NSW the following requirements regarding the display of the Vocational Education and Training Accreditation Board logo must be adhered to:



The logo should be used on formal documents produced under authority of the VETAB: qualifications, certificates of accreditation, recognition and registration.

Use of the VETAB Logo in Advertising and Testamurs

- The logo may only be used by RTOs.
- Its use is optional, although it is encouraged by VETAB as a generally desirable form of identification.
- It may only be used :
 - i. Next to the name of a training package qualification or accredited course, or against a list of training package qualifications or accredited courses provided they are clearly differentiated from any non-accredited courses. It may, for example, be used at the head or foot of a panel devoted exclusively to qualifications and accredited courses and clearly distinguished from non-accredited courses.
 - ii. In an explanation of what the logo means e.g. “ This VETAB logo beside a course indicates that the course is accredited and leads to a nationally recognised qualification, and that the provider is registered.”
- The logo cannot be used on the organisation’s stationery or elsewhere to indicate its RTO status.
- Reproduction of the logo should be of “high quality”, and the design elements, proportions and colours must not be altered.
- The approved colours are PMS Blue 280, PMS Yellow 116, and Black. If your form of printing does not allow each of these colours to be reproduced the logo should appear only in black. Under no circumstances should it be reversed.
- The descriptor “NSW Vocational Education and Training Accreditation Board”, typeset in Univers, must be included in the VETAB logo, except where the logo is so small as to make the descriptor illegible. Where this occurs a larger complete logo (with the descriptor legible) must be used elsewhere in a prominent position in the publication accompanied by an explanation of what the logo means (see ‘ii ’ above).
- To obtain the VETAB logo contact VETAB by phone, fax or email and include a contact name and postal and email address.

General Guidelines for Advertising and Promotion

- a. RTOs are *registered* by VETAB and qualifications and courses are *accredited* by VETAB. The terms are not interchangeable.
- b. An RTO can only use the term ‘*registered*’ to describe its RTO status e.g. “VETAB registered” or “ registered by VETAB”. In such cases it must include the name of the authority that registered it.
- c. ‘*Accredited*’ can only be used in relation to training package qualifications and courses and is the only term that can be used to indicate that they are accredited by VETAB e.g. “VETAB accredited” or “accredited by VETAB”. The term cannot be applied to the organisation or to training personnel.
- d. VETAB-accredited courses and other courses can only be included in the same advertisement if there is a clear distinction between the two. The text



should clearly indicate which are accredited and which are not, and qualifications and accredited courses should be listed separately from other courses.

- e. A course must be identified by its correct, complete title, including the actual qualification level, as it appears on the VETAB Registration Certificate and NTIS database, the NTIS code being included in brackets e.g. "Certificate IV in Hospitality (Food and Beverage Supervision) (THH42397)."
- f. In any advertising of individual units of competency or course modules the parent qualification must be clearly identified so that students are made aware of the qualification. If space permits VETAB suggests listing all units of competency / modules and explaining that completion of one or more units leads to a Statement of Attainment.
- g. A provider must not claim that a training package qualification or accredited course is about to be accredited, its accreditation is pending, or it is about to be added to its Scope.
- h. A training organisation must not falsely claim that it is registered, nor claim that it is about to be registered by VETAB or that its registration is pending.
- i. An RTO must not use advertising or promotional material that is misleading or ambiguous and may not include in it any reference to a competing provider or its courses.
- j. An RTO must use either its legal name or trading name exactly as it appears on its registration certificate.

Australian National Training Authority Logo

The nationally recognized training log must be used on all Australian Qualifications Framework (AQF) qualifications and statements of attainment issued by the Australian Ski Patrol Association.

The logo can only be used when:

1. Training and assessment lead to nationally recognized Australian Qualifications Framework (AQF) qualifications or statements of attainment.
2. Australian Ski Patrol Association is complying with the quality requirements of the standards
3. That information in the advertising is correct and ethical.
4. The logo is not to be altered in any way from the original (Figure 3) with the exception of printing in black and white.



Figure 3



NOTE: Under no circumstances is either Logo to be used in Advertising or on the issuance of qualifications, statements of attainment or certificates for courses that are non-accredited in the scope of the Australian Ski Patrol Associations RTO registration.