

# LATROBE COLLEGE OF ART AND DESIGN

## MARKETING PP

Standard 1 ESOS Code of Practice 2018 / RTO Standards 2015, 4.1 / VET Student Rules, Section 142

### See also:

**M1 Marketing PP**

**P7 Code of Practice**

**S1 International Student Kit**

**S2 Student Manual**

### POLICY

Latrobe College of Art and Design, staff and those who might be acting for the college in third party arrangement are committed to marketing its training and assessment services in an accurate, ethical and responsible manner ensuring that all clients are provided with timely and necessary information.

LCAD's Marketing complies with the Australian Consumer Law. That LCAD's marketing information will not be false or misleading. That the college has included its RTO and CRICOS number on all its publicised documentation.

### PROCEDURE

All marketing material must be accurate and approved by the Coordinator prior to publication or distribution.

The Coordinator shall ensure that LCAD meets the following:

Information, whether disseminated directly by LCAD or on its behalf, is both accurate and factual, and:

- accurately represents the services it provides and the training products on its scope of registration;
- LCAD will only advertise and market non-current courses and training programs whilst they appear on the LCAD's Scope of Registration.
- all marketing and advertising products including electronic advertising includes its RTO & CRICOS registration number; and only refers to another person or organisation in its marketing material unless written permission has been sought;
- The college will not use any information about a client , another person or organisation, unless written permission has been given;
- LCAD will ensure at all times that full details or special conditions applying to our services will be communicated to our clients
- Any advertisements referring to our status or course contents will be defined clearly and without misrepresentation
- Will only use the "**National Recognition of Training**" logo only in accordance with the strict conditions of use.
- Will only use the VET Student Loans logo in accordance with the strict conditions of use.
- makes it clear where a **third party** is recruiting prospective learners for the RTO on its behalf;
- distinguishes where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on its behalf by a **third party**;
- distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered by the RTO;
- The college's marketing, course and qualification materials will include the code and title of any training product, in the correct form, as published on the National Register
- only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised; In other words, LCAD will not make false or misleading promises.
- includes details about any **VET Student Loans** or government funded subsidy or other financial support arrangements associated with the RTO's provision of training and assessment; and

### Does not guarantee that:

- a learner will successfully complete a training product on its scope of registration; or

- a training product can be completed in a manner which does not meet the requirements of Clause 1.1 and 1.2; or
- a learner will obtain a particular employment outcome where this is outside the control of the RTO.

### **The VET Student Loan logo**

Must only be used under the conditions as outline in the below link:

[https://docs.education.gov.au/system/files/doc/other/vet\\_student\\_loans\\_advertising\\_materials-style\\_guide.pdf](https://docs.education.gov.au/system/files/doc/other/vet_student_loans_advertising_materials-style_guide.pdf)

### **Conditions of use of National Recognition of Training logo (Schedule 4 of the RTO Standards 2015)**

The Nationally Recognised Training (NRT) logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to AQF certification documentation. The NRT Logo is a registered trade mark.

The following describes a range of situations and conditions for using the NRT Logo.

#### **Advertisements and promotional information in any medium (print, television, radio, banners, internet, etc.)**

1. RTOs registered by any VET Regulator may use the NRT Logo to promote nationally recognised training provided that training is within the RTO's scope of registration.
2. Impressions must not be created that may lead an observer to conclude the NRT Logo applies to all training provided by the RTO, if this is not the case. The NRT Logo cannot be used by an RTO where the training is accredited, but is outside the scope of registration of the RTO. Where training is being promoted and does not meet the requirements stipulated in the VET Quality Framework or is outside the RTO's scope of registration, it must be made clear the NRT Logo is not associated with that training.
3. Use of the NRT Logo is only permitted where there is a direct relationship to an AQF qualification and/or unit of competency as specified within training packages or VET accredited courses.

#### **Student information (brochures, course handbooks, prospectuses, etc.)**

4. When an RTO is promoting the training it offers and wishes to use the NRT Logo, its 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.

#### **Corporate stationery, business cards, buildings, training resources and marketing products**

5. The NRT Logo must not be used on products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, packaging around products nor learning resources supporting training.

#### **Certificates, Statements of Attainment and other testamurs**

6. The NRT Logo must be depicted on all AQF certification documentation issued by the RTO. These can only be issued by an RTO when the qualification and/or unit of competency are within the RTO's scope of registration. The NRT Logo must not be depicted on other testamurs or transcripts of results.

### **VET Student Loans**

#### **The college will not:**

- Mention the availability of a VET Student Loan in any of the college's social media marketing.
- Engage in cold-calling to market courses and offer a VET Student Loan
- For third parties (agents or brokers) to provide any information about a VET Student Loan
- The offering of benefits such as laptops/tablets, prizes or vouchers of greater than a \$30 value to encourage students to sign up for a VET Student Loan
- The description of training that is paid for through the student's VET Student Loan as being 'free', 'government-funded', or any other term that implies it is 'not a loan'.

The college's marketing or advertising material clearly indicates that the VET Student Loan is a loan and how much a student is able to defer their course fees to that loan.