

## **RTO011 Policy Providing Accurate and Accessible Information and Advertising and Marketing**

### **1. Purpose**

To ensure that Health Information Management Association of Australia Limited (HIMAA) provides accurate and accessible information on its services and performance and that this information is made available to all prospective and current learners and clients.

HIMAA must ensure that its advertising and marketing material is ethical, accurate and consistent with their scope of registration.

HIMAA as an organisation complies with all legislation regarding its advertising and marketing.

### **2. Scope**

This policy applies to all HIMAA staff members.

### **3. Standard 4 Clause 4.1**

Accurate and accessible information about an RTO,, its services and performance is available to inform prospective and current learners and clients.

To be compliant with Standard 4 the RTO must meet the following:

4.1 Information, whether disseminated directly by the RTO or on its behalf, is both accurate and factual, and;

- a) Accurately represents the services it provides and the training products on its scope of registration;
- b) Includes the RTO code;
- c) Refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained;
- d) Uses the NRT Logo only in accordance with the conditions of use specified in Schedule 4;
- e) Makes clear where a third party is recruiting prospective learners for the RTO on its behalf;
- f) 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;
- g) 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;
- h) Includes the code and title of any training product, as published on the National Register, referred to in that information;
- i) Only advertises or markets a non-current training product while it remains on the RTO's scope of registration;

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- j) 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;
- k) Includes details about any VET-FEE-HELP, government funded subsidy or other financial support arrangements associated with the RTO's provision of training and assessment; and
- l) Does not guarantee that
  - I. A learner will successfully complete a training product on its scope of registration; or
  - II. A training product can be completed in a manner which does not meet the requirements of Clause 1.1 and 1.2: or
  - III. A learner will obtain a particular employment outcome where this is outside the control of the RTO.

#### **Schedule 4**

##### **Conditions of Use of NRT Logo**

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 trademark.

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 the 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 stationary, business cards, buildings, training resources and marketing products**

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

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### **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.

### **Standards Clause 1.1 -1.2**

- 1.1 The RTO's training and assessment strategies and practices, including the amount of training they provide, are consistent with the requirements of training packages and VET accredited courses and enable each learner to meet the requirements for each unit of competency or module in which they are enrolled.
- 1.2 For the purpose of Clause 1.1 the RTO determines the amount of training they provide to each learner with regard to:
  - a) The existing skills, knowledge and the experience of the learner;
  - b) The mode of delivery; and
  - c) Where a full qualification is not being delivered, the number of units and/or modules being delivered as a proportion of the full qualification.

## **4. References**

This Policy is developed within the guidelines and requirements for

- National Vocational Education and Training Regulator Act 2011
- Standards for Registered Training Organisations (RTOs) 2015
- User Guide Standards for Registered Training Organisations (RTOs) 2015
- Australian Quality Skills Authority (ASQA)
- Australian Consumer Law 2011
- Competition and Consumer Act 2010
- Trading Practices Act 1974 Practices Amendment (Australia Consumer Law) Bill (no.2) 2010
- Corporations Act 2001
- Fair Trading Act 1972 (Consumer Affairs)
- Spam Act 2003
- Nationally Recognised Training (NRT) Logo Specifications
- Australian Qualification Framework (AQF)
- RTO011 SOP Providing Accurate and Accessible Information and Advertising and Marketing
- RTO020 Form Advertising and Marketing Approval
- ORG008 Form Publicity Consent
- RTO021 Form Advertising and Marketing Information Map Checklist
- ORG009 Form Acceptance for Presentation and Publication of Papers or Abstract and Consent for Publicity
- ORG001 Form HIMAA Copyright Licence for Publication of Presentation Papers, Abstracts and Publicity Consent

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## 5. Policy

- 5.1 HIMAA ensures it accurately represents the services HIMAA provides including the training products on HIMAA's scope of registration.
- 5.2 HIMAA ensures that the RTO Code is visible on all its advertising and marketing and documentation required under the standards.
- 5.3 HIMAA will refer to another person or organisation in its marketing material only if consent has been obtained from the person or organisation.
- 5.4 HIMAA will only use the NRT Logo in accordance with the standards and the NRT Logo specifications.
- 5.5 HIMAA when using a third party ensures that the learner or prospective learner is aware of this and the purpose of the third party's role and services a third party will be providing.
- 5.6 HIMAA ensures that learners and clients are aware of the difference between Nationally Recognised Training and issuance of AQF certification documentation and training that is not recognised training and assessment.
- 5.7 HIMAA includes the code and title of all its training products as published on the National Register.
- 5.8 HIMAA will only advertise a non-current training product while it remains on HIMAA's scope of registration.
- 5.9 HIMAA does not guarantee that learners who undertake HIMAA's courses will successfully complete the training product on HIMAA's scope of registration.
- 5.10 All HIMAA training products meet the training package requirements.
- 5.11 HIMAA does not guarantee that a learner will obtain a particular employment outcome after completing its training.
- 5.12 HIMAA ensures that all advertising and marketing is not false or misleading.
- 5.13 HIMAA ensures that all advertising and marketing is ethical and accurate.
- 5.14 HIMAA ensures it only advertises and markets Vocational Education and Training (VET) courses that are on its scope of registration.
- 5.15 HIMAA's Quality and Compliance Officer checks all marketing prior to approval by the CEO.
- 5.16 All HIMAA's advertising and marketing is approved by the CEO prior to being published.
- 5.17 HIMAA ensures that its advertising material does not breach legislation.

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