

## **RTO011 SOP 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 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 RT'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. Definition**

**AQF certification documentation** – is the set of official documents that confirms that an AQF qualification or statement of attainment has been issued to an individual.

**AQF Qualification** – means an AQF qualification type endorsed in a training package or accredited in a VET accredited course.

**National Register** – means the register maintained by the Commonwealth Department responsible for VET and referred to in section 216 of the National Vocational Education and Training Regulator Act 2011.

**Nationally Recognised Training (NRT) Logo** – means the logo used nationally to signify training packages and VET accredited courses.

**Scope of registration** – means the training products for which an RTO is registered to issue AQF certification documentation. It allows the RTO to:

- a) Both provide training delivery and assessment resulting in the issuance of AQF certification documentation by the RTO; or
- b) Provide assessment resulting in the issuance of AQF certification documentation by the RTO.

**RTO Code** – means the registration identifier given to the RTO on the National Register.

**Statement of Attainment** – means a statement issued to a person confirming that the person has satisfied the requirements of the unit/s of competency or accredited short course specified in the statement.

**Unit of competency** – means the specification of the standards of performance required in the workplace as defined in a training package.

**VET Regulator** – means:

- a) The National VET Regulator; and
- b) A body of a non-referring State that is responsible for the kinds of matters dealt with under the VET legislation for that State.

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## 5. References

- 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

## 6. Procedure

- 6.1 HIMAA ensures that all its information is accurate and accessible to its learners by providing the information including policies and procedures on the HIMAA website. This is located in the Education Services section of the website. Learners also have access to this information in the student handbook that can be downloaded from the website or provided to learners prior or when they enrol into a course.
- 6.2 HIMAA ensures that if we are using the services of a third party the third party is inducted into HIMAA's policies and procedures and given proper training on the information they can provide to learners about HIMAA's courses. HIMAA also informs its learners the role the third party is doing on HIMAA's behalf.
- 6.3 HIMAA only advertises the courses it provides that are nationally recognised and that are on HIMAA's scope of registration. HIMAA has two courses that are not nationally recognised and the learner does not obtain a statement of attainment (SOA) for this course; the learner receives a certificate of achievement.
- 6.4 HIMAA includes its RTO code on all advertising, marketing, website, student handbook, course information, brochures, newsletters, eAlerts and statements of attainment. Learner's can verify on the National Register that the SOA they have received is on

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HIMAA's scope of registration. Learners can also read information about HIMAA's services on the National Register.

- 6.5 HIMAA uses the NRT Logo within the Standard's requirements and specifications. The NRT Logo is used on HIMAA SOAs, brochures and course information within the guidelines.
- 6.6 HIMAA ensures that learners are aware of the differences between Nationally Recognised Training and other training. HIMAA SOAs have the NRT Logo. Our Comprehensive Medical terminology and the Refresher courses are not Nationally Recognised Training the learner receives a Certificate of Achievement this does not have NRT Logo.
- 6.7 HIMAA includes the code and title of the units of competency HIMAA has on scope on all marketing and advertising materials, brochures, website and SOAs etc. this is published as the unit and title as stated on the National Register.
- 6.8 HIMAA does not inform its learners that by completing the course HIMAA can guarantee employment as this is outside HIMAA's control. HIMAA informs learners prior to enrolment the course length, fees, assessment schedules, mode of delivery and any other information that is relevant to the learner. HIMAA's Student Support and Administration Officer inform the learner of any information they may require.
- 6.9 HIMAA ensures that with all advertising and marketing it meets all legislation requirements and guidelines. HIMAA's Quality and Compliance Officer checks that all advertising meets these requirements by using the RTO020 Form Advertising and Marketing Approval. This is completed for all advertising, marketing, eAlerts, newsletters, website, brochures, facebook posts etc.
- 6.10 The Chief Executive Officer (CEO) has the final approval on the advertising and marketing material after it has been checked by the Quality and Compliance Officer. Once the CEO has approved the marketing material it is sent to the developers for publishing or production (e.g. cups, AGM reports etc).
- 6.11 HIMAA ensures that when it advertises Vocational Education and Training (VET) courses the following information is included or obtained prior to advertisement being published
  - Course name
  - Entry requirements
  - Unit of competency code and title
  - RPL opportunities
  - Fees
  - Course duration
  - Contact details for further information
  - Qualification or accredited course leading to a Statement of Attainment
  - NRT logo (may be used on advertising materials)( if used it must meet the guidelines for NRT logo use).
  - AQF logo (if used it must meet the guidelines for the AQF logo use).

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- 6.12 HIMAA ensures that if the advertising and marketing material uses a person's image, name or any other organisation details written permission is obtained from the person using the form ORG008 Form Publicity Consent or the ORG009 Form Acceptance for Presentation and Publication of Papers or Abstract and Consent for Publicity. This is prior to the information being published in any form. The consent forms are saved on the g drive in the folder of either the Membership Officer or the Marketing and Events Coordinator.
- 6.13 HIMAA ensures that they hold a licence for photos and images used in HIMAA's advertising and marketing materials that HIMAA holds a license to use the image. HIMAA staff must not use photos or images for which we do not hold a licence.
- 6.14 HIMAA can use images from Creative Commons as long as the staff member acknowledges the source appropriately (see the Copyright Policy).
- 6.15 When HIMAA staff are using emails for advertising purposes the message must have clear and accurate information and identification of who is responsible for sending the message. It must have e contact details and the method to unsubscribe from receiving the emails or messages.
- 6.16 If information that is provided to learners is updated, the information must be updated on all documents that refer to the change. This ensures that information is kept accurate and up to date.
- 6.17 HIMAA Quality and Compliance Officer, where version control is applicable, is to update all documents and document register and archive old documents where applicable.
- 6.18 Any staff member who makes a change to any information for advertising and marketing needs to refer to the Information Map (see the Training Manager for access to this document). The Information Map ensures that the changed information is updated in all areas.
- 6.19 The Quality and Compliance Officer is to check that the information has been changed in all areas and completed correctly using the RTO021 Form Student Information Map Checklist for verification.

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