



THE RTO MARKETING PROCEDURE

1. PURPOSE AND SCOPE

1.1 The purpose of this Procedure is to provide the means that supports legislative and regulatory obligations, and quality standards, related to the marketing of nationally accredited courses and programs to prospective students and stakeholders, and to ensure all marketing is consistent with The College RTO's scope of registration and the University's marketing guidelines.

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2. DEFINITIONS

2.1 For the purposes of this Policy the following definitions apply:

2.1.1 AQF – Australian Qualifications Framework.

2.1.2 ASQA –



3.2 To ensure the College's RTO compliance, statutory and legal obligations are satisfied, this Procedure is provided as a guide for the management and staff of the College and University in support of those objectives.

3.2.1 The following information will be made available to potential students:

3.2.1.1 Course or program information on webpage.

3.2.1.2 Course or program outline / brochure / flyer.

3.2.1.3 Course or program fees, including any gap payments for funded training, where applicable Student Handbook.

3.2.1.4 Policies and procedures on The College website.

3.2.1.5 Application / Enrolment form inclusive of enrolment terms, conditions and disclosure statement.

3.2.1.6 Course advertisements on online platforms.

3.2.1.7 Course promotional materials (eg: postcards, posters).

3.2.2 The following guidelines are to be followed when preparing advertisements and promotional information, Western Sydney University The College (The RTO) must:

3.2.2.1 Provide up to date and accurate information about the courses being advertised and the outcomes associated with those courses, including:

a. Identifying The College RTO by its legal and trading names, including RTO registration code.

b. Contact information for The College RTO.

c. Full and correct qualification code and title.

d. Full and correct codes and titles of unit/s of competency, and identification of their core/elective status.

e. Fees.

f. Payment terms.

g. Availability of funding or government subsidy.

h. Duration of course/program.

i. Estimated time commitment for successful completion.

j. BDC 0-6.6 (o)-8.4 (d)4.7 (e)0.8 (and)4.8 (t)-6.8 (i)-15.3 (t)-6.9 0.261 0 T/ (m)-7.



3.2.2.2 Where applicable, addresses any third-party licencing and certification requirements (for example, inclusion of the Liquor and Gaming ATP logo on all RSA material), provide information within the Student Handbook on the following topics:

- a. The relationship between The College RTO, The College and Western Sydney University.
- b. Contact information for The College RTO.
- c. A



- 3.2.2.5 provide accurate information about any work-based training a student is required to undertake as part of the course.
- 3.2.2.6 maintain a clear distinction between nationally endorsed training being offered and other training being offered by Western Sydney University The College (The RTO) (The RTO).
- 3.2.3 Western Sydney University The College (The RTO) must not:
 - 3.2.3.1 Provide false or misleading information.
 - 3.2.3.2 Provide any guarantees to students about the successful completion of training or any employment outcome that is outside of the control of The College RTO.
 - 3.2.3.3 Integrate or confuse in any way training that is nationally recognised with training that is not.



scheduling of marketing activities, release and publication of the approved marketing information and updating of all collateral to a compliant standard.

4.9 Procedure Step 5: Campaign Reporting

4.10 Upon CEO approval to proceed with the campaign, the RTO Director works with the Operations Manager, the OMC and relevant agency stakeholders to coordinate the scheduling of marketing activities, release and publication of the approved marketing information and updating of all collateral to a compliant standard.

4.11 Procedure Step 6: Post Campaign Review and Filing

4.12 Campaign data related data is reviewed and assessed by key stakeholders for effectiveness and efficacy. Key learnings are recoded for future utilisation. The Operations Manager saves the documents and completed Checklist (CHK002_1) to the document management system.

5. RELATED LEGISLATION/POLICIES/PROCEDURES

5.1 The RTO Marketing Policy

5.2 The RTO Marketing Checklist (CHK002_1)



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Status and Details

Status	Current
Version	1
Effective Date	21 November 2022
Review Date	21 November 2025
Approval Policy	The College Senior Management Team

Governing