

### Advertising and Marketing

Zero Harm Safety and Training will ensure that marketing and advertising of AQF qualifications to prospective learners is ethical, accurate and consistent with its scope of registration.

Critical with this requirement, is compliance with the conditions of use for the Nationally Recognised Training (NRT) logo. These conditions are specified within the Standards for Registered Training Organisations at Schedule 4.

All staff with responsibility to prepare advertising and marketing materials are to be fully conversant with the requirements detailed in this document.

#### Authorisation

All advertisements and marketing material must be approved by the Chief Executive Officer before it is released. No staff member of Zero Harm Safety and Training is authorised to approve the use of any advertisements or marketing material.

#### Advertisements and promotional information

The following guidelines are to be followed when preparing advertisements and promotional information.

Zero Harm Safety and Training must:

- include a direct reference to Australian Consumer Law;
- only advertise those qualifications or units of competency that are listed as current on the Zero Harm Safety and Training scope of registration;
- identify qualifications in advertising by their full code and title as they appear in the training package and not to represent these qualifications or units of competency in any other way;
- provide accurate information about the courses being advertised and the outcomes associated with those courses;
- provide accurate information about any work-based training a student is required to undertake as part of the course;
- provide accurate information about any prerequisites for entry to the course (including language literacy and numeracy requirements);
- maintain a clear distinction between nationally endorsed training being offered and other training being offered by Zero Harm Safety and Training;

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- use the NRT logo only in accordance with the Standards for Registered Training Organisations, Schedule 4;
- identify Zero Harm Safety and Training in any marketing material by its full RTO code and legal name;
- clearly distinguish where training and assessment is being delivered on behalf of Zero Harm Safety and Training by any third-party organisation;
- include details about any government funded subsidy or other financial support arrangements associated with the provision of training and assessment;
- monitor closely the advertising and marketing been provided by any third-party organisation on behalf of Zero Harm Safety and Training.

Zero Harm Safety and Training must not:

- provide false or misleading information in relation to course requirements when seeking to enter into a written agreement;
- provide any guarantees to learners about the successful completion of training or any employment outcome that is outside of the control of Zero Harm Safety and Training;
- integrate or confuse in any way training that is nationally endorsed with training that is not accredited;
- refer to another person or organisation in any marketing material without obtaining prior consent and approval;
- provide approval for any third-party organisation to advertise on behalf of Zero Harm Safety and Training unless it is appropriately specified with limitations within a written and signed agreement with the third-party organisation.

### **Marketing non-accredited training**

When Zero Harm Safety and Training is promoting the non-accredited training, it must clearly distinguish between nationally recognised training and that which is not nationally recognised. The NRT logo must not be used in association with non-accredited training. Practices where nationally endorsed and non-accredited training are combined within a brochure or a website are to be avoided. Ideally it is best to separate these course offerings into different areas of our website to make a clear distinction.

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### **Stationery, business cards, building signage, training resources**

The NRT logo is not to be used on Zero Harm Safety and Training products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, coffee cups, USB sticks and packaging around products. The NRT logo must also not be incorporated into or on the cover of learning and assessment resources supplied by Zero Harm Safety and Training. This includes PowerPoint presentations.

### **NRT Logo Colours**

Where the NRT logo is reproduced in one colour, it should preferably be in GREEN PMS 343 or, where this is not suitable, it may be reproduced in black. In some situations, the background colour may clash or the logo may not be prominent. In those situations, the black logo may be reversed out to display in white.

### **Delivery of standalone units of competency**

Where Zero Harm Safety and Training has qualifications on its scope of registration, the core units of competency and the listed (named) elective units of competency may be offered and delivered as standalone units of competency. This means that whilst these units of competency are not individually listed on the Zero Harm Safety and Training scope of registration, they are approved by ASQA for delivery as standalone units and Zero Harm Safety and Training does not need to seek approval for the delivery of these units of competency. Zero Harm Safety and Training is entitled to publish advertising that promotes these standalone units of competency as individual courses.

### **Informing learners of their rights and obligations**

It is a mandated requirement within the Standards for Registered Training Organisations for Zero Harm Safety and Training to inform learners prior to their enrolment about their rights and obligations, about the services to be provided and about the payment of fees, other charges and refund arrangements. Whilst this requirement relates to the marketing and advertising of training, it is addressed in policy arrangements detail within the Enrolment Policy provided within this policy manual.

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