

1. Policy Statement

Mentor Human Resources Pty Ltd (Mentor) will market, promote and advertise its training products and services in an ethical and professionally responsible manner.

This policy applies to all marketing materials including, but not limited to: flyers, brochures, e-mails, faxes, letters, the pre-enrolment information, website information and any other material used to promote Mentor.

2. Compliance Referencing

Standards for RTOs 2015; Standard 1, 2, 3, 4, 5 and 6.

3. Ethical Marketing Practices

An individual's written permission will always be gained before using information about that individual in any marketing materials:

- The dignity and privacy of an individual will be respected at all times.
- Respect will be given to the confidentiality of information acquired in the course of Mentor operating as a Registered Training Organisation.
- An individual's written permission will be gained before Mentor can use information about that individual in any marketing or promotional materials. Staff members will ensure conformity to all relevant privacy legislation.
- The marketing material used to represent Mentor will encourage access to its services for all persons and will not discriminate against any sector of society.

4. Accurate and Clear Marketing

Mentor must ensure their marketing and advertising of AQF and VET qualifications to prospective clients is ethical, accurate, and consistent with their Scope of Registration, Mentor will:

- Market and advertise their products and services in an ethical, factual, accurate and clear manner;
- Market their products and services with integrity, and professionalism to avoid vague and ambiguous statements;
- Market their products and services to safeguard the interests and welfare of all clients and students;
- Does not guarantee that a student will complete a training product on their Scope of Registration;
- Operate in accordance with the national protocol for marketing and advertising;
- Ensure the NRT logo is used to promote and certify National Vocational Education and Training leading to AQF qualifications or Statements of Attainment and is used only in accordance with their conditions of use (refer to the use of NRT logo process).

5. Procedures

The following procedure ensures accuracy and integrity of all marketing and promotional materials representing Mentor. It ensures all marketing materials and practices for Mentor are authorised by an appropriate person before implementation:

- The RTO Administration is responsible for ensuring all marketing information and practices are professional and maintains the integrity and reputation of the industry and other registered providers. This responsibility is included in their position description.
- The RTO Administration shall ensure all new material or information developed for marketing and advertising purposes are authorised by the Manager prior to release.

In authorising the marketing/promotional material, the Manager shall:

- Ensure all marketing and advertising products including electronic advertising contain the Mentor's TOID;
- Not allow false or misleading information to be present within any documents or information developed by Mentor;
- All marketing material must accurately represent the course/s being advertised;
- Include the title and code of any training product, as published on www.training.gov.au
- Only advertise current training products in Mentor's Scope of Registration;
- Acknowledge in a prominent way that the training services are provided to eligible individuals with funds made available by the appropriate Government authority;
- When relevant includes any details about VET Fee-Help, or other financial support arrangements associated with the provision of training and assessment if relevant;
- Distinguishes between nationally recognised training and assessment leading to the issuance of AQF Certification documentation from any other training or assessment delivered;
- Does not use any logo or trademarks of State or Commission without prior written approval of the State or the Commission;
- Ensure that such materials meet the requirements of the *Equal Opportunity Act 2010* and related laws, including the provision of materials encouraging individuals with disabilities to access Government subsidised training;
- Ensure marketing and advertising of the training services to prospective clients is ethical, accurate, and consistent with the requirements of this agreement and by law.
- Does not guarantee that a student will complete a training product on Mentor's Scope of Registration, or the student can complete the training in a manner that does not meet the requirements of Clause 1.1 and 1.2 of the Standards.
- Does not guarantee that a student will obtain a particular employment outcome where this is outside the control of Mentor.
- Ensures the cost of the marketing materials are within budget.
- Distinguishes where the Training and Assessment delivery on behalf of another RTO or where the delivery of the Training and Assessment on their behalf is by a third party.

Where the Manager has approved a new document or practice, Mentor will:

- Implement an appropriate plan to achieve a smooth transition.
- Replace all old versions, and make staff aware of the changes.
- In the event the marketing is undertaken by another organisation, all material must accurately reflect the role and registration of each organisation, and not confuse or mix the services offered.
- The Manager is responsible for communicating all revised and approved promotional material, and relevant documents to all representatives of Mentor.

6. Use of Logos

Mentor will ensure that use of the Nationally Recognised Training (NRT) logo is within current conditions of use. These are located on the ASQA website at www.asqa.gov.au and include:

- Use on advertisement and promotional material to promote only nationally recognised courses on scope
- Use on student information including brochures and pre-enrolment information to distinguish only nationally recognised courses on scope
- The NRT logo will not be used on Mentor's corporate branding including stationery, business cards and the like
- The NRT logo will always appear on student AQF qualifications and statements of attainment for courses which meet national requirements and are on Mentor's scope.
- Mentor will not use ASQA's logo, the Australian Government Commonwealth Crest or the Victorian Government logo, on any materials.
- The AQF logo will be used only within the current conditions of use found on the AQF website www.aqf.edu.au.