



Bedford College

Marketing Policy

1. Purpose:

Bedford College is committed to providing quality training and assessment in accordance with the Standards for Registered Training Organisation (SRTOs 2015). As such, Bedford College is required to provide transparent and accurate information regarding RTO services and performance.

Bedford College advertises its training and assessment products and services to the general public and relevant industry stakeholders. This is undertaken using a variety of media, as is deemed appropriate for the audience and industry climate at the time.

The purpose of this policy is to ensure that high, consistent and ethical standards are used for all marketing activities, including those pertaining to the delivery of training and assessment services.

2. Policy Statement

Bedford College is committed to ensuring ethical marketing and advertising of training and assessment products and services are implemented. Bedford College ensures that marketing processes properly inform and protect clients by providing accurate and factual information regarding training and assessment services provided.

Bedford College:

- a) accurately represents, to current and prospective clients, training and assessment products and services that lead to AQF qualifications or Statements of Attainment, and ensure that advertised outcomes are consistent with these qualifications;
- b) advertises AQF courses only if they are included in the scope of registration and will not state or imply that services are within the scope if they are not;
- c) ensures that all marketing and advertising materials identify training and assessment services leading to AQF qualification and/or Statement of Attainment separately from any other non-nationally recognised training / assessment services;
- d) ensures the appropriate use of the Nationally Recognised Training (NRT) and State Training Logo (STA) logos on advertisements in accordance with the RTO Standards 2015, and specifically Schedule 4;
- e) obtains prior written permission from any person or organisation for use of any marketing or advertising material, which refers to that person or organisation, and will abide by any conditions of that permission;
- f) ensures that full details of special conditions applying to our services will be communicated to our clients and participants;
- g) ensures it distinguishes where it is delivering training and assessment on behalf of another RTO;
- h) ensures that it distinguishes where training and assessment is being delivered on its behalf by a third party;
- i) **VET FEE-HELP (VFH)**

Bedford College:

- i) abides by all government regulations and reforms in regard to the VET FEE-HELP loan scheme;
- ii) ensures that all VFH applicants are fully informed and conversant with the VET FEE-HELP loan scheme;

- (a) The Enrolment Form submitted to the College by a VFH applicant, requires the applicant to sign a statement confirming that they have read the VET FEE-HELP Handbook;
- iii) ensures that all VET FEE-HELP information, statements and links on the College' website are current, relevant and complete;
- iv) ensures that applicants have the necessary skills, knowledge, aptitude and ability to complete their chosen course. The following steps are carried out prior to enrolment:
 - (a) applicant provides the College with documentary evidence of relevant past education;
 - (b) applicant undertakes an approved LLN skills test – relevant to the chosen course level;
- v) no inducement is offered to any VET FEE-HELP applicant in order to entice them to sign-up for a VET FEE-HELP loan. This includes enticements such as cash, vouchers, iPads, gifts, etc.

2 Definitions

2.1 The following words and expressions have the following specific meaning, as in the Standards for Registered Training Organisations (RTOs) 2015.

Mode of delivery means the method adopted to deliver training and assessment, including online, distance, or blended methods.

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.

Third party means any party that provides services on behalf of the RTO but does not include a contract of employment between an RTO and its employee.

Training Product means AQF qualification, skill set, unit of competency, accredited short course and module.

3 Policy Principles

4.1 Underpinning Principles

Bedford College

- a) Provides up-to-date and accurate information to the general public, clients and industry stakeholders at all times.
- b) Markets all products and services in an ethical manner ensuring integrity and accuracy; avoiding misleading or ambiguous statement, enabling client to make informed decisions about undertaking training.
- c) Accurately represents the services it provides and the training products on its scope of registration;
- d) Only promotes licensing or regulated outcomes, for training products it delivers, where these have been confirmed by the relevant industry regulator in the jurisdiction in which it is being advertised;

- e) Includes details regarding VET FEE-HELP, government funded subsidy or other financial support arrangements associated with the provision of relevant training products;
- f) Does not guarantee:
 - 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 the relevant training package or VET accredited course; or
 - iii. A learner will obtain a particular employment outcome where this is outside Bedford College control.

4.2 Marketing strategies

Marketing strategies include, but are not limited to:

- a) Public Website;
- b) Course brochures;
- c) Press advertising;
- d) Media advertising
- e) Client information booklets / documentation; and
- f) Email campaigns.

4.3 Marketing Information

Marketing information to include, but are not limited to:

- a) Company name & RTO Code
- b) NRT Logo
- c) Full Code and title of training product
- d) Venue
- e) Length of training
- f) Mode/s of delivery
- g) Third party arrangements
- h) Entry requirements
- i) Support services provided
- j) Fee information
- k) Funding entitlements / information
- l) Consumer rights (e.g. cooling-off periods)

4.4 Use of Logos

- a) Bedford College acknowledges its obligations in ensuring the correct use of National and State training logos.
- b) Bedford College ensures it complies with the Conditions for usage of National and State training logos, as specified in:
 - i. SRTOS 2015 – Schedule 4
 - ii. State Training Authority Logo Guidelines

4 Principal's Responsibilities

- The Principal Bedford College is responsible for the approval of all marketing materials in accordance with this policy and Standards for RTOs 2015.
- Prior to the commencement of any marketing campaign the Principal Bedford College must review and approve all associated materials.

- The Marketing Department (in coordination with the RTO Manager) is responsible for the development of marketing materials in accordance with this policy and Standards for RTOs 2015, in preparation for approval.

5 Legislation

Legislation relevant to this policy includes:

- Trade Practices legislation and regulations

6 Client Information

All client information is in accordance with Bedford College Client Information Policy. (See Client Information Policy)

7 Records Management

All documentation from marketing processes are maintained in accordance with Records Management Policy. (See Records Management Policy)

8 Monitoring and Continuous Improvement

This policy and subsequent practices are monitored by the Principal Bedford College and areas of change are implemented through continuous improvement. (See Continuous Improvement Policy).