



Version No.	5.2
Reviewed on	December 2023
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Approved by	CEO
Policy Owner	The Spectrum Organization Association Inc

Policy Statement

Spectrum Training will ensure its marketing and advertising material is ethical, accurate and consistent with its Scope of Registration and the requirements under the current Funding Contract, current Standards and at law. Spectrum Training will promote its vocational education and training products with integrity, accuracy, and professionalism, avoiding vague and ambiguous statements. In the provision of information, no false or misleading comparisons will be drawn with any other provider or course.

Spectrum Training is solely responsible for all advertising, marketing and recruitment done on its behalf—regardless of the channel or method used. Spectrum Training will ensure students are provided with clear and accurate information regardless of:

- The medium used to advertise training (including website and social media).
- How students are recruited.
- Who is providing the information (including education agents and brokers).

Spectrum monitors and regularly reviews these materials, including virtual copies, to ensure they are compliant with ASQA's Standards and the funding contract agreement. Any third parties/contractors engaged with Spectrum Training must seek permission to advertise or recruit prospective students into courses on Spectrum's scope of registration and will cease marketing practises under instruction by Spectrum Training if activities are not approved. Breaches may result in termination of any Memorandum of Understanding between parties.

Statement of Purpose

This policy is in place to ensure there is a consistent approach in the marketing and promotion of The Spectrum Organization Association Incorporated's training services. This policy ensures processes associated with marketing and promotions are carried out with integrity and accuracy to clients and in accordance with legislative requirements.

Scope

This policy applies to all Spectrum staff and its third parties and contractors who are involved in marketing, recruiting, and training and assessing students or prospective students in all qualification that are on the RTO's scope of registration.

Procedures and Principles

All marketing materials must be approved in writing for use by the CEO and Training Manager. Approved marketing materials will be stored on the file server.

No materials that have not been directly approved for use by either the CEO or the Training Manager may be used for any purposes of The Spectrum Organization Association Incorporated.

If Spectrum Training uses any reference to another person or organisation (such as testimonials or photos) in marketing or advertising material, the RTO will gain consent from the person or organisation before it makes that reference public.

Where students may be accessing VET Student Loans (VSL) or any other government loan or subsidy, the RTO must provide details of the arrangements. The RTO must provide details of:

- Any costs associated with the subsidy or loan (Co-contribution).
- Any debt that may be incurred.

The RTO must publish the above in a prominent and easy-to-access location on its website the total co-contribution fees relevant to the student's circumstances prior to enrolment—concessional and non-concessional—to be charged to an enrolled student for each qualification or skill set it is approved to deliver under a program.

Spectrum Training will provide details of any loss of entitlement that may occur if a student undertakes a course at the RTO. This includes providing information about limited entitlement schemes (where students are only able to access one course or there are restrictions on what courses may be subsidised after a student completes their study at the RTO) and the student will no longer be eligible for a government subsidised training place under a program once they complete the qualification level targeted through the program.

Spectrum Training will retain copies of all actual advertising and marketing material, including any material created by third parties or contractors. Retaining copies and keeping a register of all approved material allows the evidence to be presented as part of an audit or in the investigation of a complaint.

Spectrum Training reviews all marketing, advertising and recruitment materials and keep a register of the actions been taken to ensure these materials remain accurate and up to date. The reviews may occur when:

- RTO reviews these materials whenever the training and assessment strategies are changed.
- RTO collects information from clients/students about whether they received the services they understood they would receive and keep records of any actions you take in response to student feedback.

Spectrum Training will provide the prospective student with a copy of, or access to, its refund policy prior to enrolment. Where some or all of the training and/or assessment services are to be subcontracted to a third party or contractor, notify the prospective student of the full name of the third party or contractor and the training and/or assessment services to be provided by the third party or contractor.

Spectrum training does not guarantee that:

- A learner will successfully complete a training product on its scope of registration; or
- A training product can be completed in a manner which does not meet the requirements of the training package; or
- A learner will obtain a particular employment outcome where this is outside the control of the RTO.

Policy Approval Authority

CEO (The Spectrum Organization Association Inc)

Review and Evaluation

This policy will be reviewed on an 'as required' basis.

Statutory and Regulatory Compliance

- National Standards for RTOs 2015 and subsequent amendments
- Equal Opportunity legislation
- Skills Assure Supplier policy 2021-22