

Policy Number	PO-07
Approval Date	22/5/2020
Implementation Date	22/5/2020
Proposed Review Date	30/4/2021

Purpose

This policy will ensure processes associated with the marketing and promotion of products and services of NMLL are conducted with integrity, transparency and accuracy for all existing and potential clients and students.

Scope

This policy applies to all NMLL activities and all forms of marketing and promotional materials: written, verbal, hard copy and digital.

Application

This policy applies to all NMLL staff

Background

The VRQA Guidelines, the Skills First Contract and the Skill First Quality Charter all require ethical, transparent marketing and promotional activities that assist students and applicants to make informed choices about engaging with any RTO.

This policy reflects these requirements in their application across all NMLL activities.

Policy

Final approval of all marketing, advertising and promotional materials must be obtained from the General Manager before any form marketing or promotional material is finalised, distributed or used.

As per the Instrument of delegation the General Manager has oversight of all marketing and promotional materials and will review these items regularly. Changes to marketing, promotional and advertising materials must be approved by the General Manager.

Marketing and promotional materials' design must comply with the NMLL Style Guide where it is relevant.

NMLL will ensure that

- Its marketing and advertising of all courses, programs and qualifications to prospective students is ethical, accurate and consistent with its scope of registration.
- Fees and charges information is comprehensive and transparent.
- All marketing, advertising and promotional materials produced must comply with any relevant legislation or compliance requirements, including minimum performance standards set by funding bodies in service delivery contracts.

Marketing Policy

- Accredited courses and qualifications advertised by NMLL must be on NMLL's Scope of Registration at time of advertising. The course codes, official course name and official unit's names must be used in advertising.
- The Nationally Recognised Training (NRT) logo must be displayed when advertising accredited courses in accordance with the relevant guidelines.
- Marketing material that refers to other persons/organisations must be co-approved by the person/organisation responsible for the program.

Logos acknowledging government departments and/or funding bodies must be used as in accordance with the organisation's guidelines and instructions.

Related Procedure/s or other Quality Documents

NMLL Marketing Procedure

Skills First Quality Charter

AQTF Essential Conditions and Standards for Continuing Registration

VRQA Registration Qualifications and Authority

APPROVAL AND REVIEW

Approved By: Mark O'Neil
Position: Chairman
Meeting Name: CoM
Meeting Date: Enter date of meeting
Effective Date: 27/5/2020
Review Date: 30/6/2021
Policy Owner: Mark O'Neil

Amendments

Version	Date	Author	Change Description
V1	10/5/2020	Cliff Rundle	No previous policy.
V2			
V3			
V4			