

In this policy the terms:

- 'Employee' includes a contractor (or a contractor's employees); and
- 'Company' refers to Core Institute & Training.
- 'Learner' refers to potential or current learners.

## 1. Policy Objective

It is the policy of Core Institute & Training to ensure that all marketing of training activities will be conducted with integrity, accuracy and professionalism, avoiding vague, misleading or ambiguous statements.

## 2. Commitment

At Core Institute & Training, we are committed to ensuring our workplaces are free of discrimination, harassment and bullying with equity in employment for all people employed or seeking employment. We are committed to ensuring our workplaces are inclusive of people of all backgrounds including those who identify as Aboriginal or Torres Strait Islander. We are also committed to ensuring our workplace is inclusive for people that have disabilities, medical conditions including mental health. This commitment is based on the need to ensure that our company complies with State and Federal Equal Opportunity laws and to ensure that every person is given a fair and equitable chance to compete for appointment, promotion or transfer and to pursue their career as effectively as others.

## 3. Policy

All marketing and advertising of Core Institute & Training's training delivery and assessment services is the responsibility of the Trainer & CEO.

All information that is provided to prospective learners is accurate, professional and in plain English. Emails, the website and flyers are the predominant forms of advertising conducted by Core Institute & Training.

Core Institute & Training will take all reasonable steps to ensure that the information included in marketing materials is accurate. The CEO will ensure the following practices are adhered to by:

- Obtaining written permission before use of information about any individual or organisation in any marketing materials (This includes newspapers, magazines, brochures, flyers, radio and television advertising) and will abide by any conditions that are placed upon the use of that information.
- At all times accurately represent all of its training and assessment services to all prospective clients and stakeholders.

- Ensuring that all individuals or organisations are provided with full details of any conditions in any contractual arrangements related to marketing and advertising.
- VET qualifications will only be advertised if Core Institute & Training is registered with the scope to deliver those qualifications.
- Clearly identifying nationally recognised training products (VET qualifications) separately from courses recognised by other bodies (industry groups such as WorkCover) or without recognised status.
- Only using the Nationally Recognised Training logoon relevant qualifications when the participants have satisfactorily completed all requirements and/or achieved the stated competencies.
- Adhere to the guidelines and specifications of use in marketing and advertising materials of the Nationally Recognised Training logo.
- Using the correct names of all training packages on the Core Institute & Training scope of registration.
- Ensuring that Core Institute & Training’s national training register ([www.training.gov.au](http://www.training.gov.au)) provider number is displayed on all appropriate marketing and advertising materials
- Ensuring all marketing or promotional literature and general media advertising will not:
  - Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided; or
  - Make any claim to approval or recognition that is inaccurate or use misleading;
  - Make any misleading statements concerning the qualifications or experience of its staff; or
  - Make misleading or false statements about the prospects of employment following the completion of training.

## 4. Procedure

- Admin will be responsible for drafting information about the courses and for publishing information about courses onto the website
- Quality Consultant will provide an annual review of the marketing materials and provide any outstanding issues in a report to the CEO for actioning
- The CEO and owners are ultimately responsible for ensuring the marketing is compliant.

## 5. Related documents

The following documents are part of the RTOs marketing-

- Course guide
- Website

Note; At this point in the time marketing is undertaken through B2B and not B2C as such, there are not a lot of marketing channels being promoted by the company.

## 6. Policy Review

This policy will be reviewed each year and as a standing item, include details of the date it was reviewed.

- 1.
- 2.
- 3.

## 7. Policy Additions or Amendments

Separate to the mandated annual review, the policy may be varied at any time due to legislative changes or to fall in line with widely accepted best practices in the workplace. In the event of any changes, the policy will be updated and relevant stakeholders advised.

## 8. Schedule of Approvals and Amendments

This document is owned by Jim Dogruer, CEO.

Status Initial document / Amendment	Actioned By	Date of Review	Scheduled Review
Created & Reviewed	Jim Dogruer	01/02/2019	01/02/2020
Minor updates	Lauren Hollows	16/10/2019	01/07/2020

Jim Dogruer  
Chief Executive Officer