

## 1.03.801 ADVERTISING & MARKETING

### WHAT YOU NEED TO KNOW – KEY TAKE OUTS

- IRT will ensure that advertising and marketing of IRT Academy products and services meet all legislative and regulatory requirements.

**Always read this Policy in conjunction with the Related Procedures identified below.**

<b>Policy Statement</b>	<p>IRT Academy will ensure that marketing and advertising of AQF qualifications to prospective students is ethical, accurate and consistent with its scope of registration.</p> <p>Critical with this requirement, is compliance with the conditions of use for the Nationally Recognised Training (NRT)<sup>1</sup> logo. These conditions are specified in the NRT Logo Specification issued by ASQA and which are available at the following link:  <a href="http://www.asqa.gov.au/verve/resources/NRT_logo_specifications_NEW.pdf">http://www.asqa.gov.au/verve/resources/NRT_logo_specifications_NEW.pdf</a></p> <p>All staff with responsibility to prepare advertising and marketing material are to be fully conversant with the requirements detailed in this document.</p>
<b>Purpose</b>	To ensure that advertising and marketing of IRT Academy products and services meet all legislative and regulatory requirements.
<b>Risk Statement</b>	IRT has a zero appetite for risk of failing to comply with legislation.
<b>Scope</b>	Covers all IRT Academy employees and/or third parties acting on behalf of IRT Academy.
<b>Related Procedure</b>	IRT Academy Procedure Manual
<b>Related Documents</b>	<ul style="list-style-type: none"> <li>• Policy 2.62 Authority to use IRT logos</li> </ul>
<b>Compliance Requirements</b>	<ul style="list-style-type: none"> <li>• National Vocational Education and Training Regulator Act 2011;</li> <li>• Standards for Registered Training Organisations 2015; and</li> <li>• NSW Government Smart and Skilled Operating Guidelines and Quality Framework</li> <li>• ACT Government - ACTFA guidelines</li> </ul>
<b>Policy Owner</b>	General Manager IRT Academy
<b>Effective Date</b>	April 2021
<b>Review Date</b>	April 2024
<b>Content Manager Reference Number</b>	EDOC2021/0019240

<sup>1</sup> National Recognised Training Logo Specification, ASQA, June 2011

## 1 POLICY PRINCIPLES

All advertising and marketing activities will be incorporated into the IRT Academy Sales and Marketing Plans as appropriate. All advertising and marketing must be ethical, accurate and consistent with our scope of IRT Academy may use the NRT logo to promote training recognised under the Standards for Registered Training Organisations 2015 provided that training is within our scope of registration.

Impressions must not be created that may lead an observer to conclude the NRT logo applies to all training provided by IRT Academy, if this is not the case. The NRT logo cannot be used by IRT Academy where the training is accredited, but is outside the scope of registration. Where training is being promoted and does not meet the requirements stipulated in the Standards for RTOs 2015 or is outside our scope of registration, it must be made clear the NRT logo is not associated with that training.

Use of the NRT logo is only permitted where there is a direct relationship to an accredited AQF aligned course, Training Package qualification or a course meeting the requirements of the Standards for RTOs 2015.

All marketing material and advertisements must be approved by the General Manager prior to its release and distribution. This approval authority cannot be delegated

Approval must be documented by way of email to the person responsible for marketing implementation; and; a copy of all marketing and promotion material must be maintained to demonstrate implementation of this policy.

### 1.1 Marketing Information (brochures, advertisements, social media content, prospectuses)

When IRT Academy is promoting the training it offers and wishes to use the NRT logo, promotional material such as; brochures, handbooks and prospectuses must clearly distinguish between nationally recognised training within the scope of registration and that which is not nationally recognised.

All IRT Academy marketing activities including but not limited to; brochures, website, radio, TV, social media must include the RTO code as well as the code and title of the accredited training products being promoted.

Marketing information is available at the following website to ensure accurate & accessible information to prospective and current students about RTO services & performance:

IRT Academy website <https://www.irt.org.au/careers-study/irt-academy/>

### 1.2 IRT Academy stationery, business cards, buildings, training resources

The NRT logo is not to be used on IRT Academy products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, and packaging around products nor learning resources supporting training.

NOTE: Government Subsidised Training must be acknowledged on all publicity material related to the delivery of that training with the statement as specified by the particular funding agreement/ operating guidelines.

### 1.3 Use of National and State/Territory Logos

IRT Academy must use the Nationally Recognised Training (NRT) logo in accordance with the Nationally Recognised Training Logo Specifications.

These specifications can be located at [www.asqa.gov.au](http://www.asqa.gov.au)

### **In Practice Example:**

IRT Academy promotion of NSW Government funded accredited training includes correct references/acknowledgement to/of funding arrangements and the NRT logo meeting Standards for RTOs 2015 specifications. Promotion is approved by Group Head IRT Academy.

## **2 ROLES AND RESPONSIBILITIES**

<b>Role</b>	<b>Responsibility</b>
Policy Owner – General Manager IRT Academy	<ul style="list-style-type: none"> <li>Ensuring the currency and appropriateness of the policy to meet regulatory and legislative requirements.</li> </ul>
Policy Monitor – Learning Solutions Manager	<ul style="list-style-type: none"> <li>Ensure day to day implementation and compliance with policy.</li> </ul>
Policy Implementation - RTO Operations Coordinator	<ul style="list-style-type: none"> <li>Implement procedure as per IRT Academy Procedure Manual</li> </ul>

## **3 DEFINITIONS**

In this Policy, words have the following meaning:

<b>Term</b>	<b>Definition</b>
RTO	Registered Training Organisation
NRT	Nationally Recognised Training
ASQA	Australian Skills Quality Authority
AQF	Australian Qualifications Framework