

Inspiring Training Academy will ensure its marketing and advertising of AQF qualifications to prospective students is ethical, accurate and consistent with its scope of registration.

Informing learners of their rights and obligations

Inspiring Training Academy will inform students, prior to their enrolment, about their rights and obligations to ensure students can make an informed decision about their enrolment. Inspiring Training Academy provides details to prospective students via the Inspiring Training Academy website and the student handbook.

Advertisements and promotional information

Inspiring Training Academy use the following guidelines when preparing advertisements and marketing information.

- only advertise qualifications or units of competency that are listed on the RTO scope of registration.
- identify Inspiring Training Academy RTO code and legal name;
- gain prior consent and approval from external people or organisations who appear in any advertising or marketing.
- use the Nationally Recognised Training (NRT) logo only in accordance with it conditions of use (https://www.vrqa.vic.gov.au/Documents/NRTspecslogo_1.pdf)
- makes it clear to students when a third party is recruiting prospective students or conducting any training and assessment on Inspiring Training Academy behalf.
 - If third parties are marketing and advertising on behalf of Inspiring Training Academy, a signed third-party agreement with a marketing approval and monitoring process is included.
- maintain a clear distinction between nationally recognised training and other training such as non-accredited programs being offered by Inspiring Training Academy;
- include the title and code of any training product, as published on the national register.
- do not guarantee.
 - students will successfully complete a training product on Inspiring Training Academy scope of registration
 - a student will obtain a particular employment outcome where this is outside the control of Inspiring Training Academy
 - a licensed or regulated outcome unless this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised.

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- ensure the marketing and advertising material are consistent with the training and assessment strategy
- include details about any government funded subsidy or other financial support arrangements associated with the provision of training and assessment.

Authorisation

All advertisements and marketing material must be approved by the Principal Executive Officer. All marketing materials must be submitted with the marketing checklist for the Principal Executive Officer to authorise the use of the material and confirm its compliance with the AQTF Condition 8 and the NRT logo conditions of use.

Relevant Procedures

- **Marketing & Advertising Procedure**

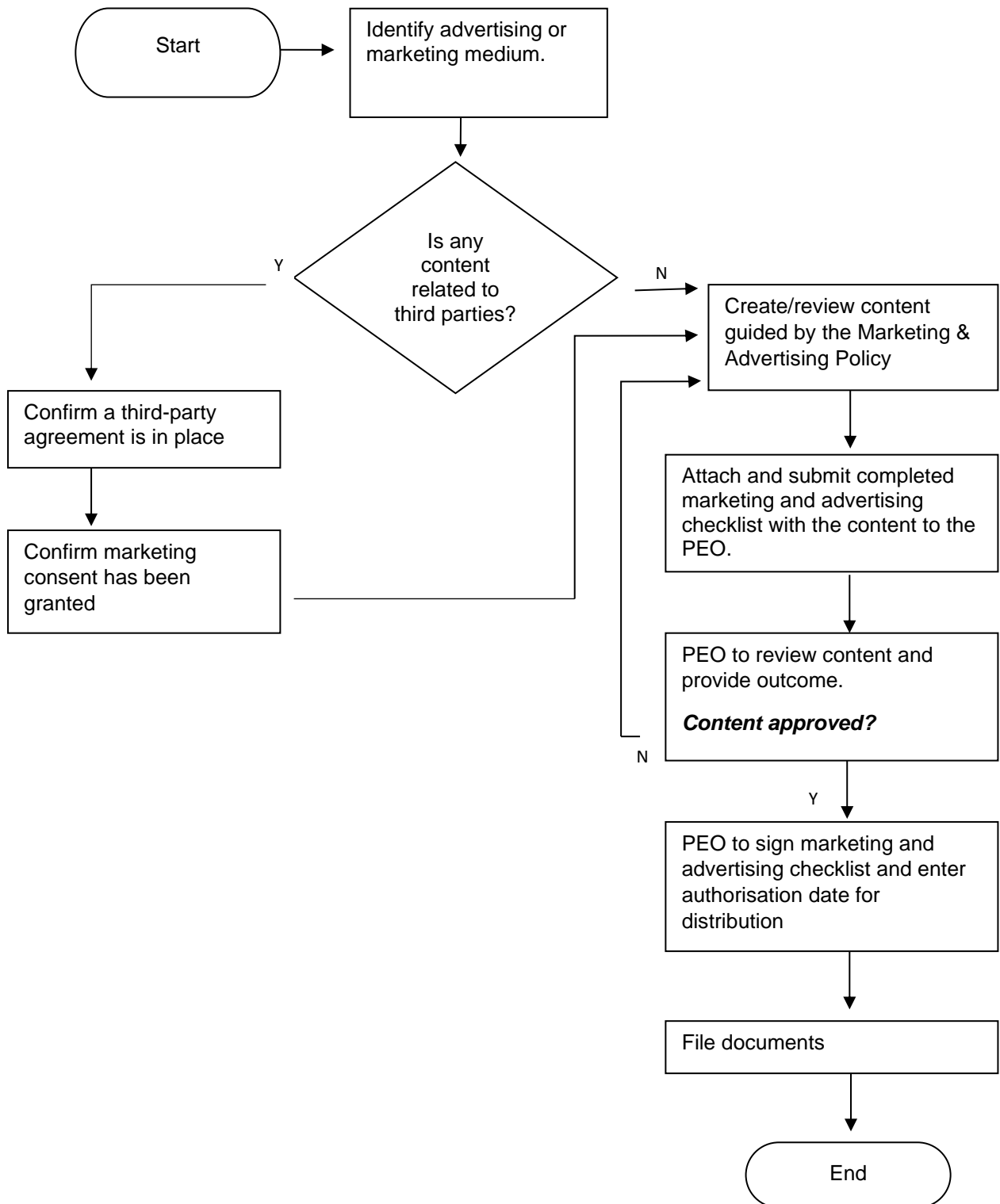
Relevant Forms

- **Marketing and Advertising Checklist**
- **Marketing and Advertising Consent Form**
- **Third Party Agreement**

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Marketing & Advertising Procedure



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