practical outcomes
early childhood education

POLICY

MR1 Marketing Policy

Version: 1.1
Policy Owner: Head of Growth and Partnerships
Approved by: Head of Quality and Compliance
Original Approval Date: June 2025
Current Approval Date: September 2026
Next review Date: September 2027

1.0 Purpose

This policy outlines the guidelines in which the RTO markets its accredited and non-accredited courses and services in line with the OSRTOs and all other relevant federal and state funding contracts. It ensures the RTO will not promote, market or distribute any publication regarding its services and operations with incorrect or misleading information and will conduct its marketing practices in an ethical manner.

2.0 Scope

This policy applies to all employees, partners and associates of the RTO in relation to publications distributed including flyers, newspapers, TV, radio, the website and social media, advertising its qualifications services and operations. This policy includes all regulatory, contractual and legislative requirements that fall under the RTO's obligations.

3.0 Definitions

Term	Definition
Inducement	An incentive in the form of a benefit to the student. This may be in the form of a tangible gift, monetary enticement or guarantee.
The Department	Refers to the Department of Jobs, Skills, Industry and Regions Victoria
Third Party	An independent organisation who has a Memorandum of Understanding (MOU), contract or agreement with the RTO to deliver services related to recruitment of students and/or training and assessment of its training products.
Scope of Registration	Means the training products listed on training.gov.au in which the RTO has been registered to deliver and/or assess and issue an AQF certification.
NRT Logo	Nationally Recognised Training Logo
OSRTOs	Stands for Outcome Standards for Registered Training Organisations (RTOs) 2025.
RTO	Stands for Registered Training Organisation, and in this case means the Practical Outcomes (21857)
TGA	National Register of VET website www.training.gov.au.
Training and Assessment Strategy	The approach and method designed and facilitated by the RTO to train and assess a training product as per the training package or accredited course.

4.0 Policy

- The RTO will promote and market approved qualifications responsibly with integrity, accuracy, honesty and ethics.

- The RTO will comply with all applicable laws, including Australian Consumer Law.
- The RTO will accurately represent its services advertised in the form of printed material, web based, social media, multimedia, television, radio and verbal and will only market nationally accredited qualifications that are current and approved on its Scope of Registration.

  Note: Non-current qualifications, units of competency or skills sets will only be advertised whilst the qualifications, units of competency or skills set remain on the RTO's scope of registration.
- All qualifications, units of competency or skills sets will be published as per the exact code and title on TGA.
- The RTO will only market true and legitimate benefits to the student such as quality training and assessment (regardless of funding options).
- The RTO will use the NRT logo as per the requirements specified in the NRT Logo Conditions of Use policy when referring to nationally recognised qualifications on its Scope of Registration.
- The RTO will advertise prominently on publications and web-based marketing the RTO's registered business name (trading name if applicable), the RTO registration code, full tuition fees and that "Government funding is subject to eligibility criteria" per applicant.
- The RTO will make clear on all advertisements and its website any training and assessment or student recruitment being delivered by another organisation on its behalf (or if the RTO is delivering services on behalf of another organisation).
- The RTO will not authorise a third party to market any of the government funded programs or represent the RTO's agreement to deliver the funded training.
- The RTO will not advertise that any qualification or training product can be undertaken in any way other than what has been described in the qualification or training product Training and Assessment Strategy as designed by the RTO.
- Prior to enrolment, potential students are to be informed about the nature of training (i.e. training modes and assessment methods), course duration, fees and charges, work placements, potential employment outcomes or further education pathways. This information is to be clearly explained on relevant publications, website and social media.
- The RTO will not offer inducements to any student or potential student to encourage them to enrol into a course.
- The RTO will not advertise any guarantee that students will successfully complete any qualification or training product on its scope of registration.
- The RTO will not advertise a guarantee that a student will obtain employment upon undertaking a course with the RTO.
- The RTO ensures that each person or organisation referenced in any marketing material has consent from the individual or organisation to use their image, testimonial or statement in its publications. This consent is confirmed via the Marketing Consent Form as well as the Student Application Form – Student Declaration.

4.1 VICTORIAN SKILLS FIRST PROGRAM

- The RTO is an approved Skills First provider and may offer government-subsidised funding to eligible students for selected courses (see Course Offering and Funding Information).
- Marketing will include the statement: "This training is delivered with Victorian and Commonwealth Government Funding".

- The RTO will not use the logo or trademark of the State of Victoria or the Department of Jobs, Skills, Industry and Region without prior written consent.
- In the instance the RTO has engaged in an approved subcontracting arrangement for training and assessment, the details of the subcontractors, RTO role and subcontractor's role in the training and assessment service will be clearly stated on the RTO's website.
- The RTO's website will prominently publish standard tuition fees (with the statement "The student tuition fees as published are subject to change given individual circumstances at enrolment"), other fees, complaints and appeals process and list of all providers of Brokering Services
- The RTO will maintain an up-to-date profile on the Victorian Skills Gateway.

5.0 RTO Responsibilities

Role	Key Responsibilities
Head of Growth and Partnerships	Will ensure the Marketing and Communications Manager develops marketing materials in line with this policy and the OSRTOs, ready for approval.
Head of Quality and Compliance	Must review and approve all marketing materials prior to publishing.

6.0 Legislative Context

Name	Section
Outcome Standards for RTOs 2025,	Quality Area #2
Compliance Standards for NVR Registered Training Organisations and Fit and Proper Person Requirements.	Compliance Requirements
Victorian Skills First Program	Student Information and Protection

7.0 Related Documents

Name	Document type
MR1.1 Marketing Procedure	Procedure
MR1.1.1 Marketing Checklist	Form
MR1.1.2 Marketing Consent Form	Form
Course Offering and Funding Information	Matrix
Learner Handbook	Handbook

8.0 Version Control and Revision Information

The RTO reserves the right to vary, replace or terminate this policy from time to time.

Version #	Approval Date	Approved By	Details
1	June 2025	HQC	Document creation to align with OSRTOs 2025

1.1	September 2026	HQC	Reviewed policy to ensure validity and currency, updated role titles,