



Accuracy and Integrity of Marketing

(Fit Education Quality Manual)

Accuracy and Integrity of Marketing

This policy / procedure has been approved for release by the CEO May 2021.

Introduction

Advertising and marketing must be conducted in an ethical and honest way possible to ensure that students are fully informed and aware of their rights and responsibilities prior to enrolling in a program of training and assessment.

Purpose

The Accuracy and Integrity of Marketing Procedure is designed to ensure that the process for the development and approval of marketing material is clear. This procedure also clearly details what information must be included in the marketing and material produced.

Scope

This procedure applies to all marketing undertaken by and on behalf of Fit Education.

Responsibilities

This procedure is the responsibility of the Chief Executive Officer of Fit Education.

Definitions

No special definitions apply to this procedure.

Policy Statement

Representation and Information to be Provided to Prospective Clients

The Chief Executive Officer must ensure that Fit Education complies with the current ASQA rules and guidelines for Marketing of courses.

The current [ASQA Marketing and Advertising Fact Sheet](#) provides details required of RTO and the marketing activities.

ASQA provides a Fact Sheet: '[Sample forms of AQF certification documents for national recognised VET qualifications](#)' that should be reviewed annually.

VSL Eligible course

Staff must be aware that VSL eligible courses are subject to specific marketing and social media requirements and should regular check the current government published requirements relating to marketing, sales and social media.

[VET Student Loan Rules](#)

The Chief Executive Officer will ensure that no marketing or advertising conducted by or on behalf of Fit Education guarantees that:

- A learner will successfully complete a training product on its *Scope of Registration* or
- A training product can be completed in a manner which does not meet the requirements of the training package, accredited course, or the Australian Qualifications Framework or
- A learner will obtain a particular employment outcome where this is outside the control of Fit Education.

The Chief Executive Officer is to ensure that all prospective clients have the following information provided to them at the stage of application. This means that prior to enrolment or the commencement of training and assessment, whichever comes first, Fit Education must provide the student with:

- The code, title, and currency of the training product to which the learner is to be enrolled, as published on the National Register
- The training and assessment, and related educational and support services Fit Education will provide to the learner including the:
 - Estimated duration
 - Expected locations at which it will be provided
 - Expected modes of delivery
 - Name and contact details of any third party that will provide training and/or assessment, and related educational and support services to the learner on Fit Education's behalf and
 - Any work placement arrangements
 - Fit Education's obligations to the learner, including that Fit Education is responsible for the quality of the training and assessment in compliance with these Standards, and for the issuance of the AQF certification documentation
 - The learner's rights, including:
 - Details of the Fit Education complaints and appeals process and
 - If Fit Education, or a third-party delivering training and assessment on its behalf, closes or ceases to deliver any part of the training product that the learner is enrolled in
 - The learner's obligations:
 - In relation to the repayment of any debt to be incurred under the VET Student Loan scheme arising from the provision of services
 - Any requirements Fit Education requires the learner to meet to enter and successfully complete their chosen training product and
 - Any materials and equipment that the learner must provide
 - Information on the implications for the learner of government training entitlements and subsidy arrangements in relation to the delivery of the services
 - All relevant fee information including:
 - fees that must be paid to Fit Education and
 - Payment terms and conditions including deposits and refunds
 - The learner's rights as a consumer, including but not limited to any statutory cooling-off period, if one applies and
 - The learner's right to obtain a refund for services not provided by Fit Education in the event the:
 - Arrangement is terminated early or
 - The RTO fails to provide the agreed services.

Changes to Services

In the instance that the services, whether training and assessment related or otherwise, to be provided to a client differ from those detailed in the advertising and marketing documentation used

to recruit that student Fit Education will immediately inform the student and give them any opportunity to withdraw, change program or to make a complaint which they are due.

Permissions

The CEO must:

- Obtain prior written permission as necessary from relevant persons or organisations for the use of marketing or advertising material and
- Ensure compliance with any conditions of that permission.

Scope of Registration

The Chief Executive Officer must at all times:

- Confirm that only Australian Qualifications Framework (AQF) qualifications on the Fit Education *Scope of Registration* are advertised
- Confirm that advertising does not imply training and assessment outside the scope of registration and
- Ensure that they do not market or offer courses to international students on a student visa without the correct CRICOS registration (as a provider or of individual courses which must be registered on CRICOS).

Separation of Services

The Chief Executive Officer must:

- Confirm that any advertising clearly separates any services that do not lead to AQF qualifications from those that do.

Risk Prevention

The Chief Executive Officer must approve all materials to be distributed for marketing & promotion.

Marketing and Advertising by a Third Party

If and when advertising or marketing is undertaken on behalf of Fit Education by a third party, the arrangement will be the subject of a written agreement which complies with the Partner Arrangements Procedure. In addition to meeting the requirements of the Partner Arrangements Procedure the agreement will detail:

- The strategies to be used by Fit Education to monitor the compliance of all marketing and advertising undertaken with this procedure and
- The consequences for non-compliance with this procedure.

VSL eligible courses will not be undertaken with any 3rd Party Arrangement unless specifically approved by the relevant authority.

Related Documents

Related Policy

- Deferment, Suspension or Cancellation Policy
- Student Disciplinary Policy and