



## MARKETING POLICY

### RELEVANT STANDARD(S):

*National Vocational Education and Training Regulator (Outcome Standards for NVR Registered Training Organisations) Instrument VET student – Standards 2.1 and 2.2*

*National Vocational Education and Training Regulator (Compliance Standards for NVR Registered Training Organisations and Fit and Proper Person Requirements) Instrument 2025*

- *Clause 7. Marketing and advertising*
- *Clause 8. Guarantees and inducements*
- *Clause 13. National Recognised Training logo*

*Nationally Recognised Training Conditions of Use Policy*

### PURPOSE

This policy has been created to ensure that VET students have access to clear and accurate information, including to make informed decisions about the training product and the RTO, and are made aware of changes that affect them. Integrity RTO Solutions assumes responsibility for all marketing materials disseminated, regardless of the channel or method used to disseminate these materials.

Integrity RTO Solutions ensures it honours all commitments made in its marketing materials and recognises that it is subject to all relevant consumer laws in any jurisdiction where it operates.

Integrity RTO Solutions is not intending to have any Third-Party Arrangements.

### POLICY PRINCIPLES

Integrity RTO Solutions ensures that its training and assessment products and services are marketed ethically. Its marketing processes and practices provide factual, accurate information about these products and services to both current and prospective VET students.

To achieve this, Integrity RTO Solutions abides by the following principles:

### Compliance with the Standards for RTOs VET student

1. Integrity RTO Solutions complies by ensuring that information given to VET students is clear, accurate and current.
2. Integrity RTO Solutions ensures that the specific information required by VET students prior to enrolment is identified through:
  - o Regulatory and Training Package Requirements:
    - Reviewing relevant standards, including the training product's specifications and licensing requirements.
  - o Stakeholder Feedback:
    - Gathering input from trainers, assessors, industry representatives, and VET students to understand the key information needed for enrolment decisions.



- Continuous Review and Compliance Checks:
  - Conducting periodic reviews to ensure that pre-enrolment information remains accurate, comprehensive, and up to date.

3. It provides up-to-date and accurate information to its VET students, industry stakeholders, and the general public at all times. This includes:

- a. providing current and accurate information that enables the VET student to make informed decisions about undertaking training with the RTO;
- b. representing the services it provides and the training products on its scope of registration;
- c. providing advice to prospective VET students on training products appropriate to their needs, taking into account their existing skills and competencies prior to enrolment or the commencement of training and assessment, whichever comes first;
- d. promoting licensing or regulated outcomes only for training products it delivers, where these have been confirmed by the relevant industry regulator in the jurisdiction where it is being advertised; and
- e. distinguishing nationally recognised training and assessment leading to the issuance of AQF certification from any other non-accredited training or assessment Integrity RTO Solutions delivers.

3. Integrity RTO Solutions provides all relevant information to VET students, prospective VET students, and other stakeholders as soon as practicable in easily accessible media.

4. It provides details regarding VET Fee Help / VET Student Loan, government funded subsidies, or other financial support arrangements associated with the provision of relevant training products (when applicable).

5. It markets all products and services in an ethical manner, ensuring integrity and accuracy, avoiding misleading or ambiguous statements, and enabling the VET student to make informed decisions about undertaking training.

6. It includes the code and title of any training product, as published on the national register, in all of its marketing materials.

7. Integrity RTO Solutions does not guarantee that:

- a. students will successfully complete a training product on its scope of delivery;
- b. students can complete a training product in a manner that does not meet the requirements of Standards 2.1 and 2.2; or



- c. students will obtain a particular employment outcome upon completion of their training.
- 8. In cases where marketing materials make references to another person or organisation, Integrity RTO Solutions will retain evidence that consent was obtained prior to the publication of any material containing the reference. This includes, but is not limited to:
  - a. Emails
  - b. Signed marketing release form
  - c. Letter of consent
- 9. Prior to the commencement of any marketing campaign, associated materials produced by Integrity RTO Solutions will be reviewed and confirmed against the **Marketing Compliance Checklist**.

### Marketing Information

Integrity RTO Solutions adopts the guidelines for marketing information, which include, but are not limited to:

- 1. information required by the Standards for Registered Training Organisations (RTOs) 2025 in all marketing materials:
  - a. legal entity name
  - b. trading name
  - c. RTO code in all marketing materials.
- 2. It clarifies its responsibility for training and/or assessment, and for issuing a qualification or statement of attainment.
- 3. Its products that are listed in the national register will include the nationally recognised training (NRT) logo as a recognised trademark that confirms training is nationally recognised.
- 4. It uses the NRT logo in accordance with Nationally Recognised Training Conditions of Use Policy.
- 5. Where it offers training that is **not** nationally recognised, Integrity RTO Solutions separates marketing information about it from nationally recognised training.
- 6. Integrity RTO Solutions only uses the authorised copy of the NRT logo, which is provided by ASQA, in its marketing materials.
- 7. It includes the code and the full title of its training products, as listed in the national register, to allow all potential VET students to verify information pertinent to these training products.
- 8. Integrity RTO Solutions will only promote training and/or assessment for training products that are currently on its scope of registration. It does not:



- a. guarantee that a student will be issued a qualification or statement of attainment;
- b. guarantee that any employment outcome will result from training and/or assessment;
- c. claim that a student will be eligible for any license or accreditation as a result of training and/or assessment.

11. Its marketing materials are consistent with its training and assessment strategies.

12. It does not guarantee that a student will obtain a qualification or statement of attainment upon the conclusion of his training.

13. It will not guarantee that a student will be able to complete a training product where this would breach Outcome Standard 1 by misrepresenting or understating the amount of training required.

14. In cases where a person or an organisation (such as testimonials or photos) are referenced in marketing materials, Integrity RTO Solutions first obtains the consent of the person or organisation before that reference is made public.

15. It provides the following information to prospective students:

- a. legal entity name
- b. trading name
- c. its contact details and location addresses
- d. RTO code
- e. course code(s) and title(s)
- f. The NRT Logo as specified in Annex A – Schedule 4 to clearly identify courses that are listed in the national register
- g. entry requirements for acceptance into a course(s) including any educational qualifications, English language proficiency level, pre-requisites, licensing, work experience etc. whether course credit may be applicable
- h. course content, duration, qualification offered (if applicable), modes of study, assessment methods
- i. campus locations with general description of facilities, equipment, and learning and support resources available to students
- j. course related fees including advice on the potential for fees to change during the student's course and applicable refund policies



- k. information about grounds on which the student's enrolment may be deferred, suspended, or cancelled
- l. process to assess student qualifications, experience, literacy, and numeracy proficiency appropriate for the course for which enrolment is sought

## RTO RESPONSIBILITY

The Sales & Marketing is responsible for:

1. overseeing the accurate creation and dissemination of marketing materials;
2. ensuring information contained in marketing materials is consistent and accurate across all medium e.g. prospectus, course flyers, website, social media, enrolment forms, etc.
3. clearly identifying accredited training and non-accredited training (if introduced)
4. monitoring all currently approved material, particularly online material to make sure they remain consistent with Integrity RTO Solutions's scope of registration;
5. maintaining a register of all marketing materials;
6. updating the version control of updated marketing information to ensure the most current information is always in use;
7. marking material no longer in use as 'non-current' in the register after confirmation that it is no longer in circulation;
8. ensuring that all information released to students are compliant to the Standards for RTOs 2025;
9. ensuring that all information released to students are complete and accurate, and that the release of information to the students will be done via email as soon as the release has been approved.



## SUITABILITY OF TRAINING PRODUCTS PRIOR TO ENROLMENT

Integrity RTO Solutions reviews the suitability of training products for prospective VET students to ensure the training aligns with their current skills and career goals.

### Suitability Review Process

1. Pre-enrolment Assessment:
  - Assess the student's language, literacy, and numeracy (LLN) proficiency and digital literacy using diagnostic tools.
  - Evaluate the student's existing skills, qualifications, and prior experience.
2. Advising Students:
  - Provide tailored advice on whether the selected training product is suitable.
  - Offer alternatives if the initial training product is deemed unsuitable.
3. Documenting Outcomes:
  - Record outcomes of suitability assessments and maintain them in the student's file.

## INFORMATION ON CHANGES AFFECTING STUDENTS

Integrity RTO Solutions ensures that VET students are informed of changes to training products or requirements that may affect them, including:

- Transition arrangements for superseded or expired training products.
- Changes to fees, delivery locations, or assessment requirements.
- Notifications are sent to affected students as soon as practicable through email and the Student Portal.

## MONITORING AND IMPROVEMENT

The Sales & Marketing will be responsible for ensuring compliance with the Marketing Policy and Marketing Procedure.

1. All marketing practices will be monitored by the CEO. Areas for improvement will be identified and discussed during the Continuous Improvement Meetings. (See Continuous Improvement Policy)
2. VET students are encouraged to provide feedback on their enrolment experience through the Continuous Improvement Procedure.
3. VET students are able to make a compliant or appeal an enrolment decision, as per Complaints and Appeals Policy.



## Annex A

### NATIONALLY RECOGNISED TRAINING LOGO CONDITIONS OF USE POLICY

#### 1 – The Nationally Recognised Training Logo

1. The Nationally Recognised Training (NRT) Logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to Australian Qualifications Framework (AQF) certification documentation.
2. The NRT Logo is a registered trademark.

#### 2 – Authorisation to use the NRT Logo

NVR registered training organisations are authorised to use the NRT Logo in accordance with this policy.

#### 3 – Overarching principles

1. The NRT Logo may only be used by NVR organisations in accordance with this policy and any requirements imposed in an instrument made under section 185 of the *National Vocational Education and Training Regulator Act 2011*.
2. The NRT Logo may only be used in association with nationally recognised training which may include:
  - a) training package qualifications
  - b) accredited qualifications
  - c) accredited courses
  - d) training package skill sets
  - e) units of competency and accredited modules.
3. All nationally recognised training is listed on the National Register (at [training.gov.au](http://training.gov.au)). The NRT Logo must not be used in a way that creates misleading impressions.

#### 4 – Use of the NRT Logo on AQF certification documentation

1. The NRT Logo must be depicted on all AQF certification documentation issued by an NVR registered training organisation.
2. The NRT Logo must not be depicted on other testamurs or transcripts of results.

#### 5 – Use of the NRT Logo in other circumstances

1. The NRT Logo may be used in some other circumstances as detailed below.

*Advertisements and promotional information in any medium (including but not limited to print, television, radio, banners, and internet)*

2. NVR registered training organisations may use the NRT Logo to promote nationally recognised training provided that training is within the organisation's scope of registration.
3. In using the NRT Logo for this purpose, the organisation must not create the impression that the NRT Logo applies to, or is associated with all training provided by the organisation, if this is not the case.
4. The NRT Logo cannot be used by an organisation where the training is accredited, but is outside the scope of the organisation's registration. Where training is being promoted and does not meet the requirements stipulated in the VET Quality Framework or is outside the organisation's scope of registration, it must be made clear the NRT Logo is not associated with that training.
5. Use of the NRT Logo is only permitted where there is a direct relationship to an AQF qualification and/or unit of competency as specified within training packages or VET accredited courses.



## ***Student information***

6. Where an NVR registered training organisation uses the NRT Logo in promotional material such as brochures, handbooks or prospectuses that also refers to training offered by the organisation, the promotional material must clearly distinguish between nationally recognised training within the scope of the organisation's registration and any other type of training offered by the organisation.

## ***Corporate stationery, business cards, buildings, training resources and merchandise***

7. The NRT Logo must not be used on products such as corporate stationery, business cards, building signage, merchandise and marketing products (e.g. mouse pads, pens, satchels, or packaging around products), or learning resources supporting training.

## **6 – Standards for the use of the NRT Logo**

### ***Format for reproduction***

1. The NRT Logo can only be reproduced from hard or electronic copies provided by the National VET Regulator.
2. The NRT logo consists of both the triangular shape and the descriptor. The triangle is not to be used without the descriptor. The typeface is Fritz Quadrata. Under no circumstances is the descriptor to be typeset in any other typeface.
3. The complete NRT Logo may be varied in size. The size and position of the NRT Logo on the final product is at the discretion of the product designer. Although the size of the logo may be varied, the proportions of the triangle and the descriptor in relation to each other may not be varied. Under no circumstance is the logo to be reproduced in mirror image or be rotated.

### ***Two colour reproduction***

4. Where the NRT Logo is reproduced in colour, it must comply with the following colour requirements. Deviation from these colours is not permitted, nor are colours to be swapped around or stippled. The only colours to be used are:

**GREEN PMS 343**

**RED PMS 192**

### ***One colour reproduction***

5. Where the NRT Logo is reproduced in one colour, it should preferably be in GREEN PMS 343 or, where this is not suitable, it may be reproduced in black. In some situations, the background colour may clash or the logo may not be prominent. In those situations, the black logo may be reversed out to display in white.

### **Examples of logo reproduction**



**NATIONALLY RECOGNISED  
TRAINING**



**NATIONALLY RECOGNISED  
TRAINING**



**NATIONALLY RECOGNISED  
TRAINING**



## VERSION CONTROL

Version Control Table					
Date	Summary of Modifications	Modified by	Version	Date of Implementation	Next Review Date
3/07/2025	Document creation	Integrity RTO Solutions	v. 1.0	16/06/2025	15/06/2026

## RTO INFORMATION

RTO INFORMATION	
Document Name	Marketing Policy v1.0
RTO/Company Name	Integrity RTO Solutions
ABN	67 669 731 659
RTO Code	#46406
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Manager	Sales & Marketing
Website	<a href="http://www.integrityrtosolutions.com.au">www.integrityrtosolutions.com.au</a>
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