

30. Marketing Policy

Standards for Registered Training Organisations (RTOs) 2015:

Standard 4 – requires an RTO to ensure transparent and accurate information about the RTOs services and performance is accessible to prospective and current participants and clients of the RTO, regardless of any arrangements to have this information distributed on behalf of the RTO.

30.1 Objective – Policy Statement

Training Beyond 2000 Pty Ltd will operate in accordance with the requirement to ensure all marketing and advertisement of AQF and VET qualifications meet the standards for national registration.

30.2 Context

Training Beyond 2000 Pty Ltd provides clear, current and accurate information about itself, the training and assessment offered and the performance of Training Beyond 2000 Pty Ltd.

Providing accurate information enables informed choices by participants and clients. Training Beyond 2000 Pty Ltd is ultimately responsible for ensuring the Standards for RTOs 2015 are met.

All advertising and marketing of material referencing AQF and VET qualifications must be undertaken in an ethical manner avoiding vague and ambiguous statements.

30.3 Responsibilities

The Director and Office Manager are responsible for ensuring compliance with this policy, in relation to both hard copy and website marketing material.

30.4 Monitoring and Reporting

The Director is responsible for monitoring and evaluating the operation of this policy.

30.5 Contact

Carla Unicomb, Director Training Beyond 2000 Pty Ltd.