

# Alexandra Community Hub

## Marketing Policy

Policy No: 11

### Policy:

Alexandra Community Hub (ACH) markets and advertises its products and services in an accurate and ethical manner. ACH only uses the Nationally Recognised Training (NRT) logo as appropriate according to the Australian Skills Quality Authority (ASQA) NRT logo specifications.

### Procedure:

1. Ensure all marketing is accurate.
2. Ensure all marketing of nationally recognised training, including marketing done by other organisations, is signed off by the Executive Officer or delegate and copies are retained.
3. Ensure the NRT logo is only used on advertising for nationally recognised training which is on ACH's scope of registration.
4. Ensure all nationally recognised training advertised with the NRT logo has correct codes and names.
5. Ensure all marketing for training delivered on behalf of ACH by another Registered Training Organisation clearly indicates that this training is not being delivered under ACH's scope of registration and includes the RTO number of the other organisation.
6. Ensure all marketing for training delivered by subcontracted non RTO's clearly indicates that this training is delivered under ACH's scope of registration and not that of the subcontractor.
7. Ensure that all marketing clearly states where a third party is recruiting prospective learners for ACH.
8. Ensure Nationally Recognised Training is marketed separately from non-accredited training so it is clear that it cannot be concluded that the NRT logo applies to all training provided by ACH.
9. Ensure all staff are aware of the requirements for ethical and accurate marketing.
10. Ensure Consent to Release form has been signed before any personal information is used in marketing.
11. Ensure all Social Media marketing is accurate and ethical.
12. Ensure all persons marketing using Social Media are authorised by ACH to do so.
13. Ensure Social Media marketing is done using an authorised ACH profile.
14. Ensure ACH Social Media accounts are closely monitored.
15. Ensure any unsuitable content is reported to the Executive Officer and removed.
16. Ensure that all marketing is reviewed at least annually using the Marketing and Recruitment Checklist

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Version	Original	1	2	3	4	5	6	7	8
Date	15/06/20								

**Related Standards for RTO's 2015**  
Standard 4

**Related Legislation**

Information Privacy Act 2000  
Privacy Act 1988 Commonwealth  
Australian Privacy Principles

**Related Documents**

Consent to Release Form  
Flyers and Brochures  
Marketing and Recruitment Checklist

**Related Policies**

Privacy Policy

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<b>Version</b>	<b>Original</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
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