

Introduction

This Marketing Policy outlines the principles and guidelines to ensure that all marketing activities conducted by Riverina's Community College. The primary objective is to uphold transparency, accuracy, and integrity in all marketing communications while promoting our services effectively and responsibly within the education and training sector, specifically within the Smart and Skilled framework.

Reference to:

Smart and Skilled Operating Guidelines – 2023-2024- Item 1. Marketing and information on Smart and Skilled

Standards to RTO's 2015- Clause 4.1—Provide accurate and accessible information to prospective and current students

Compliance:

Riverina Community College is committed to adhering to the Standards for RTOs 2015 and the Smart and Skilled Operating Guidelines established by Training Services NSW. Our marketing practices will consistently align with these standards and guidelines to maintain trust, credibility, and compliance within the education and training sector and the Smart and Skilled program. This Policy applies to all full-time, part-time or casual employees, agents and contractors (including temporary contractors or subcontractors) or volunteers of the College and its related entities (collectively referred to in this Policy as 'employees').

Commencement:

The commencement date of this policy is 12th February 2024. It replaces all other marketing policies or procedures, whether written or not.

Accuracy and Specificity:

All marketing materials, must accurately represent the services, courses, and qualifications offered by Riverina Community College. Information provided must be truthful, current, and not misleading to prospective students or stakeholders. Specifically, marketing materials promoting Smart and Skilled and ACE courses will clearly specify eligibility criteria, subsidies available, and any applicable student fees.

All training that is subsidised must contain the phrase: "This training is subsidised by the NSW government".

Marketing materials are inclusive of but not limited to:

- Advertising- (newspaper, radio, television)
- Brochures or other hard copy publications
- Websites—including your RTO's own website and any other sites where your RTO is referred to
- Social media (Facebook, Twitter, LinkedIn, YouTube, Instagram),
- Online Directories (Yellow pages, TrueLocal, HotFrog)
- Online Advertisements (Google Adwords, Groupon, Scoupon), and
- any marketing by third parties that relates to your RTO or to any training and assessment that you provide

Transparency and Accessibility:

We prioritise transparency and accessibility in our marketing communications to ensure that potential students have easy access to information about our services and courses. Clear and concise information regarding the following should be contained within each advertisement. All marketing and advertising material for AQF qualifications must:

- accurately represent the services Riverina Community College provides
- only include current training products on the College's scope of registration
- include the College's RTO Code (to be referenced as "RTO Code 90133") where there is an inference made that nationally recognised training is offered
- include RCC's legal name (Riverina Community College Ltd)
- use the Nationally Recognised Training logo only in accordance with the Standards for Registered Training Organisations 2015
- Distinguish between national recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered
 - if not marketing or advertising a specific VET training product, but rather promoting training in a general industry area, no need to reference the title or code of the training to be provided. For example, if you are undertaking promotion using terms that could relate to a number of courses on your RTO's scope of registration, such as 'XYZ RTO offers a range of business training'.*
- Obtain written consent from any person or organisation referenced in its marketing materials prior to use
- Make clear the role of any relevant third party working on the College's behalf
- Include the accurate title and code of any training product as published on the national register
- only advertises that a training product delivered will enable students to obtain a licensed or regulated outcome where this has been approved by the relevant industry regulator
- Include details about any government funded subsidy or other financial support associated with the College's provision of training and assessment
- Include the words "This training is subsidised by the NSW Government" where it refers to training to be offered under Smart & Skilled or the ACE Program
- Include details of the process to obtain a USI
- Comply with any relevant copyright requirements

Advertising materials for AQF qualifications must not guarantee that:

- a student will successfully complete a training product
- a training product can be completed outside the requirements of the Standards for Registered Training Organisations 2015
- a student will obtain a particular employment outcome given this is outside the College's control

All marketing and advertising materials are to be reviewed and approved by a senior person within RCC and ensure compliance with the RCC-RTO-Marketing Checklist.

All Media enquiries, marketing and advertising relating to the college must be approved by the CEO.

Approved materials will be recorded in the College's Marketing Register. Copies of materials will be maintained for record keeping purposes and identified with by industry and course name.

Avoidance of Unethical Practices:

RTO- MARKETING POLICY

Riverina Community College prohibits the use of unethical marketing practices such as false claims, deceptive tactics, or coercion to attract students. Marketing materials will not exaggerate potential employment outcomes, qualifications, or benefits associated with our courses. We will not engage in aggressive or misleading sales techniques.

Collaboration and Reporting:

RCC will collaborate with industry partners, community organisations, and other stakeholders to promote Smart and Skilled courses effectively. Partnerships will be established to leverage resources, reach wider audiences, and enhance the accessibility of training opportunities for eligible individuals. Where these partnerships are established reference to the other party will be made.

Continuous Evaluation and Improvement:

We are committed to ongoing evaluation and improvement of our marketing practices to enhance effectiveness, compliance, and stakeholder satisfaction. Feedback from students, staff, or external stakeholders regarding marketing practices will be considered for continuous improvement. Regular monitoring and review of marketing activities will be conducted to ensure ongoing compliance with the Standards for RTOs 2015 and the Smart and Skilled Operating Guidelines.

Breach of this policy

Employees must comply with this Policy at all times. If an employee is found to have breached this Policy, they may be subjected to disciplinary action in accordance with the Professional Conduct Policy. The type and severity of the disciplinary action will depend upon the circumstances of the case and the seriousness of the breach. In serious cases, this may include termination of employment.

Examples of disciplinary action that may be taken include but are not limited to:

- counselling;
- a formal warning;
- demotion;
- transfer to another area;
- suspension;
- termination of employment.

Agents or contractors (including temporary contractors) of the College who are found to have breached this Policy may have their contracts with RCC terminated or not renewed.

Related policies, procedures and forms

- Marketing Checklist
- Marketing Register
- Marketing Authority Form (VERTO Group)

Variations

Riverina Community College reserves the right to vary, replace or terminate this policy at any time.