



POLICY AND PROCEDURES

Advertising and Marketing

Table of Contents

ADVERTISING AND MARKETING	3
PURPOSE.....	3
SCOPE	3
SOFTWARE	ERROR! BOOKMARK NOT DEFINED.
RESPONSIBILITIES.....	3
GENERAL PRINCIPLES.....	4
CONDITIONS OF THE USE OF THE NRT LOGO	6
MONITORING OUR MARKETING AND ADVERTISING PRACTICES	7
COMPLIANCE	8
CONTINUOUS IMPROVEMENT.....	9
RELATED DOCUMENTS.....	10

Advertising and Marketing

Purpose

Training 2U is committed to ensuring that all advertising and marketing materials provide accurate, ethical, and transparent information. This policy outlines our approach to advertising and marketing, ensuring that all marketing materials are ethical, accurate, and aligned with regulatory requirements, and our marketing practices uphold integrity, compliance, and transparency while protecting prospective and current learners from misleading information.

Scope

This policy applies to:

- All staff and third-party providers engaged in student recruitment and advertising and marketing (where applicable); and
- All of our advertising and marketing activities, processes and materials.

Responsibilities

CEO

- Ensures compliance with legislation, regulations and Standards for RTOs.
- Reviews and approves all advertising and marketing materials and campaigns before they are published or go live.
- Oversees the coordination and execution of advertising and marketing campaigns.
- Ensures transparency in advertising related to funding, training outcomes, and employment opportunities, where applicable.

CEO and Administrative & Support Staff

- Develops materials in line with the principles outlined in this policy.
- Monitors the effectiveness of campaigns and report outcomes.
- Monitors third-party marketing and recruitment practices to ensure compliance.
- Reviews the marketing and enrolment materials for continuous improvement at least once a quarter, or when there are updates to the legislation, training programs and services.
- Ensures marketing materials are updated regularly to reflect accurate and current training programs and services.

General Principles

Training 2U will endeavour to adhere to the following when developing our advertising and marketing materials for our **nationally recognised training programs and accredited courses**:

- Ensure that the information provided is consistent across all advertising mediums and materials.
- Ensure we accurately represent the services we provide and only advertise the training products on our scope of registration.
- Marketing materials must not be misleading or deceptive.
- Will not make misleading claims of association between providers.
- Clearly disclose when services are delivered by a third-party on our behalf – this includes the recruitment of prospective students and the delivery of training and assessment services.
- Where a non-RTO is recruiting students under a third-party arrangement, all marketing and advertising must be in our name and not in the name of the third-party.
- Closely monitor the practices of any third-party recruiting for prospective learners.
- Include our RTO code on all of our advertising and marketing materials – written and online.
- Use the Nationally Recognised Training (NRT) logo only in accordance with the conditions of use specified in Schedule 2 of the Standards for RTOs 2025 Compliance Requirements.
- Includes the course code and title the training product, as published on the National Training Register.
- Clearly specifies the duration (including any breaks, commencement dates and scheduling), delivery modes and location(s).
- Outlines any entry requirements, prerequisites, or licensing needs.
- Be transparent on the resources required for participation in our training programs.
- Be clear on how the student can contact the admin team and their Trainers and Assessors – i.e. via phone or e-mail, and what the response turnaround time would be.
- Include images and communication to be inclusive and supportive of the specific target student cohort for the respective training programs.
- Will not guarantee that a learner will successfully complete a course.
- Will not guarantee that a learner will obtain a particular employment outcome where this is outside of our control.
- Will not make false claims of guaranteed automatic acceptance into another course.
- Make clear any work placement arrangements required under the training program, including whether the learner is to arrange for their own work placement arrangements, if applicable.

- Refer to another person or organisation in our advertising and marketing materials only with their prior approval and consent.
- Provide accurate cost information, including course and miscellaneous charges, funding eligibility, out-of-pocket expenses and refund policy.
- Include details about any VET Student Loans, government-funded subsidy or other financial support arrangements associated with the provision of training and assessment (where applicable), including any costs associated with the loan or subsidy (including interest or similar costs), any debt that will be incurred and the eligibility requirements.
- Will not misrepresent any government-funded training as 'free'.
- In accordance with the VET Student Loans Rules 2016, we will not:
 - Make any mention the availability of a VET Student Loan on any of our social media marketing.
 - Engage in any cold-calling to market courses and offer a VET Student Loan.
 - Allow for any third-parties to provide any information about a VET Student Loan.
 - Offer any benefits such as laptops or tablets, prizes or vouchers with a value greater than \$30 to encourage students to sign up for a VET Student Loan.
 - Use descriptions such as 'free', 'government-funded', or any other term that implies it is 'not a loan'.
- Will review the marketing and enrolment materials every quarter – as per our *Continuous Improvement Schedule*, or when there are updates to the legislation, training programs and services.

When advertising and marketing **non-accredited training programs**, Training 2U will endeavour to adhere to the following:

- Clearly distinguish between nationally recognised training programs and non-accredited training programs.
- Will not use the NRT logo.
- Will not claim that the completion of non-accredited training can provide credits to any nationally recognised training program.

Conditions of the Use of the NRT Logo

The NRT Logo is a registered trademark and is a distinguishable mark of quality for promoting and certifying nationally recognised training and is only to be used in accordance with Schedule 2 of the Standards for RTOs 2025 Compliance Requirements.

Where Training 2U reproduces the NRT Logo:

- We will use the shade **GREEN PMS 343** and **RED PMS 192**. Where the NRT logo is reproduced in one colour, it should preferably be in the shade **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.
- It will only be reproduced from hard or electronic copies provided by the National VET Regulator.
- As the NRT logo consists of both the triangular shape and the descriptor, we will not use the triangle without the descriptor.
- The typeface used will be Fritz Quadrata and under no circumstances will the descriptor to be typeset in any other typeface.
- 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.

The NRT Logo is only to be used on:

- The advertising and marketing of nationally recognised training programs that is part of our scope of registration.
- On the AQF certification documentation, specifically on the learner's Qualification Testamur or on the learner's Statement of Attainment.

The NRT Logo is not to be:

- Used on our corporate stationery such as pens and lanyards.
- Printed on our business cards and building signage.
- Incorporated into or on the cover of learning and assessment resources and tools supplied by Training 2U, including our workbooks and PowerPoint presentations.

Monitoring our marketing and advertising practices

Monitoring marketing practices is essential to maintain the integrity of our brand and ensure ethical standards. By regularly assessing our marketing strategies and materials, we are able to ensure that they align with our values, engage our target audience, and comply with industry regulations. This vigilance allows us to adapt to changing trends, measure the effectiveness of our campaigns, and make data-driven decisions for continuous improvement. We believe that by upholding the highest standards in our marketing practices, we not only protect our reputation but also build trust with our customers, fostering long-term relationships and sustainable success.

It is our practice to review our marketing materials and practices at least once a quarter, as scheduled in our *Continuous Improvement Schedule*.

As part of this review, we are to undertake the following activities:

- Review the data on our marketing and advertisement platforms such as the Facebook Ads Campaign Performance Dashboard or the Google Ad Manager.
- Engaging with stakeholders such as students, the industry and their other clients or partners.
- Undertaking independent research and due diligence activities.
- Requesting for feedback, data, documents and reports from relevant stakeholders.

From time to time, Training 2U may engage the services of a third-party organisation, such as a marketing or digital agency to help us market and promote our courses and our brand. When we do so, it is important for us to ensure that we clearly outline in our agreement, the scope of the engagement, each party's roles and responsibilities, acceptable and unacceptable practices, the monitoring and review of the third-party's services, effectiveness and performance – which can include regular management meetings, internal and external audits, undertaking independent research and due diligence activities, data and feedback collection from our own systems, the third-party's systems and stakeholders as well as when this review would occur.

Where Training 2U becomes aware of, or reasonably suspects that the engagement of a third-party, or an employee or sub-contractor of that third-party, participating in the conduct as set out below, the agreement with the third-party will be terminated effective immediately:

- Engaged in, or have previously been engaged in, dishonest practices, including the deliberate attempt to recruit a student where it clearly conflicts with our compliance obligations;
- Carries on in an unethical manner;
- Involved in criminal conduct – where this appears on the individual's record; or
- Clear breach of the written agreement between Training 2U and the third-party provider.

The only exception to this would be if the third-party has terminated the individual employee(s) or sub-contractor(s) for the misconduct. Training 2U will take immediate corrective and preventative action(s) as deemed appropriate upon becoming aware of a third-party acting in a negligent, careless or incompetent manner, or engaging in false, misleading, or unethical practices, including practices that could harm the reputation of Training 2U, and the integrity of Australia's vocational education and training industry.

Where inappropriate conduct or practices, or a breach is identified, Training 2U will undertake a review of the incident(s) and misconduct or practice or breach and apply our continuous improvement principles and processes to be able to install precautionary measures or preventative actions to prevent potential occurrences of this misconduct, practice or breach.

Compliance

This policy aligns with:

- **2025 Standards for RTOs:**
 - **Standard 2.1** – 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.
 - **Standard 2.5** – The learning environment promotes and supports the diversity of VET students.
 - **Standard 4.1** – The RTO operates with integrity and is accountable for the delivery of quality services.
 - **Standard 4.2** – Roles and responsibilities are clearly defined and understood.
 - **Standard 4.3** – Risks to VET students, staff and the RTO are identified and managed.
 - **Standard 4.4** – The RTO undertakes systematic monitoring and evaluation to support the delivery of quality services and continuous improvement.
 - **Compliance requirements:**
 - **Marketing and advertising.**
 - **Nationally Recognised Training logo.**
 - **Schedule 2 – Nationally Recognised Training Logo Conditions of Use Policy.**
- **Australian Consumer Law**
- **Fair Trading (Australian Consumer Law) Act 1992 (ACT)**
- **Fair Trading Act 1987 (NSW)**
- **Consumer Affairs and Fair Trading Act 1990 (NT)**
- **Fair Trading Act 1989 (Qld)**

- [Fair Trading Act 1987 \(SA\)](#)
- [Fair Trading Act 1990 \(Tas\)](#)
- [Australian Consumer Law and Fair-Trading Act 2012 \(Vic\)](#)
- [Fair Trading Act 2010 \(WA\)](#)

Failure to comply with this policy can have serious consequences, including but not limited to:

- **For the RTO** – breaches of legislation or regulatory requirements may result in financial penalties, loss of registration, reputation damage, or regulatory enforcement actions.
- **For Staff Members** – staff found to have knowingly or negligently failed to comply with this policy and any associated legislative or regulatory requirements may face disciplinary actions, up to and including termination of employment.
- **For Learners and Clients** – non-compliance could lead to unhappy learners and unnecessary complaints for the inaccuracy and lack of transparency in the marketing campaigns and materials.

Continuous Improvement

- An internal audit is to be conducted at least once per year to assess our compliance with this policy and the relevant legislative and regulatory requirements. The audit schedule is outlined in our *Continuous Improvement Schedule* and areas for improvements are documented in our *Continuous Improvement Register*.
- Feedback from staff, learners, clients and industry stakeholders will be used to inform improvements to compliance processes and the effectiveness of our operations.
- Internal audit review questions for self-assurance purposes should include:
 - Are any of our marketing materials and tactics misleading?
 - Are we marketing unrealistically short courses which may result in extension costs for students who are unable to complete it within advertised timeframes?
 - Are our marketing materials clear and complete – including any work placement arrangements?
 - How do you identify the information prospective students need prior to enrolment to help them make informed decisions about the training product and your RTO?
 - How do you ensure that information for prospective students is clear, accurate, accessible, current and sufficiently detailed?
 - Has the NRT logo been used in accordance with the proper guidelines?
 - Were any guarantees made? If yes, what were they?

Related Documents

- Advertisement & Marketing Campaign Announcement Action Plan
- Advertisement & Marketing Campaign Creative Brief
- Advertisement & Marketing Review Checklist
- Continuous Improvement Register
- Continuous Improvement Schedule
- Course Brochure Marketing Materials Checklist
- Course Brochures

Version Control

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Version 1.0	01/02/2022	-
Version 1.1	15/01/2024	Fixed minor grammatic errors
Version 2.0	01/07/2025	Updated in line 2025 Standards for RTOs
Version 2.1	01/02/2026	Updated responsibility section

Add more rows as required.