



MARKETING POLICY

RELATED POLICIES

Confidentiality Policy

RATIONALE

This policy ensures marketing procedures are maintained to a high ethical standards and clear guidelines required by the governing body.

POLICY

- APAN will only advertise in guidelines of the designated Training Scope
- APAN will use logo's and motifs in line with AQTF rules and standards for marketing
- APAN will keep clear and confidential records of all Marketing material
- APAN will obtain Media Release Forms for all people used in Marketing Campaigns.
- Will ensure marketing circulated is accurate and current information on all courses APAN academy provides.
- All marketing will have RTO code on.
- Will ensure CLEAR outlining of all training provided which is not leading to a qualification.

EXCERPT FROM TAC MARKETING GUIDELINES (RTO INITIAL REGISTRATION GUIDELINES)

'RTO clients must be protected as consumers. All information about services to be provided must be fully disclosed and the services advertised must match the services provided by the RTO. Permission must be gained and retained for the use of any person's image or name or any other organisation's identity in marketing materials. The applicant must ensure that it does not advertise or market in any way accredited courses, qualifications or units of competency that are not on the RTO's scope of registration.

The conditions for using the NRT logo are clearly defined in the NRT logo specifications and must be adhered to. NRT logo specifications can be sourced at www.nssc.natase.gov.au. Marketing includes any website information, advertising banners, flyers, faxes, emails, handbooks, prospectus or other materials that promote the services of the RTO'.

TERMINOLOGY

Marketing- Any advertising undertaken by APAN in any media

IMPLEMENTATION PROCEDURES

Marketing Procedures

RELATED DOCUMENTS

Media Release Form
Media Release Form Singular
Audition Information
Advertisements

APAN Brochure
APAN Poster
Marketing Cut outs