

Marketing Policy

1. Purpose:

3D Safety Services Pty Ltd (3DSS) is committed to providing quality training and assessment in accordance with the Standards for Registered Training Organisation (SRTOs 2015). As such, 3DSS is required to provide transparent and accurate information regarding RTO services and performance. 3DSS advertises its training and assessment products and services to the general public and relevant industry stakeholders. This is undertaken using a variety of media, as is deemed appropriate for the audience and industry climate at the time.

The purpose of this policy is to ensure that high, consistent and ethical standards are used for all marketing activities, including those pertaining to the delivery of training and assessment services.

2. Policy Statement

3DSS is committed to ensuring ethical marketing and advertising of training and assessment products and services are implemented. 3DSS ensures that marketing processes properly inform and protect clients by providing accurate and factual information regarding training and assessment services provided.

3DSS:

- accurately represents, to current and prospective clients, training and assessment products and services that lead to AQF qualifications or Statements of Attainment, and ensure that advertised outcomes are consistent with these qualifications;
- advertises AQF courses only if they are included in the scope of registration and will not state or imply that services are within the scope if they are not;
- ensures that all marketing and advertising materials identify training and assessment services leading to AQF qualification and/or Statement of Attainment separately from any other non-nationally recognised training / assessment services;
- ensures the appropriate use of the Nationally Recognised Training (NRT) and State Training Logo (STA) logos on advertisements in accordance with the Standards for RTOs, and specifically Schedule 4 of SRTOs;
- ensures that full details of special conditions applying to our services will be communicated to our clients and participants;
- ensures it distinguishes where it is delivering training and assessment on behalf of another RTO; and
- ensures that it distinguishes where training and assessment is being delivered on its behalf by a third party.

Definitions

The following words and expressions have the following specific meaning, as in the Standards for Registered Training Organisations (RTOs) 2015.

Mode of delivery refers to the method adopted to deliver training and assessment, including face-to-face, online, distance, or blended methods.

Nationally Recognised Training (NRT) Logo refers to the logo used nationally to signify training packages and VET accredited courses.

Scope of registration refers to the training products for which an RTO is registered to issue AQF certification documentation. It allows the RTO to:

- a) both provide training delivery and assessment resulting in the issuance of AQF certification documentation by the RTO; or
- b) provide assessment resulting in the issuance of AQF certification documentation by the RTO.

Third party refers to any party that provides services on behalf of the RTO but does not include a contract of employment between an RTO and its employee.

Training Product refers to the AQF qualification, skill set, unit of competency, accredited short course and module.

3. Policy Principles

3DSS:

- a) Provides up-to-date and accurate information to the general public, clients and industry stakeholders at all times.
- b) Markets all products and services in an ethical manner ensuring integrity and accuracy; avoiding misleading or ambiguous statement, enabling client to make informed decisions about undertaking training.
- c) Accurately represents the services it provides and the training products on its scope of registration;
- d) Only promotes licensing or regulated outcomes, for training products it delivers, where these have been confirmed by the relevant industry regulator in the jurisdiction in which it is being advertised;
- e) Does not guarantee a learner will successfully complete a training product on its scope of registration or a learner will obtain a particular employment outcome following successful completion of a training product.

Marketing strategies

Marketing strategies include, but are not limited to:

- i. 3DSS Website;
- ii. Course brochures;
- iii. Client information, booklets / documentation; and
- iv. Email campaigns.

Marketing information to include, but is not limited to:

- I. Company Name and RTO Code
- II. NRT Logo
- III. Full Code and title of training product
- IV. Training Venue

- V. Length of training
- VI. Mode/s of delivery
- VII. Third party arrangements
- VIII. Entry requirements
- IX. Support services provided
- X. Fee information
- XI. Consumer rights (e.g. privacy policy, refund policy)

Use of Logos

3DSS acknowledges its obligations in ensuring the correct use of National and State training logos.

3DSS ensures it complies with the Conditions for usage of National and State training logos, as specified in SRTOS 2015 –Schedule 4 and State Training Authority Logo Guidelines

4. Director’s Responsibilities

- The Director is responsible for ensuring compliance with this policy and Standards for RTOs 2015.
- Prior to the commencement of any marketing campaign the Director must review and approve all associated materials.

5. Client Information

All client information is in accordance with 3DSS Client Information Policy

6. Records Management

All documentation from marketing processes is maintained in accordance with the Records Management Policy.

7. Monitoring and Continuous Improvement

This policy and subsequent practices are monitored by the Director and areas of change are implemented through continuous improvement.

Contact Us

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