Information and marketing to prospective learners and candidates

Context

This policy applies to Gateway College of Technology and authorised third-party agents with whom Gateway College of Technology has a formal written Agent Agreement to conduct marketing on the RTO’s behalf.

Clause 4.1, 5.2

Gateway College of Technology has a comprehensive strategy for accuracy and integrity of marketing and can demonstrate that its proposed marketing and advertising of AQF and VET qualifications/ unit(s) of competency to prospective clients is ethical, accurate and consistent with its scope of registration.

Gateway College of Technology will use the NRT logo only in accordance with its conditions of use as specified in Schedule 4 and all information will include Gateway College of Technology’s RTO code.

All students/learners will be recruited in an ethical and responsible manner. Gateway College of Technology will maintain conformity with the principles of ‘Equity and Access’ by ensuring that client selection decisions comply with equal opportunity and other relevant legislation, regulations and standards.

Gateway College of Technology’s CEO is responsible for approval of all advertising and marketing materials that make reference to nationally recognised vocational education and training (VET). In consideration of advertising and marketing, Gateway College of Technology will clearly distinguish between VET qualifications or units of competency and non-accredited or non-nationally recognised training.

Gateway College of Technology gives particular consideration throughout the advertising and marketing procedure to ensure accurate implementation:
The Manager, RTO shall ensure that written permission has been obtained by any person and organisation featured in the RTO’s marketing or advertising materials in name or image.

Any training programs offered by Gateway College of Technology that include VET qualifications or units of competency, clearly identify which components are VET qualifications or units of competency and the nationally recognised training logo is included clearly in the advertising material.

Includes the code and title of each training product as per training.gov.au.

Includes accurate information about licensed or regulated outcomes.

The RTO will not guarantee that learners will obtain a particular employment outcome unless this is in the control of the RTO

The RTO will not use third-parties in the recruitment of participants and training and assessment delivery of its scope.

Any VET qualifications advertised by Gateway College of Technology are within the Gateway College of Technology’s scope of registration

When Gateway College of Technology is seeking registration for VET training, any advertising material for the unit (s) of competency must include the wording, “RTO is awaiting Registration”. The RTO will not advertise unit (s) of competency to learners, however, Marketing brochures and other materials can be created for initial Audit purposes to show RTO compliance with required benchmarks of ASQA.

VET qualifications / unit (s) of competency that require particular trainers, resources and/or equipment for correct implementation that may be subject to availability at time of commencement, must state the relevant conditions as a disclaimer in the advertising material.

Conditions may vary as per the nature of the VET training and examples include:
  o Where access to required resources is not available, Gateway College of Technology will attempt to provide alternate opportunities for students to complete the qualifications / unit (s) of competency

Gateway College of Technology does not guarantee that a student will obtain a statement of attainment by studying at Gateway College of Technology or that the student is able to complete the training product where standards relating to the amount of training, assessment requirements and other training package requirements are not met.

Where there are any changes to agreed services, the RTO advises the learner as soon as practicable, including in relation to any new third party arrangements or a change in ownership or changes to existing third party arrangements

Gateway College of Technology will use following documents and methods for the marketing and advertising of its scope.

  - Qualification Overview (i.e., Website, in person, via email)
  - Student Handbook (i.e., Website, in person, via email)
## APPROVED BY

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<th>Chief Executive Officer</th>
<th>Kamaljeet Kaur Toor</th>
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<td>CEO Signature</td>
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