

1. Purpose

VEG Education is committed to providing accurate, ethical, and transparent information about its training and assessment services in compliance with the *Standards for RTOs 2025*. As a Registered Training Organisation (RTO#45732), VEG Education ensures all marketing, promotional materials, and advertising provide current, truthful, and factual information so learners and stakeholders can make informed decisions.

The purpose of this policy is to:

- ensure high, consistent, and ethical standards in marketing and advertising activities,
- avoid misleading or deceptive conduct, and
- protect learners, clients, and industry stakeholders when making decisions about training products and services.

2. Policy Statement

VEG Education ensures all marketing and promotional activities:

- accurately represent training products and services on its scope of registration,
- clearly identify nationally recognised training versus non-accredited training,
- use the Nationally Recognised Training (NRT) logo strictly in accordance with Schedule 4 of the *Standards for RTOs 2025*,
- only promote courses included in its current scope of registration,
- provide full and transparent disclosure of fees, entry requirements, and support services,
- do not guarantee completion, employment outcomes, or other results that are outside the RTO's control, and
- are ethical, professional, and respectful in tone and presentation.

3. Definitions

- **Mode of delivery:** The method by which training and assessment is delivered, such as online, face-to-face, distance, or blended.
- **Nationally Recognised Training (NRT) Logo:** The logo used to identify nationally endorsed training package qualifications and accredited courses.

- **Scope of registration:** The list of training products the RTO is approved to deliver resulting in the issue of AQF certification documentation.
 - **Third party:** An organisation or individual providing services on behalf of the RTO, excluding employees under a standard employment contract.
 - **Training product:** AQF qualification, skill set, unit of competency, accredited short course, or module.
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4. Policy Principles

4.1 Ethical Marketing Standards

VEG Education will:

- a) Provide up-to-date, accurate, and clear information at all times.
- b) Represent its training and assessment services honestly, avoiding ambiguous or misleading claims.
- c) Only advertise licensing, regulatory, or employment outcomes where these have been confirmed by the relevant industry authority.
- d) Distinguish clearly between accredited training products and non-accredited training programs.
- e) Include support services, student entitlements, and consumer rights information.
- f) Avoid guarantees regarding:
 - automatic or guaranteed completion,
 - completing a qualification by shortcuts outside of training package rules, or
 - obtaining employment outcomes that are outside the RTO's control.

4.2 Marketing Strategies

Marketing activities may include but are not limited to:

- the official VEG Education website,
- course brochures and fact sheets,
- client information booklets,
- press and industry advertisements,
- email and digital campaigns,
- social media and online platforms.

4.3 Marketing Information

Marketing information will include, where relevant:

- RTO code,
- NRT logo (used in accordance with Schedule 4),
- full and correct code/title of the training product,
- training/assessment venue and delivery mode,
- course duration and structure,
- entry requirements,
- third-party delivery arrangements (if applicable),
- learner support services,
- tuition fees and refund policy,
- funding/subsidy entitlement information with clear learner obligations,
- consumer rights (e.g. cooling-off periods, complaints procedures).

4.4 Use of National and State Logos

- The NRT logo and other protected logos are used in accordance with the *Standards for RTOs 2025* and relevant state/territory requirements.
- Non-accredited training is never promoted using the NRT logo.

5. Responsibilities

- The CEO is responsible for final approval of all marketing materials and ensuring compliance with the *Standards for RTOs 2025*.
- The General Manager is responsible for developing marketing materials in line with this policy and submitting them for approval.
- Staff involved in recruitment, promotion, or marketing must ensure only pre-approved materials are distributed.

6. Legislative Compliance

This policy aligns with:

- *Standards for RTOs 2025*,
 - Australian Consumer Law (Competition and Consumer Act 2010),
 - Fair Trading legislation,
 - Privacy legislation relevant to the use of client testimonials or personal information.
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7. Client Information

All information provided to clients before enrolment must comply with the *Standards for RTOs 2025* and the VEG Education Client Information Policy to ensure learners are fully informed prior to training.

8. Records Management

- Copies of all marketing and advertising materials are retained in accordance with the Records Management Policy.
 - Records must clearly show when the material was approved by the CEO and when it was published/distributed.
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9. Monitoring and Continuous Improvement

- Marketing compliance is monitored by the CEO and reviewed regularly through internal audits.
- Areas for improvement are documented in the Continuous Improvement Register and actioned as required.
- Regular staff training is provided to ensure compliance with ethical marketing practices.