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Purpose

This policy and procedure ensure Everest Institute of Education (Ei) complies with VET Quality Framework, ESOS National Code 2018 Standard 1, and Standards for Registered Training Organisations (RTOs) 2015 Chapter 1 Marketing and recruitment Clause 4.1 which states: *“Accurate and accessible information about an RTO, its services and performance are available to inform prospective and current learners and clients.”*

Definitions

AQF means the framework for regulated qualifications in the Australian education and training system, as agreed by the Commonwealth, State and Territory ministerial council with responsibility for higher education and which can be accessed at <http://www.aqf.edu.au/>

ASQA means Australian Skills Quality Authority which is the national VET regulator and the RTO’s registering body

Assessment means the process of collecting evidence and making judgments on whether competency has been achieved, to confirm that an individual can perform to the standard required in the workplace, as specified in a training package or VET accredited course.

Competency means the consistent application of knowledge and skill to the standard of performance required in the workplace. It embodies the ability to transfer and apply skills and knowledge to new situations and environments.

RTO code means the registration identifier given to the RTO on the National Register.

Services means training, assessment, related educational and support services and/or any activities related to the recruitment of prospective learners. It does not include services such as student counselling, mediation or ICT support.

Learner means a person being trained and/or assessed by the RTO for the purpose of issuing AQF certification documentation.

Training Package means the components of a training package endorsed by the Industry and Skills Council or its delegate in accordance with the Standards for Training Packages. The endorsed components of a Training Package are: units of competency assessment requirements (associated with each unit of competency) qualifications and credit arrangements. The endorsed components form part of the requirements that an RTO must meet under these Standards. A training package also consists of a non-endorsed, quality assured companion volume/s which contains industry advice to RTOs on different aspects of implementation.

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

Unit of competency means the specification of the standards of performance required in the workplace as defined in a training package.

VET Quality Framework - VET Quality Framework comprises of:

- the Standards for Registered Training Organisations
- the Australian Qualifications Framework
- the Fit and Proper Person Requirements
- the Financial Viability Risk Assessment Requirements
- the Data Provision Requirements

Policy

RTO Obligations to Learner's Policy and procedure ensures Everest Institute of Education (Ei) provides accurate information to learners about services and qualifications prior to enrolment.

- Ei will ensure that information, whether disseminated directly by Ei or on its behalf, is both accurate and factual, and:
 - accurately represents the services it provides and the training products on its scope of registration;
 - includes Ei's RTO Code;
 - refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained;
 - uses the NRT Logo only in accordance with the conditions of use specified in Schedule 4 of the Standards for Registered Training Organisations 2015;
 - makes clear where a third party (for international students only) is recruiting prospective learners for Ei on its behalf;
 - distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment it delivers, if applicable;
 - includes the code and title of any training product, as published on the National Register, referred to in that information;
 - only advertises or markets a non-current training product while it remains on its scope of registration;
 - only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised;
 - if applicable in the future, Ei shall include details about any VET FEE-HELP, government funded subsidy or other financial support arrangements associated with its provision of training and assessment, and
 - does not guarantee that:
 - a learner will successfully complete a training product on its scope of registration; or
 - a training product can be completed in a manner which does not meet the requirements of Clause 1.1 and 1.2 of the Standards of Registration; or
 - a learner will obtain a particular employment outcome where this is outside the control Ei

Procedures

Procedure	Responsibility
<p>RTO Code</p> <ul style="list-style-type: none"> Ei will include its RTO code in all marketing materials. If another person or organisation is recruiting learners under a third-party agreement with Ei, Ei's RTO code will be included on all marketing or other material created by that person. 	<p>CEO Director of Operations General Manager</p>
<p>Code and full title of the training product</p> <ul style="list-style-type: none"> Ei's marketing materials will include the code and the full title of the training product (as listed on the National Register) to ensure that there is no confusion about what is being offered and to allow potential learners to verify the information. Promotion of training or assessment for training products will only be made based on Ei's current scope of registration. 	<p>CEO Director of Operations General Manager</p>
<p>Marketing Consent</p> <ul style="list-style-type: none"> Ei will ensure that a written permission is obtained from any person or organisation for use in any of its marketing or advertising material that refers or uses a photo or information of that person or organisation prior to its use. 	<p>CEO Director of Operations General Manager Education Agents</p>
<p>Use of Nationally Recognised Training (NRT) Logo</p> <ul style="list-style-type: none"> Ei ensures that the use of the NRT logo is in accordance to its usage specifications, as described in Appendix A: Nationally Recognised Training (NRT) Specifications. Ei complies on the conditions of use of the NRT logo, as further described in the Schedule 4, Standards of Registered Training Organisations 2015, as outlined below: <p><u>Appendix A - Schedule4 (Standards for Registered Training Organisations 2015)</u></p> <p>Conditions of Use of NRT Logo</p> <p>The Nationally Recognised Training (NRT) Logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to AQF certification documentation. The NRT Logo is a registered trade mark. The following describes a range of situations and conditions for using the NRT Logo.</p> <p>Advertisements and promotional information in any medium (print, television, radio, banners, internet, etc.)</p> <p>RTOs registered by any VET Regulator may use the NRT Logo to promote nationally recognised training provided that training is within the RTO's scope of registration.</p>	<p>CEO Director of Operations General Manager</p>

Procedure	Responsibility
<ul style="list-style-type: none"> • Impressions must not be created that may lead an observer to conclude the NRT Logo applies to all training provided by the RTO, if this is not the case. The NRT Logo cannot be used by an RTO where the training is accredited, but is outside the scope of registration of the RTO. Where training is being promoted and does not meet the requirements stipulated in the VET Quality Framework or is outside the RTO's scope of registration, it must be made clear the NRT Logo is not associated with that training. • Use of the NRT Logo is only permitted where there is a direct relationship to an AQF qualification and/or unit of competency as specified within training packages or VET accredited courses. <p>Student information (brochures, course handbooks, prospectuses, etc.) When an RTO is promoting the training, it offers and wishes to use the NRT Logo, its promotional material such as brochures, handbooks and prospectuses must clearly distinguish between nationally recognised training within the scope of registration and that which is not nationally recognised.</p> <p>Corporate stationery, business cards, buildings, training resources and marketing products The NRT Logo must not be used on products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, packaging around products nor learning resources supporting training.</p> <p>Certificates, Statements of Attainment and other testamurs The NRT Logo must be depicted on all AQF certification documentation issued by the RTO. These can only be issued by an RTO when the qualification and/or unit of competency are within the RTO's scope of registration. The NRT Logo must not be depicted on other testamurs or transcripts of results.</p>	

Document Control

Document No. & Name:	SC 45 – RTO Obligations to Learners P&P
Quality Area:	SC Students & Clients
Author:	Everest Institute
Status:	Active
Approved By:	Director of Operations
Approval Date:	Oct 2020
Standards:	ASQA Standards for Registered Training Organisations (RTOs) 2015 Standard 4 Clause 4.1, ESOS National Code 2018 Standard 1