

## **Ethical Marketing and Advertising**

### **Policy:**

This policy aims to address that the RTO's marketing and advertising of training and assessment products and services is ethical.

The RTO must advertise AQTF qualifications only if they are included in the RTO's scope of registration and must not state or imply that the services are within the scope if they are not.

### **Procedure:**

#### **How is this done?**

- All RTO marketing material is accurate.
- The RTO manager must authorize all marketing and advertising material.
- Berendale RTO will ensure that advertised material is only for courses on the scope of registration.
- Berendale RTO will obtain written permission from any person or organisation for use on any marketing or advertising material which refers to that person or organisation. Berendale RTO will abide by any conditions of that permission.
- Berendale RTO will keep a register of the written permission.
- Berendale RTO will ensure that advertised outcomes are accurate.
- Berendale RTO will ensure that advertising/marketing material will clearly separate AQTF courses from any other activity the RTO engages in.