

Marketing Policy

First Aid Australia is aware of the need to provide clear, current and accurate information about our RTO and its performance and the training and assessment offered. We understand that by implementing ethical and factual marketing information across all marketing products it allows learners to make informed choices.

We will honour all commitments made in marketing materials or promotions.

We will also ensure that when the NRT logo is used to promote and certify national vocational education it complies with Standards for Registered Training Organisations 2015.

This Policy complements the Customer Protection Policy.

Marketing methods will include:

Digital marketing

- All Websites that reference our training and assessment services
- Social media (Facebook, LinkedIn, YouTube, Instagram)
- Email lists
- Blogs
- Online Directories including Yellow pages, TrueLocal
- Google Ad

Networking

- Industry liaison
- Business Groups/Chambers

Marketing Policy

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Procedure

- All marketing and promotions will meet the requirements of the Consumer Protection Policy.
- Our legal name and code as on training.gov.au will be displayed on all printed marketing and promotional material and as follows:
 - In verbal advertisements such as TV or radio this will be included as a disclaimer at the end.
 - For promotions on our website, the RTO code and name will be included as a header on every page.
 - Social media pages will be named using our registered name and RTO code and communication such as posts and tweets will also include the RTO Code. The code and title of any training product (as published on the National Register) will be used when advertising or promoting on our social media sites.
- If a person is referenced in anyway in marketing material they must have given prior written consent. Consent would be via a written form.
- The National Identifier Code and Training Product name will be used as on training.gov.au, code first on all advertising and marketing material.
- If a Third Party arrangement exists, the details of the partnership, including the name and RTO code of the Third Party and the services to be delivered will be included in all advertising and marketing.
- We will ensure that any marketing, promotion or advertising done by a Third Party on our behalf complies with this Policy.
- All marketing and promotions will clearly differentiate between nationally recognised training and assessment that leads to AQF qualifications and non-accredited training.
- Non-current training products will only be marketed if they remain on scope of registration.
- The NRT Logo will only be associated with AQF Qualifications and will not be used in any way that could be interpreted as being associated with non-accredited training.
- We will only state that a training product will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator.
- Any advertising of course content, duration or methods of delivery will reflect the Training and Assessment Strategy.

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- Where training is paid via VET Learner Loan arrangements or another funding subsidy advertising and promotion will meet the requirements of the relevant Contract and the Consumer Protection Strategy.
- The effectiveness of the marketing strategy will be reviewed monthly/ quarterly by the management team as part of the Continuous Improvement process. This will include:
 - Review of enrolment numbers against targets
 - Review of effectiveness of each method of marketing
 - Review of feedback from staff and potential learners
 - Review of competitors strategies
 - Identified strengths and weaknesses of strategy and improvements/changes required
 - Other strategies.

Minutes will be kept of meetings and identified actions implemented as per the Quality Assurance process.

- Marketing information must be approved by the Marketing Manager prior to publication and will be reviewed by the RTO Manager as part of the Transition Process and whenever there is a change to the Training and Assessment Strategies.

Pre-enrolment Information

In accordance with our obligation to provide accurate and factual information we will supply the following information for learners to enable them to make informed decisions about enrolling in the training product. The Information will reflect the Training and Assessment Strategy and will be available on our website:

- Course Delivery methods
- Course details: dates of attendance and times
- Course Content: core and elective units
- Attendance requirements
- Entry requirements
- Course Fees and charges – terms and conditions

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- Fee Protection
- Refund Policy
- Cooling off periods
- USI
- Work placement requirements
- Assessment Methods
- Resources
- RPL and Credit Transfer
- Pathway information
- Contact details
- The Complaints and Appeals Process
- Learner rights and responsibilities
- Arrangements if training and assessment services in which they are enrolled can no longer be provided
- USI Requirements

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