

1. Purpose Statement

TLC Learning Academy will ensure that all marketing of training activities will be conducted with integrity, accuracy and professionalism avoiding vague, misleading or ambiguous statements. All marketing and advertising of TLC Learning Academy’s training delivery and assessment services are the responsibility of the Manager of TLC Learning Academy.

2. Scope

This Policy applies to prospective learners and stakeholder i.e., employers, organizations and business

3. Policy Statement

All TLC Learning Academy information, whether disseminated directly by TLC Learning Academy 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 its RTO code 41447 (provider number)
- 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 [nationally recognised training] logo only in accordance with the conditions of use as specified in the standards for RTOs.
- Although unlikely, will makes clear where a third party is recruiting prospective learners for TLC Learning Academy, on its behalf
- Includes the title and code 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 the RTO’s scope of registration

TLC Learning Academy marketing materials or initiatives do not guarantee that:

- Learners will successfully complete a training product on its scope of registration, or
- Training products can be completed in a manner which does not meet the requirements of assessment
- Learners will obtain a particular employment outcome where this is outside the control of TLC Learning Academy.

TLC Learning Academy’s marketing division will retain copies of all actual advertising and marketing materials, including any materials created by third parties.

Retain copies of all approved materials, to assist TLC Learning Academy to monitor marketing evidence presented as part of an audit, investigation or complaint.

TLC Learning Academy, in conjunction with TLC Marketing department, has in place an internal audit checklist for auditing all marketing, advertising and recruitment materials and keeps a continues improvement register of actions taken to ensure that all materials remain accurate and up to date.

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TLC Learning Academy review marketing materials when:

- Training and assessment strategies changes
- The TLC Learning Academy manager checks the accuracy and currency of all information before it is published
- Student surveys indicate information provided in marketing materials is not clear.

4. Social Media / Advertising / Promotions

TLC Learning Academy uses Release Form for Media Recording which includes information about taking photos / videos (including photos/videos where a student can be recognised), giving TLC Learning Academy permission to use photos/videos in public forums/media.

The Manager – TLC Learning Academy will ensure the following practices are adhered to:

- Ensuring all marketing or promotional literature and general media will not:
 - Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided; or
 - Make any claim to approval or recognition that is inaccurate or use misleading or false comparisons of courses with others provided by competitors; or
 - Make any misleading statements concerning the qualification or experience of its staff; or
 - Make misleading or false statements about the prospects of employment following the completion of training
- Ensuring systems and processes are in place for compliance with all relevant legislative, regulatory and statutory requirements, professional standards and guidelines

Procedural steps

Marketing Approval Procedure

- All prospective advertising and marketing activities are discussed by the Chief Human Resources & Industrial Relations Officer and the General Manager – TLC Learning Academy. This meeting will establish the need for the activities and the type of material to be produced
- The Manager – TLC Learning Academy will create the draft version of the marketing materials
- The TLC Learning Academy General Manager, in collaboration with the TLC Marketing Division, will review and create required documents in line with this policy.
- The final version of the marketing material is then submitted to the TLC Learning Academy General Manager for approval before publishing on the website or other Marketing purposes.

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