

Marketing Policy and Procedure

Purpose

This policy ensures that all marketing, advertising, and promotional activities conducted by HATS QLD Pty Ltd. T/A Hope Centre Education comply with the Standards for RTOs 2025, protect the integrity of nationally recognised training, and provide accurate, ethical, and transparent information to prospective learners and stakeholders.

Clause Alignment:

- a. *Outcome Standard 4.1*: Ensures all marketing of training and assessment is ethical, accurate, and consistent with scope of registration.
- b. *Compliance Standard 4.1*: Governs use of the NRT logo, accurate statements of training products, and avoids misleading or deceptive conduct.
- c. *Schedule 4 – Nationally Recognised Training Logo Specifications*: Regulates how logos are displayed.

Policy Statement

- 1. 2.1 Hope Centre Education is committed to ethical marketing practices that represent courses, services, and outcomes truthfully and in compliance with Australian Consumer Law.
- 2. 2.2 All marketing and advertising must be approved by the CEO (or delegate) prior to publication.
- 2.3 Marketing materials must accurately reflect qualifications, units, delivery modes, fees, entry requirements, and work placement obligations.
- 2.4 The RTO must not guarantee specific employment outcomes, residency, or migration benefits.
- 2.5 Hope Centre Education's RTO code, full trading name, and qualification codes/titles must be displayed clearly on all marketing of nationally recognised training.
- 2.6 Misleading statements, exaggerated claims, or unsubstantiated testimonials are strictly prohibited.
- 2.7 Marketing by agents or third parties must comply with this policy and be monitored regularly.

Scope

This policy and procedure apply to all staff responsible for the creation and publication of marketing materials. It does not apply to non-accredited training courses.

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Procedure

Marketing Material Development

- Marketing staff draft materials using current course details sourced from training.gov.au and validated Training and Assessment Strategies (TAS).
- All references to qualifications, units of competency, or national training products must include accurate codes and titles.

1.2 Review and Approval

- Materials undergo internal review for accuracy and compliance with Schedule 4 requirements (logo use, RTO identifiers).
- CEO or delegated senior manager reviews and signs off all marketing before release.

1.3 Distribution

- Approved materials are released through approved channels: website, social media, brochures, email campaigns, or agent networks.

1.4 Third-Party Marketing

- Contracts with education agents or external marketers must stipulate adherence to this policy.
- Marketing activity by third parties is monitored through regular spot checks and documented reviews.

1.5 Ongoing Monitoring

- Marketing materials are reviewed annually for currency and compliance with legislative changes or updated course information.
- Outdated or incorrect marketing materials are withdrawn immediately.

Review and Continuous Improvement

This policy is reviewed annually as part of Hope Centre Education's Continuous Improvement process, or sooner if changes occur to legislative, regulatory, or scope requirements.