



# POLICY

## Marketing and Advertising

RTO: 2922  
CRICOS: 01597B

### POL 009

As a Recognised Training Organisation (RTO) AICA Education recognises its responsibilities in following Ethical Marketing Practices as described in the:

- National Operational Protocol for the Marketing of Recognised Training
- VET Advertising Policy for the Vocational Education and Training in Queensland; and
- Vocational Education Training and Employment Act, 2000 (Queensland)

AICA Education will:

- Gain written permission from any client before using any information about that client in advertising
- Accurately represent Nationally Recognised Training products
- Provide full details of conditions in any contract with clients
- Separate Nationally Recognised Training products from other products
- Ensure names of products comply with the names endorsed by the Australian Quality Training Framework or VET
- Use appropriate endorsements in advertising (e.g. Nationally Recognised Training)
- Attach a disclaimer to non accredited courses if necessary
- Use the state and/or nationally recognised logo only on accredited products
- Clearly identify AICA's registered provider and CRICOS numbers(if applicable) in written advertising including electronic forms
- Will not give false or misleading information either verbally or in written form
- Maintain the reputation and integrity of the industry and the College at all times
- Not actively recruit a student where this conflicts with Standard 7 Transfer between registered providers (CRICOS)

