



<b>POLICY NAME</b>	Marketing and Advertising Policy		<b>POLICY NO.</b>	2024.21
<b>EFFECTIVE DATE</b>	09/08/2024	<b>DATE OF LAST REVISION</b>	<b>VERSION NO.</b>	1

<b>ADMINISTRATOR RESPONSIBLE</b>	Sarah Burnett	<b>CONTACT INFORMATION</b>	admin@aota.com.au
----------------------------------	---------------	----------------------------	-------------------

<b>APPLIES TO</b> Apply group names to define applicable areas of staff.					
GROUP 1	Trainers and Assessors	GROUP 2	Administration Staff	GROUP 3	Directors and Managers
GROUP 4	Students	GROUP 5	Organisations	GROUP 6	

VERSION HISTORY				
VERSION	APPROVED BY	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR
1	Sarah Burnett		Initial publication	Sarah Burnett

**APPROVAL AND REVIEW**

**ADDITIONAL NOTES**

## SCOPE

This policy applies to the advertising and marketing of VET courses on the AOTA scope of registration found at [AOTA](#).

## POLICY STATEMENT

AOTA is committed to providing accurate and accessible information about services to prospective and current learners and clients. Information provided to learners and clients will be accurate, up-to-date and presented in a clear manner.

The following principles underpin the Advertising and Marketing Policy at AOTA:

1. AOTA complies with legal and regulatory requirements to ensure that all marketing and advertising materials meet relevant standards, including the Australian Consumer Law, the Australian Skills Quality Authority (ASQA) guidelines, and the Standards for RTOs.
2. AOTA provides accurate, complete, and up-to-date information in all marketing and advertising materials. Our materials are written in plain English and avoid the use of technical jargon or complex language.
3. AOTA ensures that all marketing and advertising materials are accessible to all learners and clients, including those with disabilities or special needs. We provide information in alternative formats upon request.
4. AOTA provides clear and transparent information about pricing and payment options. We do not engage in misleading or deceptive pricing practices.
5. AOTA has a process in place to manage complaints and feedback related to our marketing and advertising practices. We take all complaints seriously and investigate them promptly to ensure that we maintain our commitment to providing accurate and accessible information.
6. AOTA regularly reviews and updates its marketing and advertising policies and procedures to ensure that we continue to meet our obligations under the Standards for RTOs and to respond to changing stakeholder needs.
7. AOTA will conduct annual marketing checks on all third parties and the AOTA website. These checks will then be sent to the third party and any concerns raised and the required alterations made. Please refer to the marketing checklist found at [Checklist](#)

## TERMS AND DEFINITIONS

TERM	DEFINITION
Advertising and marketing	The activity of producing information for promoting the sale of products or services.
Nationally Recognised Training (NRT) Logo	The NRT logo is used nationally to signify training packages and VET accredited courses. Refer to the 2015 Standards for Registered Training Organisations.

--	--

## Policy Updates

This Policy may change from time to time and is available on our website.

## EXCEPTIONS

Describe exceptions here.

--

## RELATED POLICIES AND OTHER REFERENCES

Standards for RTO's 2015 <https://www.asqa.gov.au/rto/users-guide-standards-rto-2015>

## ROLES AND RESPONSIBILITIES

List the job titles and business offices directly responsible for the policy.

ROLE	RESPONSIBILITY
CEO	Authoring and updating
CFO	Publishing on the internet
Administration Manager	Ensuring all personnel are informed

## CONTACTS

List contacts in the table.

SUBJECT	CONTACT	PHONE	EMAIL
CEO	Sarah Burnett	42068378	admin@aota.com.au
CFO	Nigel Burnett	42068378	info@aota.com.au
Administration Manager	Robin Lore	42068378	robin@aota.com.au

