

# MARKETING AND ADVERTISING GUIDELINES

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USER GUIDE FOR ADVERTISING AND MARKETING  
FOR THIRD PARTY ARRANGEMENTS



Allens Training  
37 Mary Street Noosaville QLD 4566 | AUGUST 2019

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## INTRODUCTION

This guide is designed to assist partners of Allens Training Pty Ltd RTO 90909 operating under a Third Party Arrangement comply with all marketing and advertising requirements. If a partner of Allens Training does not follow this guideline they may be in breach of their partnership agreement and could risk the agreement being terminated.

## GUIDING PRINCIPLES

- 1.1 No partner operating under a third party arrangement can advertise any VET course in its own name
- 1.2 At all times prospective or current students must be aware of the fact their enrolment is with Allens Training Pty Ltd RTO 90909 and that the training and assessment is being delivered on behalf of Allens Training Pty Ltd RTO 90909.
- 1.3 All information must be accurate and comply with requirements of Allens Training Pty Ltd RTO 90909 requirements
- 1.4 Providing accurate information enables informed choices by clients and learners

## REQUIREMENTS OF ALL MARKETING/ADVERTISING MATERIAL

- 2.1 The statement “**Training and assessment delivered on behalf of Allens Training Pty Ltd RTO 90909**” must be included in any material or location where VET training delivered through the third party arrangement is referenced.
- 2.2 When referencing Allens Training in advertising or marketing material you must always use the full legal name “Allens Training Pty Ltd RTO 90909”
- 2.3 If referencing any training product, the code and title must match the listing on [training.gov.au](http://training.gov.au)
- 2.4 Not guarantee that a learner will successfully complete any course
- 2.5 Only refer to another person or organisation if the consent of that person or organisation has been obtained prior
- 2.6 Partners are not to use the nationally recognised training (NRT) logo
- 2.7 Partners must distinguish between nationally recognised training and assessment leading to the issuance of AQF certification document and any non-accredited training or assessment delivered by your organisation
- 2.8 Only include a non-current training product while it remains on Allens Training scope of registration
- 2.9 Only state that a training product you deliver will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction of the advertisement and/or training and assessment
- 2.10 All references to the third party must be in the business name that is reflected in the third party written agreement.

## APPROVAL OF ADVERTISING AND MARKETING MATERIALS

- 3.1 All advertising and marketing materials that references Allens Training or any products or services delivered as part of the third party arrangement must be approved by Allens Training before being published
- 3.2 Failure to obtain approval before publishing any advertising and marketing material Allens Training or any products or services delivered as part of the third party arrangement may result in the immediate termination of your agreement
- 3.3 Partners are strongly encouraged to liaise with Allens Training staff if they are unsure if advertising or marketing material may require approval.
- 3.4 It is the partners responsibility understand the advertising requirement and correctly identify advertising or marketing material.

## WEBSITES

- 4.1 Partners must include the “delivered on behalf of” logo on any website that references Allens Training Pty Ltd or any products or services delivered as part of the third party arrangement
- 4.2 The statement “Training and assessment delivered on behalf of Allens Training Pty Ltd RTO 90909” must be included on any page containing a reference to Allens Training or any products or services delivered as part of the third party arrangement
- 4.3 It is the partners responsibility to ensure they have informed Allens Training of all websites they are currently operating.
- 4.4 On any page that references a training product, the code and title of that training product (as published on training.gov.au) must be used.
- 4.5 Keep your website up to date. Your partnership may only advertise non-current training products while the product remains on our scope of registration.
- 4.6 Ensure that any statements made about the duration of a course are accurate. Course durations must be consistent with the amount of training identified in the Allens Training course information.
- 4.7 All new facilitator guides developed by Allens Training contain a section specifying the minimum information that must be included on each course type listing. Partners are welcome to add additional information to these listings but must ensure the supplied information is included at a minimum. Until which time new facilitator guides are available partners will be able to identify the minimum required components using the self-assessment checklist.

## ONLINE BOOKING

- 5.1 Any partner who is offering individual student's the ability to book into or register for a course must use the partners Training Desk self-sign up calendar. This ensure that the student is aware of all required information prior to booking into a course.

## PRINTED MATERIAL – NEWSPAPER / BROCHURES

- 6.1 Where possible all printed material should include the “delivered on behalf of” logo
- 6.2 All printed material must include the statement “Training and assessment delivered on behalf of Allens Training Pty Ltd RTO 90909” whether through the use of the “delivered on behalf of” logo or in plain text.
- 6.3 If referencing a specific course, the full and correct title must be used (as seen on training.gov.au) .

## SOCAL MEDIA

- 7.1 Social media pages must include the statement “Training and assessment delivered on behalf of Allens Training Pty Ltd RTO 90909” in an easily identifiable location.
- 7.2 Communications on social media that refer to a specific course, such as posts/tweets must include “Training and assessment delivered on behalf of Allens Training Pty Ltd RTO 90909” Replies to comments made in response to these communications do not require the partnership statement.
- 7.3 Where advertising on social media references a specific training product, you must include the code and title of that training product (as published on training.gov.au)
- 7.4 If you are posting any event or any other activity relating to products or services delivered as part of the third party arrangement you must include the statement “Training and assessment delivered on behalf of Allens Training Pty Ltd RTO 90909”.

## ONLINE ADVERTISEMENTS

- 8.1 Ensure the statement “Training and assessment delivered on behalf of Allens Training Pty Ltd RTO 90909” is included when referencing a specific course(s).
- 8.2 In order to keep the number of adwords to a minimum, you may choose to have a general advertisement with your industry area of training and website address.
- 8.3 Any specific references to training products must include the title and code of the training product as published on training.gov.au
- 8.4 Allens Training Pty Ltd does not allow advertising on Groupon, Scoupon type services.

## TELEVISION / RADIO

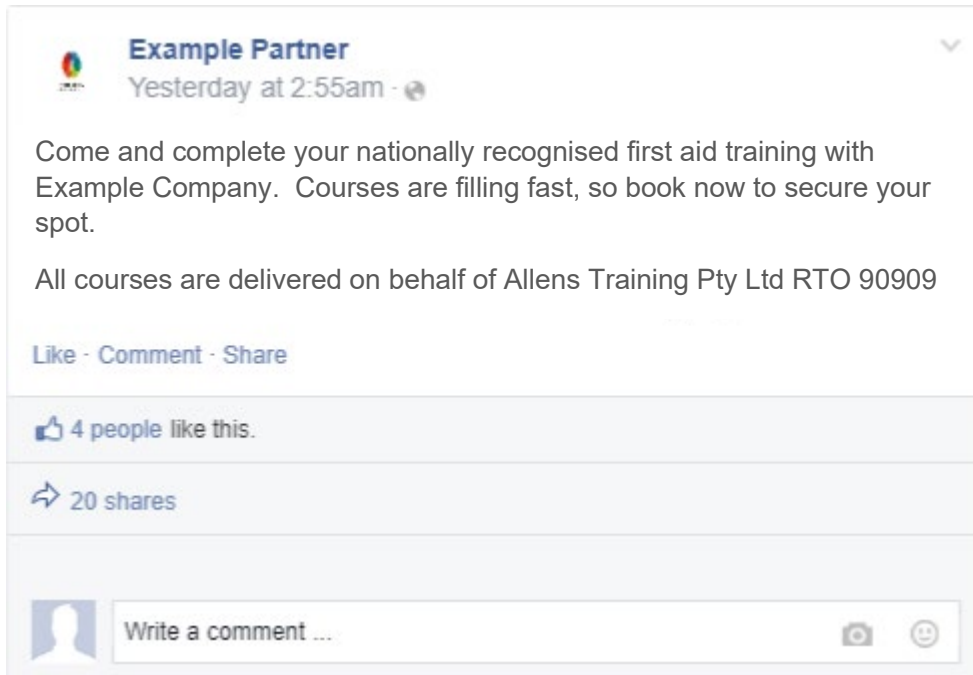
- 9.1 Television and radio advertising must include the Allens Training Pty Ltd partnership statement “Training and assessment delivered on behalf of Allens Training Pty Ltd RTO 90909”. This can be included as a disclaimer at the end of the advertisement.
- 9.2 If a student is speaking on behalf of your partnership, written consent must be obtained from the student prior to publishing the advertisement.
- 9.3 Ensure that any statements made about the duration of a course are accurate.
- 9.4 Ensure that any statements made about employment outcomes following completion of a course are not misleading. Generally, employment outcomes are also contingent on job interviews which may be outside the control of an RTO.
- 9.5 Ensure that any references to nationally recognised training are associated with an AQF qualification, accredited course, skill set or unit of competency that is registered on our scope of registration.

## EXAMPLE OF NON-COMPLIANT SOCIAL MEDIA POSTS



This would be non-compliant as it references training only able to be delivered by an RTO without identifying the RTO involved.

## EXAMPLE OF COMPLIANT SOCIAL MEDIA POST



In this example prospective students would know which RTO they are enrolling with.

## EXAMPLES OF NON-COMPLIANT WORDING

### 1. Course Name not including unit code

Provide First Aid course coming up at our Noosa training centre. Complete the course in 3 hours with no pre-course study.

This training is nationally accredited.

### 3. Incorrect terminology – should say Nationally Recognised

### 2. Course duration not consistent with minimum times

### 4. Students would not be aware of who the RTO is

## SPECIFICATIONS FOR THE “DELIVERED ON BEHALF OF” LOGO

An original version of this logo (obtained from Allens Training Pty Ltd) should be displayed on all advertising and marketing material that references Allens Training Pty Ltd or any products or services delivered as part of the third party arrangement. The logo variations are designed to meet regulatory requirements and act as a mark of quality.

The logo used must not be altered in anyway and the size of the logo must be large enough that is clear and able to be read easily and in a prominent location.

When using the logo on a website the logo must be visible on the page when first navigating to that site or page. i.e. the user must not have to scroll down to see the logo when viewing on a PC.

When used on print material it must be clearly visible, of correct print quality (300dpi or higher) and printed on any detachable page.

Allens Training Pty Ltd will provide you with a web sized logo and a quality print version as required.

To assist partners, we have developed 8 options, partners are welcome to select the version of the logo that best fits within the design of their own marketing material.





## WEBSITE GENERAL SELF ASSESSMENT CHECKLIST

This checklist outlines the general advertising requirements of all partners websites.

Website Address (insert)	
Is it clear that training is delivered on behalf of Allens Training as the RTO	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Is the “delivered on behalf of” logo used and easily visible	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Has the partnership statement been hyperlinked back to Allens Training website	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Allens Training has been referred to in full legal name “Allens Training Pty Ltd”	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
There is no inappropriate reference to any regulatory bodies eg: ASQA, SafeWork/WorkCover	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Is there any reference to other course accrediting or industry bodies such as ACECQA and are they accurate and listed only in the relevant course/s?	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
The NRT logo is not used	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Courses are referred to as Nationally Recognised not accredited	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Non-accredited courses are clearly identified as being non-accredited	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant <input type="checkbox"/> NA
If they work for different RTOs it is clear which courses are delivered through which RTO	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant <input type="checkbox"/> NA
Is there a clear link to the student handbook	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant

## WEBSITE COURSE LISTING CHECKLIST

This checklist outlines the requirements for each individual course listing.

Website Address (insert)	
The code(s) and title(s) of the training product are current and as published on the national register	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Expected duration is listed (for all modes marketed)	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Expected locations at which the training will be provided are listed	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Modes of delivery are identified	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Course partnership statement included	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
The student handbook is referenced for learners' rights, responsibility and support, including complaints	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Course fees are outlined	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Payment terms are clear	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Refund policy is available (can be referenced to student handbook)	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Statement on the assessment requirements for the course is comprehensive	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Entry requirements for the course type are listed	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant
Is the "delivered on behalf of" logo used and easily visible	<input type="checkbox"/> Compliant <input type="checkbox"/> Non-Compliant