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RTO Marketing

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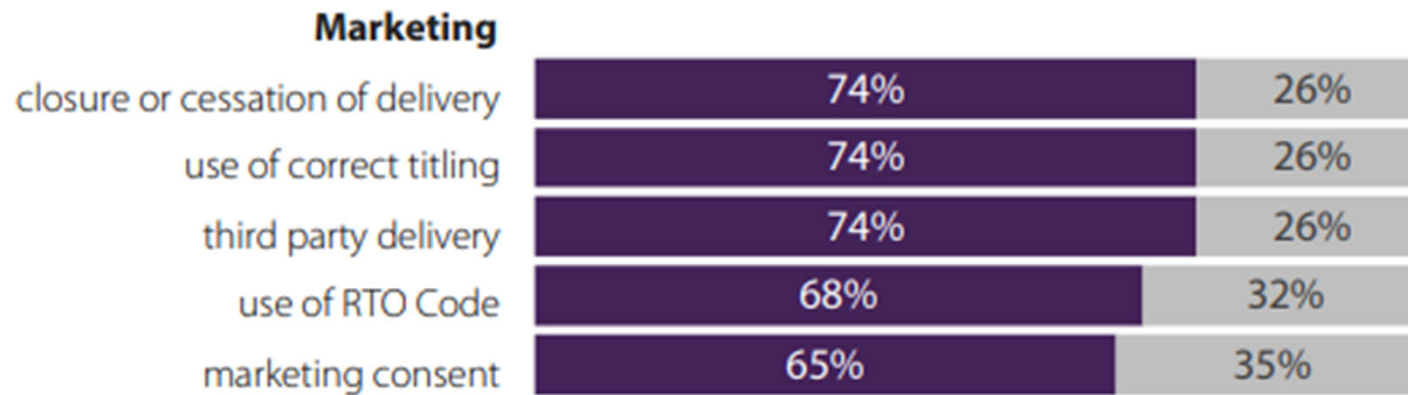
Topics for this workshop

- Standards associated with marketing
- RTO marketing responsibilities
- Types of marketing
- Use of Logos
- Marketing by third parties



RTO Marketing Audit – Summary of findings

Lowest levels of compliance



Standards for RTOs

The Standards for RTOs set out the requirements for RTOs in regard to marketing. The requirements are spread across a range of clauses including:

- **Information to potential learners** - 4.1, 5.1 & 5.2
- **Third party services** - 2.3, 2.4, & 4.1.
- **Permission and Authority** - 4.1c
- **RTO Governance** - 7.1a
- **Logo Use** - Schedule 4

RTO Marketing Responsibilities

- Inclusion of RTO National Code
- Correct course code & title as listed on TGA
- Attainment of permissions
- Third party marketing
- Accuracy of information
- No pre-advertising of courses yet to be added to scope

Types of Marketing Media

- Radio
- Television
- Print – newspaper / magazine
- Email
- Social Media
- Search Engine Marketing / pay-per-click ads
- Website
- Influencers



Marketing Example website



RIIWHS202E - Enter and Work in confined spaces



RIIWHS204D - Work Safely at Heights



Licence to operate a boom-type elevating work platform (boom length 11 metres or more)

100% job guarantee on course completion



Training Accreditation Council
WESTERN AUSTRALIA

Australian
Qualifications
Framework



NATIONALLY RECOGNISED
TRAINING



Building Estimator Course



TLILIC2005

OUR COURSES

Come study with us. We are Australia's number 1 Registered training organisation providing quality training all over the country.

HOME

Marketing Example email

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The image shows a marketing email template. At the top, there is a header image of a construction worker in a yellow hard hat and orange safety vest, with a yellow excavator in the background. Overlaid on this image is the text 'THE NEW YOU STARTS HERE' in large, bold, black letters, followed by 'Offering comprehensive training solutions to individuals and groups' in smaller black text. Below this is an orange button with the text 'CONTACT US' in white. The main body of the email has a light beige background. It starts with the title 'Manual Handling Training Program' in bold black text. Below the title is a salutation 'Dear Mr Joe' and a paragraph: 'ABC Organisation has been delivering accredited training for the past 5 years and have only received good feedback about our courses.' This is followed by another paragraph: 'The manual handling course is run over 4 hours and includes learning techniques that will assist with physical handling of goods as well as using mechanical aides such as lift trollies, fork lifts and lifting straps.' Then, a third paragraph: 'At the end of the course you will receive a statement of completion. So call now or flick us an email indicating which course date would prefer to attend. We will get back to you on the next working day at the latest.' Below this is a list of course dates: '20 August - Manual Handling - physical lifting', '10 September - Forklift & mechanical aides', and '1 November - Manual Handling - physical lifting'. To the right of this list is a logo for 'NATIONALLY RECOGNISED TRAINING' which consists of a stylized green and red triangle made of horizontal lines.

**THE NEW YOU
STARTS HERE**
Offering comprehensive training solutions
to individuals and groups

CONTACT US

Manual Handling Training Program

Dear Mr Joe
ABC Organisation has been delivering accredited training for the past 5 years and have only received good feedback about our courses.

The manual handling course is run over 4 hours and includes learning techniques that will assist with physical handling of goods as well as using mechanical aides such as lift trollies, fork lifts and lifting straps.

At the end of the course you will receive a statement of completion. So call now or flick us an email indicating which course date would prefer to attend. We will get back to you on the next working day at the latest.

20 August - Manual Handling - physical lifting
10 September - Forklift & mechanical aides
1 November - Manual Handling - physical lifting

**NATIONALLY RECOGNISED
TRAINING**

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Marketing Example social media



RTO ABC

Cert IV Training & Assessment

Study Face to Face, Online, RPL

Automatic TAE40116 to TAE40122 Upgrade

Western Australian
TAFE

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TV, Radio & Cinema



Marketing Example claims

1. All of our graduates who have completed the qualification are guaranteed a job.
2. Upon successful completion of the required training, the individual will receive a Security Officers Licence.
3. Apply for RPL now to receive your certificate in 2 weeks.
4. Organisations that have entrusted us with the delivery of this qualification include Rio Tinto Iron Ore, Woodside, BHP Billiton and Bechtel.
5. The Certificate III in Business Services is delivered in partnership with an RTO.

Logos

As a Registered Training Organisation (RTO) you are able to utilise the Training Accreditation Council (TAC), Nationally Recognised Training (NRT) and the Australian Qualifications Framework (AQF) logos on advertisements and certification.



TAC Fact Sheet: TAC, NRT and AQF Logos
wa.gov.au/tac

Marketing by third parties

- **2.1** – maintain compliance at all times including third parties
- **2.3** - third party arrangements are subject to a written agreement
- **2.4** - have strategies and resources to monitor third parties
- **7.1a** – Responsible people and higher managerial agents vested with the authority to ensure the RTO complies at all times.

TAC Fact Sheet: Third-party Arrangements
wa.gov.au/tac

Marketing Example third party

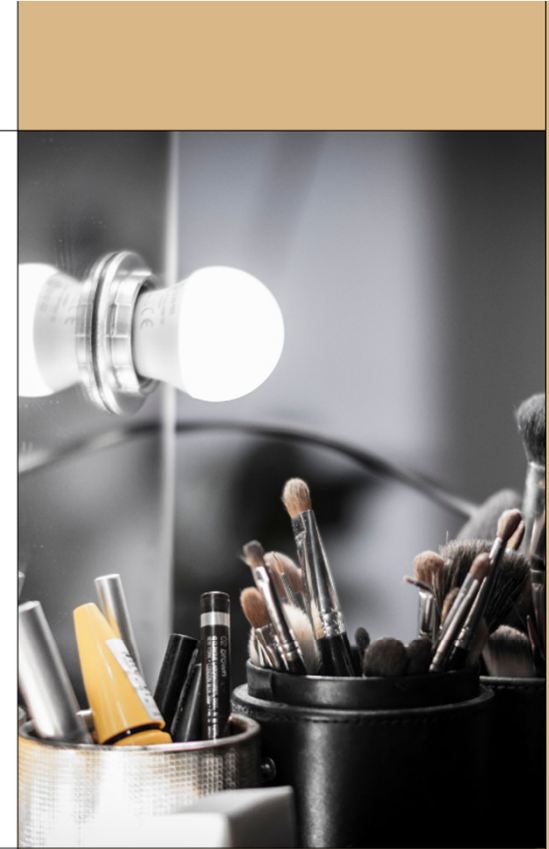
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beauty+++

beauty+++ offer a wide range of Nationally Recognised training courses for the purpose of licencing, education and awareness. All courses are professionally run by our highly skilled trainers, either in our offices or at your premises of choice.

Our courses ensure that every participant receives a high level of practical experience whilst also providing the necessary background knowledge to ensure that the excel in their workplace.

We are an approved beauty training provider in collaboration with the European Standard and is recognised in Australia for NRT.



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Review

- Ensure all marketing practices and methods (including third party marketing) is included in internal reviews and audits
- Ensure third party arrangements in relation to marketing are adequately detailed in a written and signed agreement and that it is a condition that when marketing, the third party makes reference to you, specifically the RTO name and code.
- Ensure all marketing mediums are consistently reviewed
- Do not pre-advertise courses that are not on the RTO scope

References and Resources

- The Standards for RTOs
- The TAC Users' Guide for the Standards
- TAC Fact Sheet: Marketing and Advertising
- TAC Fact Sheet: TAC, NRT and AQF Logos
- TAC Fact Sheet: Third-party Arrangements

Questions?



Contact TAC



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