

Policy Rational – Ethical Marketing and Advertising

CCAIE will ethically and accurately differentiate its accredited and pre-accredited programs in the marketing and advertising of its training and assessment services. The Manager together with the **Program & Marketing subcommittee** is responsible for the control and implementation of CCAIE ethical marketing and advertising.

Policy Aims – Ethical Marketing and Advertising

- AQF qualifications will only be advertised if CCAIE is registered to issue the qualifications.
- CCAIE will identify nationally recognised products separately from courses without recognised status.
- Names of training packages, qualifications and/or accredited courses listed in advertising materials will comply with the names/titles/codes as recognised by the Victorian Registration and Qualifications Authority (VRQA).
- CCAIE **Manager** will ensure correct use of logos, course titles, codes, outcomes, fees and refund arrangements, and ensure accredited courses are listed on the current Scope of Registration.
- CCAIE **Manager** will ensure that non-accredited courses are not misrepresented or open to be misconstrued as leading to an AQF qualification or recognition.

Procedures – Ethical Marketing and Advertising

CCAIE will advise prospective students of:

- Scope of Registration.
- Application processes, selection criteria, fees and costs associated with training.
- Qualifications to be issued on completion or Statements to be issued on partial completion of courses.
- Assessment procedures including recognition of prior learning and competencies to be achieved.
- Grievance procedure, facilities and equipment and student support services.

CCAIE will ensure that:

- All marketing and advertising material is submitted to the Manager prior to printing or distribution.
- Approval from an individual/organisation is to be obtained if reference is to be made in any promotional material.
 - ✚ The dignity and privacy of an individual will be respected at all times.
 - ✚ Respect will be given to confidentiality of information in conformity to all relevant privacy legislation.
- Copy of authorised marketing and advertising material, together with approvals are to be kept on file by Manager.
- Printing and publishing of marketing and advertising material must be authorised by the Manager.

CCAIE will:

- Market courses with integrity, accuracy and professionalism, avoiding vague and ambiguous statements.
- Not make false or misleading comparisons with other providers or courses.
- Not state nor imply courses, other than those on Scope of Registration, are recognised by State Training Boards.
- Adhere to State and Federal guidelines for using marketing and promotional materials.
- Obtain permission to publish samples of work and photos of students or members of the public.
- Use national and state logos on nationally recognised courses.
- Ensure that advertising and marketing is done in accordance with AQTF-2010 standards.

Evaluation

This policy will be reviewed bi-annually