



MARKETING AND ADVERTISING

Standard 4.1 SRT0 2015

Clause 11 VET Pre-qualified Supplier Agreement

Pre-qualified Supplier Policy 2018-19 – Performance Standards 2 & 3

[Pre-qualified supplier marketing and disclosure directives fact sheet](#)

Purpose

This policy is in place to ensure there is a consistent approach in the marketing and promotion of Binnacle Training's services. This policy should ensure processes associated with marketing and promotions are carried out with integrity and accuracy to clients.

Scope

The policy applies to the ethical, promotion, marketing and advertising of the organisation's training and assessment services both in the electronic and print media.

Service/Product promotion will be by way of verbal networking, general networking amongst industry professionals, web media and any other form determined as appropriate by the organisation.

The 'Quality/Compliance' Specialist is responsible for ensuring that promotional materials, representations and services to be provided, are consistent with the ability of the business, including scope of registration and scale of operation, to meet the required standard expected of the business and the client.

All staff are required to discuss any proposed marketing activities with the 'Director – Operations & Quality' prior to any promotion being commenced.

The Chief Executive Officer is responsible for the overall design and dissemination of marketing and advertising materials.

Prior to the commencement of any proposed marketing activities, all marketing and advertising material must be properly authorised and must comply with all relevant legislation and be arranged in accordance with the:

- VET Quality Framework
- Nationally Recognised Training Logo Specifications
- ASQA's 'Advertising/Marketing Guidelines'.

The 'Marketing Material Checklist Template' should be used to minimise the risk of errors occurring.

Written Authority must be received from any person(s) and/or organisation prior to using them within any promotional activity.

Per Binnacle Training's Third Party Agreement, each school (as third party) is required to adhere to Binnacle's 'Marketing Requirements' policy when advertising any Binnacle program. Specifically, this includes the requirement for Binnacle's Program Disclosure Statement (PDS) to be referenced on all such marketing related to subject selection activities and Binnacle First Aid/other short courses. Binnacle 'Marketing Requirements for Partner Schools' Policy can be accessed here: <http://www.binnacletraining.com.au/rto.php> (Select: Binnacle RTO Files)

Copies of relevant documentation will be held within Binnacle Training's digital network.

Procedure (Pre-qualified Supplier Agreement-Specific)

Marketing of VETiS Eligible Certificate II in Sport and Recreation (SIS20115)

Per Table 1 below, the following five (5) key criteria must be met for all marketing documentation relating to Certificate II in Sport and Recreation (SIS20115) funded by the VETiS Program under Binnacle Training’s PQS Agreement.

CRITERIA	
1	Reference: <ul style="list-style-type: none"> - Vocational Education and Training in Schools initiative, funded by the Queensland Government. - ‘VETiS Funded’ or ‘VETiS Eligible’ only specific to the funded qualification: Certificate II in Sport and Recreation (SIS20115).
2	Clearly reference that <u>only</u> the Certificate II in Sport and Recreation is a VETiS funded offering. <i>It must be immediately clear to an uninformed reader that VETiS funding is available to eligible students undertaking a Certificate II only and there is no requirement or obligation to continue to a Certificate III.</i>
3	Include following reference that differentiates ‘VETiS funded’ from ‘Fee for Service’: Fee-free for VETiS Students – <u>Certificate II</u> Participant Fees as invoiced to School WAIVED. Certificate III Participant Fees are ‘Fee for Service’.
4	Exclude any reference to ‘Fee for Service’ offerings when marketing the VETiS funded Certificate II. <i>The promotion of Certificate III ‘Fee for Service’ qualifications must be separate to any promotion of funding received for VETiS under Binnacle Training’s PQS Agreement.</i>
5	Always include hyperlink to the Queensland Government’s VETiS page for more information on VET in schools courses funded through the VET investment budget. https://desbt.qld.gov.au/training/providers/funded/vetis

The ‘PQS Marketing Checklist’ is to be completed by the ‘Quality/Compliance’ Specialist for all documentation containing reference to the VETiS initiative. This checklist is to be:

- a. completed annually; and
- b. reviewed at commencement of each school term (in line with Binnacle’s Annual Schedule – PQS Compliance).