

Marketing Checklist

About this checklist

This checklist is to be used for checking marketing, promotional and advertising materials for the purposes of marketing services. Complete the details of the marketing materials developed in the section below and check that all items are met in the marketing materials. Where there are gaps complete the adjustments made column indicating actions you took to update the materials.

Marketing materials

Marketing material name/s	
Course	
Developed by	
Date of review	

Marketing materials checklist

Checklist items	Yes	No	Comments/adjustments made
Legal entity and/or trading name.	<input type="checkbox"/>	<input type="checkbox"/>	
RTO Code.	<input type="checkbox"/>	<input type="checkbox"/>	
Code and title of the Training Product or accredited course (as published on the National Register) and currency. Please note only non-current training product are to be advertised or marked while it remains on RTO scope of registration.	<input type="checkbox"/>	<input type="checkbox"/>	
Any other outcomes of the course will also be provided e.g. the option to apply for a licence.	<input type="checkbox"/>	<input type="checkbox"/>	
Only advertises or markets that a training product delivered will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist items	Yes	No	Comments/adjustments made
industry regulator in the jurisdiction in which it is being advertised.			
Distinguishes between nationally recognised training and non-accredited training if applicable	<input type="checkbox"/>	<input type="checkbox"/>	
Includes information about any third parties who are recruiting students on behalf of Auswide Trade and Technology College, and their names and contact details.	<input type="checkbox"/>	<input type="checkbox"/>	
Outlines where Auswide Trade and Technology College is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on behalf of a third party and includes names and contact details of such.	<input type="checkbox"/>	<input type="checkbox"/>	
Outlines any work-based training and associated arrangements a student is required to undertake as part of the course.	<input type="checkbox"/>	<input type="checkbox"/>	
Outlines entry requirements (including LLN requirements, educational qualifications or work experience) for entry to the course	<input type="checkbox"/>	<input type="checkbox"/>	
Provides information on course credit (credit transfer and RPL)	<input type="checkbox"/>	<input type="checkbox"/>	
Includes information on the duration (including holiday breaks), location and mode/s of delivery.	<input type="checkbox"/>	<input type="checkbox"/>	
Includes information on facilities, equipment and learning resources available to students.	<input type="checkbox"/>	<input type="checkbox"/>	
Includes information on materials and equipment that the student is expected to provide as part of their course.	<input type="checkbox"/>	<input type="checkbox"/>	
Includes details about VET Student Loans if applicable, as well as subsidies available through government funding or any other financial support arrangements (if applicable)	<input type="checkbox"/>	<input type="checkbox"/>	
Outlines any other information relevant to	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist items	Yes	No	Comments/adjustments made
the registered provider, its courses or outcomes associated with those courses.			
Includes relevant cost information including: <ul style="list-style-type: none"> • all tuition and non-tuition fees • payment terms and conditions • potential for fees to change over the duration of a course • any debts that may be occurred such as under the VET Student Loans scheme, or any loss of entitlement from the student undertaking the course (such as loss of entitlement for further government funded programs or student loan schemes as relevant) • refunds information. 	<input type="checkbox"/>	<input type="checkbox"/>	
Outlines the grounds on which a student's enrolment may be deferred, suspended or cancelled.	<input type="checkbox"/>	<input type="checkbox"/>	
Outlines any other information relevant to the registered provider, its courses or outcomes associated with those courses.	<input type="checkbox"/>	<input type="checkbox"/>	
Use the Nationally Recognised Training logo in accordance with its Conditions of Use outlined in Schedule 4 of the SRTOs 2015.	<input type="checkbox"/>	<input type="checkbox"/>	
A Permissions Form has been completed where an individual or organisation is referred to.	<input type="checkbox"/>	<input type="checkbox"/>	
Marketing materials do not: <ul style="list-style-type: none"> • guarantee that a student will successfully complete a course and will be issued with a qualification or statement of attainment • state that a course can be completed such that it will not meet the requirements of Clauses 1.1 and 1.2 • guarantee a successful assessment outcome 	<input type="checkbox"/>	<input type="checkbox"/>	

Checklist items	Yes	No	Comments/adjustments made
<ul style="list-style-type: none"> guarantee any employment outcome arising from the completion of the training product claim that a student will be eligible for any license or accreditation unless the license outcome is guaranteed by the issuer of the license or accreditation give any other false or misleading information or advice in relation to itself, its course or outcomes associated with the course advise that the training can be completed in any other way than as described in each training and assessment strategy. 			

Marketing material approval

Marketing material approved	
Name of staff member approving materials	
Position	
Signature	
Date of approval	