

Marketing Material Checklist (Standard 4 and 5)

The intention of this document is for RTO Authorised Representatives to quality check that all advertising and marketing material in any medium that the RTO disseminates to prospective learners is accurate and factual and meets the requirements of Clause 4.1 of the [Standards for Registered Training Organisations \(RTOs\) 2015](#). This includes but not limited to:

- Electronic
 - Websites, Facebook, Twitter, LinkedIn, Instagram, YouTube, television, radio, etc
- Print
 - brochures, newspapers, flyers, banners, etc

Furthermore, this includes training and assessment being delivered on behalf of another RTO and/or any Third-Party providers whom are advertising and/or marketing on behalf of the RTO. For further information please reference [Users' Guide to the Standards for RTOs 2015](#).

This review tool does not constitute meeting any additionally specific government funding subsidy marketing requirements *e.g. Pre-Qualified Supplier (PQS)*, and nor does it provide a full analysis of all relevant consumer protection law requirements. It is the responsibility of the RTO Authorised Representative to ensure that the RTO is informed and meets all relevant requirements.

Marketing Material being Reviewed

Item Name:	
File Reference:	
URL:	
Item Location:	

Marketing Material Review Checklist	Relevant VQF item	Compliant	Non-Compliant <i>Requires comment</i>	Not Applicable <i>Requires comment</i>	Comments and Required Changes
Training Products advertised align with the RTO's scope of registration and include: ✓ Current and on scope; OR ✓ Superseded but within 12 months of new qualification being published and still on scope	SRTO 4.1 a & i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Includes RTO's registration code (90319) and CRICOS code (02851G)	SRTO 4.1 b	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Includes correct code and full title of VET training product as published on www.training.gov.au	SRTO 4.1 h	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Click here to enter text.
Includes correct codes and full titles of units of competency as published on www.training.gov.au	SRTO 4.1 h	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Click here to enter text.
There is a clear distinction between nationally recognised training leading to an AQF certification, and non-accredited training (if applicable)	SRTO 4.1 g	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Includes details of all financial support arrangements e.g. VET FEE-	SRTO 4.1 k	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Click here to enter text.

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HELP, Government funded subsidies (where applicable)					
Does not provide guarantees of: ✓ successful completion ✓ employment outcomes, which are outside the control of the RTO	SRTO 4.1 1	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	Click here to enter text. Click here to enter text.
Has the NRT logo been used? If yes, has it been used in alignment with the following requirements: ✓ Used on advertising and marketing only in direct relationship to nationally recognised training ✓ Used on student information such as brochures and information only in respect to nationally recognised training ✓ Not used on corporate stationery such as business cards, signage, learning resources, etc	SRTO 4.1 d	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Click here to enter text. Click here to enter text. Click here to enter text.

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✓ Not used by third parties in marketing material		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Click here to enter text.
Advertises licensed or regulated outcome? If yes, is there verification of the licencing regulator approving the arrangements.	SRTO 4.1 j	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Click here to enter text.
If training and assessment is being delivered on behalf of another RTO, has this been made clear and does it include the other RTO's registration code?	SRTO 4.1 f	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Click here to enter text.
Are any other third-party arrangements (i.e. recruitment of learners) made clear in the advertising material?	SRTO 4.1 e	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Click here to enter text.
If a third-party is referred to in any advertising/marketing by the RTO, has consent been granted and documented (i.e. Student testimonial)?	SRTO 4.1 c	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Click here to enter text.

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Training products advertised align with the relevant Training and Assessment Strategy and include the: <ul style="list-style-type: none"> ✓ training package requirements ✓ amount of training ✓ mode and location of delivery 	SRTO 4.1 a & l SRTO 5.2 b) ii, iii	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Click here to enter text. Click here to enter text. Click here to enter text.
If a third-party is referred to in any advertising/marketing by the RTO, has consent been granted and documented (i.e. Student testimonial)?	SRTO 4.1 c	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Click here to enter text.
The estimated duration of the course is included in the material, where applicable	SRTO 5.2 b) i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Work placement arrangements that may be required for completion of the qualification, where applicable.	SRTO 5.2 b) v	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Any requirements the RTO requires the learner to meet to enter and	SRTO 5.2 e) ii	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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successfully complete their chosen training product					
Any materials and equipment that the learner must provide	SRTO 5.2 e) iii	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
All relevant fee information including: ✓ fees that must be paid to the RTO ✓ payment terms and conditions including deposits and refunds.	SRTO 5.3a	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>	

FOR OFFICE USE ONLY

Completed by	Name and Signature:		Date:	
Checked by	Name and Signature:		Date:	
Approved by	Name and Signature:		Date:	
Management Approved	Name and Signature:		Date:	
Recorded in Marketing Register by	Name and Signature:		Date:	