



POLICY NAME	Marketing and Advertising Policy			POLICY NO.	2024.21
EFFECTIVE DATE	09/08/2024	DATE OF LAST REVISION	12/05/2025	VERSION NO.	2
ADMINISTRATOR RESPONSIBLE	Sarah Burnett		CONTACT INFORMATION	admin@AHRT.com.au	
APPLIES TO Apply group names to define applicable areas of staff.					
GROUP 1	Trainers and Assessors	GROUP 2	Administration Staff	GROUP 3	Directors and Managers
GROUP 4	Students	GROUP 5	Organisations	GROUP 6	

VERSION HISTORY				
VERSION	APPROVED BY	REVISION DATE	DESCRIPTION OF CHANGE	AUTHOR
1	Sarah Burnett		Initial publication	Sarah Burnett
1.1	Sarah Burnett	28/10/24	Additional information regarding draft requirements	Sarah Burnett
2	Sarah Burnett	12/5/25	Updated to reflect new standards and include an approval process	

APPROVAL AND REVIEW

ADDITIONAL NOTES

PURPOSE

This policy outlines the principles and processes that All High Risk Training Pty Ltd (or your RTO name) follows when promoting its training and assessment services. It ensures all marketing and advertising activities are **accurate, ethical, not misleading**, and comply with the *Standards for RTOs 2025*, specifically addressing **Standard 2.1**, and **Section 7** of the Compliance Requirements.

SCOPE

This policy applies to:

- All **marketing and promotional materials** (print, digital, video, website, social media)
- All **third parties** or agents acting on behalf of the RTO
- All **communications** with prospective learners or organisations about training services

This policy applies to the advertising and marketing of VET courses on the AHRT scope of registration found at [AHRT](#).

POLICY STATEMENT

AHRT is committed to providing accurate and accessible information about services to prospective and current learners and clients. Information provided to learners and clients will be accurate, up-to-date and presented in a clear manner.

The following principles underpin the Advertising and Marketing Policy at AHRT:

1. AHRT complies with legal and regulatory requirements to ensure that all marketing and advertising materials meet relevant standards, including the Australian Consumer Law, the Australian Skills Quality Authority (ASQA) guidelines, and the Standards for RTOs.
2. AHRT provides accurate, complete, and up-to-date information in all marketing and advertising materials. Our materials are written in plain English and avoid the use of technical jargon or complex language.
3. AHRT ensures that all marketing and advertising materials are accessible to all learners and clients, including those with disabilities or special needs. We provide information in alternative formats upon request.
4. AHRT provides clear and transparent information about pricing and payment options. We do not engage in misleading or deceptive pricing practices.
5. AHRT has a process in place to manage complaints and feedback related to our marketing and advertising practices. We take all complaints seriously and investigate them promptly to ensure that we maintain our commitment to providing accurate and accessible information.
6. AHRT regularly reviews and updates its marketing and advertising policies and procedures to ensure that we continue to meet our obligations under the Standards for RTOs and to respond to changing stakeholder needs.

7. AHRT will conduct annual marketing checks on all third parties and the AHRT website. These checks will then be sent to the third party and any concerns raised and the required alterations made. Please refer to the marketing checklist found at [Checklist](#)

MARKETING APPROVAL PROCESS

Step	Action
1. Drafting	Marketing material is created by internal staff or a third party, including proposed text, imagery, and layout.
2. Compliance Review	The Compliance Manager reviews the content against Standards 1.2, 3.1, and the RTO's scope of registration.
3. Approval	The CEO or Compliance Manager formally approves the material for publication.
4. Publication	The approved content is distributed through authorised channels (e.g., website, social media, email, print).
5. Monitoring	Periodic audits of all public-facing content ensure ongoing compliance. Non-compliant material is removed or corrected immediately.

TERMS AND DEFINITIONS

TERM	DEFINITION
Advertising and marketing	The activity of producing information for promoting the sale of products or services.
Nationally Recognised Training (NRT) Logo	The NRT logo is used nationally to signify training packages and VET accredited courses. Refer to the Revised Standards: Compliance Requirements.
Third Party	Any individual or organisation not employed by the RTO but authorised to act on its behalf, such as brokers or partner institutions.
Training Product	Any nationally recognised qualification, skill set, or unit of competency listed on the RTO's scope of registration.

Policy Updates

This Policy may change from time to time and is available on our website.

EXCEPTIONS

Describe exceptions here.

RELATED POLICIES AND OTHER REFERENCES

New Standards for RTO's 2025 <https://www.dewr.gov.au/standards-for-rtos>
AHRT Marketing Review checklist

ROLES AND RESPONSIBILITIES

List the job titles and business offices directly responsible for the policy.

ROLE	RESPONSIBILITY
CEO	Authoring and updating
CFO	Publishing on the internet
Administration Manager	Ensuring all personnel are informed

CONTACTS

List contacts in the table.

SUBJECT	CONTACT	PHONE	EMAIL
CEO	Sarah Burnett	42068378	admin@AHRT.com.au
CFO	Nigel Burnett	42068378	info@AHRT.com.au
Administration Manager	Robin Lore	42068378	robin@AHRT.com.au