

PROCEDURE:	ADVERTISING PRACTICES
NVR Ref:	Standard 2
MCC Ref:	MCC-2-A 2
Action/Method	<p>General Advertising</p> <ul style="list-style-type: none"> • MCC shall secure a Student's written permission prior to their name or image is utilised in any marketing materials. • Training courses and products will be accurately represented to prospective Students. • Students will be provided with full details of all material terms conditions prior to any contractual arrangement being entered into. • Marketing materials including advertisements shall refer to the Institute's <ul style="list-style-type: none"> - RTO legal Name and registration status and number - reference where further Pre enrolment information can be found including pricing and refund policies - Version Control and Government Funding availability pertaining to the products and services covered by the Scope of Registration will be clearly identified. • Advertisements will clearly identify ASQA and Skills Victoria requirements and any conditions attached or subsidised, or otherwise partly or wholly funded training, where there are discounts available to participants. • Subject to space limitation, the full name of the training packages, qualifications and/or accredited courses listed in advertising materials will comply with the names/titles as endorsed by the National Training Framework Committee (NTFC) or recognised by the State Training Authority and listed on Training.gov.au website database. • For nationally recognised qualifications/courses, the Institute may use the following statement in advertising as appropriate 'Nationally Recognised Training' and the NRT Logo. • In advertisements the use of the words 'Certificate, Certificate III, Certificate IV, Advanced Certificate, Diploma or Advanced Diploma' will only be used if they are accredited qualifications/courses. • MCC shall maintain a <ul style="list-style-type: none"> - Marketing Materials Register (as set out in Annexure A) & - Marketing Materials Compliance Checklist (as set out in Annexure B)

	<p>Logos on Issued Qualifications</p> <ul style="list-style-type: none"> When issuing nationally recognised qualifications, staff members will use only use the Nationally Recognised Training (NRT) logo on relevant qualifications or Statements of Attainment, provided the students have satisfactorily completed all requirements and/or the stated competencies.
<p>Related Policies</p>	<p>MARKETING AND PROMOTIONAL MATERIAL POLICY & PROCEDURE</p>

Annexure A

MCC Marketing Materials Register

Preparation Date	Date Published	Job Number	Course(s)	Media	Size (hwxw) mm	Photo Licence	Operator	Sign Off

Annexure B

MCC Marketing Materials Checklist

Item	Date Published	RTO Legal Name (ABN) - TOID	Course Codes – Training Package	Gov Funding	Pricing & refund Statement	Refer – Pre Enrolment Info	Photo Licence	Signed Off By

VERSION CONTROL**Review/ amendment history****Policy Approved by:** Chief Executive Officer**Responsible Officer:** Chief Executive Officer**Next Policy Review Date:** July 2018

Version	Date	Details
1.0	July 2014	Policy issued
2.0	Dec 2014	Updated to reflect Standards for Registered Training Organisations (RTOs) 2015
3.0	July 2015	No material change
4.0	July 2016	No Material changes
5.0	June 2017	No Material changes