

**AHETI**

Transforming Aspirations into
Australian Health Careers

MARKETING POLICY

1 PURPOSE

- 1.1 The aim of this Policy is to govern the ethical and truthful promotion and advertising of AHETI's courses and programs to potential students and relevant stakeholders, while ensuring that all marketing aligns with AHETI's scope of registration and adheres to the Brand Guidelines of the institution.
- 1.2 This Policy serves to outline the guiding principles that guarantee compliance with legal and regulatory obligations and quality standards associated with the promotion of nationally recognised AQF and non-award courses and programs offered by AHETI.
- 1.3 This Policy is applicable to all AHETI personnel responsible for creating advertising and marketing materials. It is imperative that they thoroughly understand the requirements presented in this document.

2 DEFINITIONS

- 2.1 In the context of this Policy, the following explanations apply:
 - i. AHETI – Australian Health Education and Training Institute
 - ii. AQF – Australian Qualifications Framework.
 - iii. ASQA – Australian Skills Quality Authority, the national regulatory body for educational institutions.
 - iv. CRICOS – Commonwealth Register of Institutions and Courses for Overseas Students.
 - v. NRT – Nationally Recognised Training.

**AHETI**

Transforming Aspirations into
Australian Health Careers

- vi. VET – Vocational and Education Training.
- vii. Quality Standards – Standards for Quality Assurance in Educational Institutions.

3 POLICY STATEMENT

- 3.1 AHETI offers comprehensive and accurate information about its nationally recognised AQF and non-award qualifications or programs to prospective students and other interested parties. This information includes a detailed description of the content, as well as the rights, responsibilities of students, and the obligations of AHETI.

4 PRINCIPLES

- 4.1 Before any marketing materials intended for public view are released, they must receive written approval from the Chief Executive Officer (CEO) of AHETI or their delegate.
- 4.2 All advertising and promotional content must adhere to the following guidelines:
 - i. Marketing materials must be developed following the processes and requirements of the AHETI Office of Marketing and Communications (OMC). This is to ensure compliance with Brand Guidelines and regulatory obligations.
 - ii. AHETI Marketing Checklist is required to meet all legislative, regulatory, and quality standards related to the promotion of nationally recognised AQF courses and programs.
 - iii. The legal name, RTO code, and CRICOS provider number of AHETI must be clearly identified in all materials.



AHETI

Transforming Aspirations into
Australian Health Careers

- iv. Only qualifications and units listed on AHETI's current scope of registration should be featured.
 - v. If applicable, marketing materials should provide information on government-funded subsidies or financial support arrangements.
 - vi. Marketing materials should address third-party licensing and certification requirements, such as including the Liquor and Gaming ATP logo on RSA material when necessary.
- 4.3 The use of AHETI logos should comply with the AHETI Guidelines and adhere to specific conditions for AHETI logo, the NRT logo, funding body requirements, or third-party provider logos.
- 4.4 When third-party providers deliver training and/or assessment on behalf of AHETI, the following conditions apply:
- i. All materials must clearly indicate that they are delivered by third-party providers.
 - ii. The CEO of AHETI must approve all advertising and marketing materials before distribution.
 - iii. Logos should adhere to the AHETI Guidelines and Third-Party Provider Agreements.
- 4.5 If marketing agencies, brokers, or recruitment agents promote AHETI courses, they must adhere to the following:
- i. All advertising or marketing materials should be prepared in accordance with this Policy.
 - ii. These agents must not claim to offer or conduct training and assessment in their own name.



AHETI

Transforming Aspirations into
Australian Health Careers

5 ROLES AND RESPONSIBILITIES

5.1 With the guidance of the AHETI Director, AHETI staff should:

- i. Utilise the Marketing Checklist to ensure the compliance of AHETI's marketing initiatives.
- ii. Collaborate with the Office of Marketing and Communications to contribute content related to courses and the Course Information Booklet.
- iii. Work closely with the Office of Marketing and Communications to review draft copies of flyers and the website.

5.2 The Office of Marketing and Communications bears the responsibility for:

- i. Designing and overseeing marketing campaigns and associated materials in alignment with AHETI's strategic goals.
- ii. Communicating the progress of marketing campaigns to key stakeholders.
- iii. Ensuring that AHETI's marketing activities align with the [Standards for RTOs \(2015\)](#).

5.3 The AHETI Director is accountable for:

- i. Monitoring the adherence of marketing activities, which includes:
 - a. Confirming the completion and appropriate filing of the Marketing/Course Information Checklist for each course.
 - b. Verifying the accuracy and completeness of marketing and advertising content on the website and materials provided to students, clients, and agents.



AHETI

Transforming Aspirations into
Australian Health Careers

- 5.4 The CEO holds the responsibility for:
- i. Granting approval or delegating approval authority for marketing campaigns, materials, and activities.





AHETI

Transforming Aspirations into
Australian Health Careers

For more information		
	Website	www.aheti.com.au
	Email	support@aheti.com.au