

MARKETING CHECKLIST

The purpose of this document is for AHETI Authorised Representatives to conduct quality checks on all promotional and advertising materials across various platforms to ensure their accuracy and compliance with Clause 4.1 of the [Standards for Registered Training Organisations \(RTOs\) 2015](#). This encompasses a wide range of mediums, including but not limited to:

- 1. Digital platforms:** Websites, social media (e.g., Facebook, Twitter, LinkedIn, Instagram, YouTube), television, radio, and more.
- 2. Printed materials:** Brochures, newspapers, flyers, banners, etc.

Additionally, this quality check applies to educational and assessment services offered by AHETI on behalf of other organisations and any third-party providers engaged in promotional and marketing activities for AHETI.

Please refer to the Users' Guide to the Standards for VET 2015 for more information. It's important to note that this review tool does not address specific government funding and subsidy marketing requirements, such as Pre-Qualified Supplier (PQS) criteria, and it does not provide a comprehensive analysis of all relevant consumer protection laws. AHETI Authorised Representatives are responsible for staying informed and ensuring that AHETI complies with all applicable regulations and requirements.

Marketing Material being Reviewed

Item Name:	
File Reference:	
URL:	
Item Location:	



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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Training Products advertised align with the RTO's scope of registration and include: • Current and on scope; OR • Superseded but within 12 months of new qualification being published and still on scope	SRTO 4.1a & i	☐	☐	☐	
Includes RTO's registration code and CRICOS code	SRTO 4.1b	☐	☐	☐	
Includes correct code and full title of VET training product as published on www.training.gov.au	SRTO 4.1h	☐	☐	☐	
Includes correct codes and full titles of units of competency as published on www.training.gov.au	SRTO 4.1h	☐	☐	☐	
There is a clear distinction between nationally recognised training leading to an AQF certification, and non-accredited training (if applicable)	SRTO 4.1g	☐	☐	☐	
Includes details of all financial support arrangements e.g. VET FEE-HELP, Government funded subsidies (where applicable)	SRTO 4.1k	☐	☐	☐	



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Does not provide guarantees of: - successful completion - employment outcomes, which are outside the control of AHETI	SRTO 4.1i	☐ ☐	☐ ☐	☐ ☐	
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 - Not used by third parties in marketing material	SRTO 4.1d	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐	☐ ☐ ☐ ☐	
Advertises licensed or regulated outcome? If yes, is there verification of the licensing regulator approving the arrangements.	SRTO 4.1j	☐	☐	☐	



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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 4.1f	☐	☐	☐	
Are any other third-party arrangements (i.e. recruitment of learners) made clear in the advertising material?	SRTO 4.1e	☐	☐	☐	
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 4.1c	☐	☐	☐	
Training products advertised align with the relevant Training and Assessment Strategy and include the: • training package requirements • amount of training • mode and location of delivery	SRTO 4.1a & l SRTO 5.2 b) ii, iii	☐	☐	☐	
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 4.1c	☐	☐	☐	
The estimated duration of the course is included in the material, where applicable.	SRTO 5.2 b) i	☐	☐	☐	



Marketing Material Review Checklist	Relevant VQF item	Compliant	Non-Compliant <i>Requires comment</i>	Not Applicable <i>Requires comment</i>	Comments and Required Changes
Work placement arrangements that may be required for completion of the qualification, where applicable.	SRTO 5.2 b) v	☐	☐	☐	
Any requirements the RTO requires the learner to meet to enter and successfully complete their chosen training product	SRTO 5.2 e) ii	☐	☐	☐	
Any materials and equipment that the learner must provide	SRTO 5.2 e) iii	☐	☐	☐	
All relevant fee information including: - fees that must be paid to the RTO - payment terms and conditions including deposits and refunds.	SRTO 5.3a	☐ ☐	☐ ☐	☐ ☐	

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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:	



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For more information

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