



**MARKETING, ADVERTISING AND SALES
POLICY AND PROCEDURE**



Allara
LEARNING

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1. Overview of the marketing and advertising policy & procedure

1.1. Purpose

To ensure Allara develop marketing and advertising materials that provide accurate information relative to its training products and services offered.

1.2. Definitions

Allara – Allara Investments Pty Ltd, trading as Allara learning and is inclusive of; Tactical Training Group Pty Ltd, RTO provider No: 91054 (TTG) and W G learning Pty Ltd, RTO Provider No: 91178 (WGL).

TTG - Tactical Training Group Pty Ltd, RTO provider No: 91054 (TTG)

WGL– W G learning Pty Ltd, RTO Provider No: 91178 (WGL)

Scope means, Scope of registration and consists of; the list of training package qualifications, units of competency or state accredited courses which a training organisation is registered to provide the services offered: either training and assessment, or assessment only

Training package means the components of a training package endorsed by the Industry and Skills Council or its delegate in accordance with the Standards for Training Packages. The endorsed components of a training package are: units of competency; assessment requirements (for individual units of competency); qualifications; and credit arrangements. A training package also consists of a non-endorsed, quality assured companion volume/s which contains industry advice to RTOs on different aspects of implementation.

Training product means, a course, AQF qualification, accredited course, skill set or unit of competency currently or previously endorsed by the Industry and Skills Council or its delegate in accordance with the Standards for Training Packages

1.3. Scope

The policy applies to all of Allara Learning's (Allara) operations and services inclusive of the operations and services of Tactical Training Group Pty Ltd, RTO provider No: 91054 (TTG) and W G learning Pty Ltd, RTO Provider No: 91178 (WGL).

1.4. Policy

1.4.1. Allara Management and staff are committed to marketing and advertising its training and assessment services and ensuring information with regards to these services whether provided by Allara or on its behalf by another organisation or person;

- i. accurately represents the services it provides and the training products on its scope, and
- ii. is ethical and responsible, and
- iii. ensures that all clients and potential learners are provided with timely and necessary information relating to a training product prior to enrolment

1.4.2. In all cases Allara does not warrant or provide guarantee that:

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- i. a learner will successfully complete a training product on its scope of registration, or
- ii. a training product can be completed in a manner which does not meet the requirements of Clause 1.1 and 1.2, or
- iii. a learner will obtain a particular employment outcome where this is outside the control of the RTO.

2. Marketing and advertising procedure

2.1. Promotional and marketing material development

2.1.1. In preparation and development of promotional and marketing materials, the marketing team will ensure compliance with the Standards for RTOs (2015), specifically clause 4.1; and State contracts;

Standards for Registered Training Organisations (2015), clause 4.1:

- marketing material includes its RTO code
- written permission has been obtained by any person and organisation featured in Allara's marketing or advertising materials in name or image
- makes clear where a third party is recruiting prospective learners for the RTO on its behalf
- distinguishes where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on its behalf by a third party
- includes the title and code of any training product, as published on the national register, referred to in that information
- only advertises or markets a non-current training product while it remains on the RTO's scope of registration
- only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised
- includes details about any government-funded subsidy or other financial support arrangements associated with the RTO's provision of training and assessment
- materials contain clear and accurate information relating to Course Fee Schedules for all courses on Allara's scope of registration.
- promotional and marketing materials contain a confirmation that Allara will recognise the AQF qualifications and statements of attainment issued by any other RTO
- training and assessment that leads to AQF Qualifications and statements of attainment are marketed and advertised separately from any other training and assessment service offered
- the NRT logo is employed in Allara materials in accordance with its conditions of use
- the AQF logo is employed in Allara materials in accordance with its conditions of use

QLD VET Investment Program:

- the correct and full name of the funding program
- acknowledgement of the QLD Govt and department source by stating – 'funded by the Queensland Government'.
- Can not use abbreviations. Programs must appear as 'Certificate 3 Guarantee program' or 'Higher Level Skills Program'.

- Must not use the QLD Coat of Arms or other Government Logos unless authorisation to do so.
- Market, advertise or offer any gift or other benefit to a student, employer or any other person which is considered an inducement or like to influence the student, prospective student, employer or any other person to enrol.
- the PQS must disclose and publish in a prominent location on its RTO website the concessional and non-concessional co-contribution fees it will charge for each qualification it is approved to deliver under a program, and include with the fee information all pertinent information about the offering. The fee must be labelled as the “co-contribution fee”

ACT Funding Agreement:

- ensures the legal name and RTO code is displayed
- included the indicative fees for each course under the specific training initiative (Skilled Capital and Australian Apprenticeship)
- includes an acknowledgement of any government funding as required under the specific training initiative
- publish all fees and charges, including, but not limited to:
 - Compulsory fees
 - Additional charges or co-contribution
 - Application process for exemptions and concessions
 - Methods of collection
 - Refund information

NSW Smart and Skilled:

- Website must include:
 - a direct link to the Smart and Skilled website on the homepage.
 - details of all the Provider’s Approved Qualifications
 - Notification of Enrolment Process and the Provider’s enrolment process
 - the Student Information in accordance with paragraph 5.2 of the Smart and Skilled Operating Guidelines
- All marketing material and website to include:
 - ensures the legal name and RTO code is displayed
 - must use the statement ‘This training is subsidised by the NSW Government’
 - does not suggest or allow there to be any misunderstandings that the subsidised training is free of charge, discounted or subsidised by the Provider or any their party.
 - does not encourage students to choose Allara based on price or other inducements

2.1.2. Developed promotional and marketing materials are provided to the National Marketing Manager for review and approval prior to use.

2.2. Authorised marketing materials

- 2.2.1. Upon receipt of promotional and marketing materials from the marketing team, the National Marketing Manager will conduct a review to ensure;
- i. the materials meet the required standards and guidelines (as outlined at item 2.1.1), and
 - ii. Accurately represent the Allara brand and its associated entities
- i. enter and review the document for compliance in the marketing register
- 2.2.2. Non-approved materials are returned to the marketing team with recommendations for improvements
- 2.2.3. Approved materials are recorded in the marketing register and provided to the marketing team for use and dissemination as appropriate

2.3. Material recall

- 2.3.1. In the event of a piece promotional or marketing material item, either digital or print being identified as non-compliant with the standards and state regulations by which Allara is governed, the National Marketing Manager will;
- i. Recall the material by way of email to all stakeholders, with the email to include;
 - a. Document / material number as recorded in the material register
 - b. Date of publication of the document / material
 - c. Details of the identified non-compliance
 - ii. Record the non-compliance in the marketing register
 - iii. Develop an action plan to rectify the non-compliance
 - iv. The Quality and Assurance Manager will periodically sample and review marketing material for compliance.

3. Sales procedure

3.1. Provision of information to the client (Training Proposal)

3.1.1. Prior to the provision of information to the client regarding Allara's services, the Allara sales representative is to conduct a training needs analysis with the organisation to;

- i. Determine specific training needs of the organisation
- ii. Identify additional areas of development not previously identified by the client
- iii. Identify potential training programs for implementation

Note: The training needs analysis may be completed by an external organisation such as an AASN with the required training tender information being provided in place of the training needs analysis

3.1.2. Information is provided to potential clients of Allara through a documented training proposal specifically for the individual client and should include at minimum;

- i. Overview of Allara Learning, company history and tailored services offered
- ii. Allaras approach to the training and assessment services including;
 - a. Analysis of the client and their training needs
 - b. Design of training programs
 - c. Development of resources and relevant materials
 - d. Training delivery arrangements, and
 - e. Evaluation and quality assurance processes
 - f. Account management arrangements
- iii. Case studies and testimonials relative to the target client
- iv. Proposed fee structures and invoicing arrangements
- v. Referees from current and/or past clients

3.2. Client agreement

3.2.1. Upon the client's acceptance of the training proposal provided by Allara, the Allara sales representative will complete;

- i. a client service agreement
- ii. resource checklists applicable to the training programs to delivered

3.2.2. The completed documents inclusive of the training proposal are to be provided to the Client Relations Manager and creates;

- i. the Client hard copy file
- ii. a Client profile in the student management system

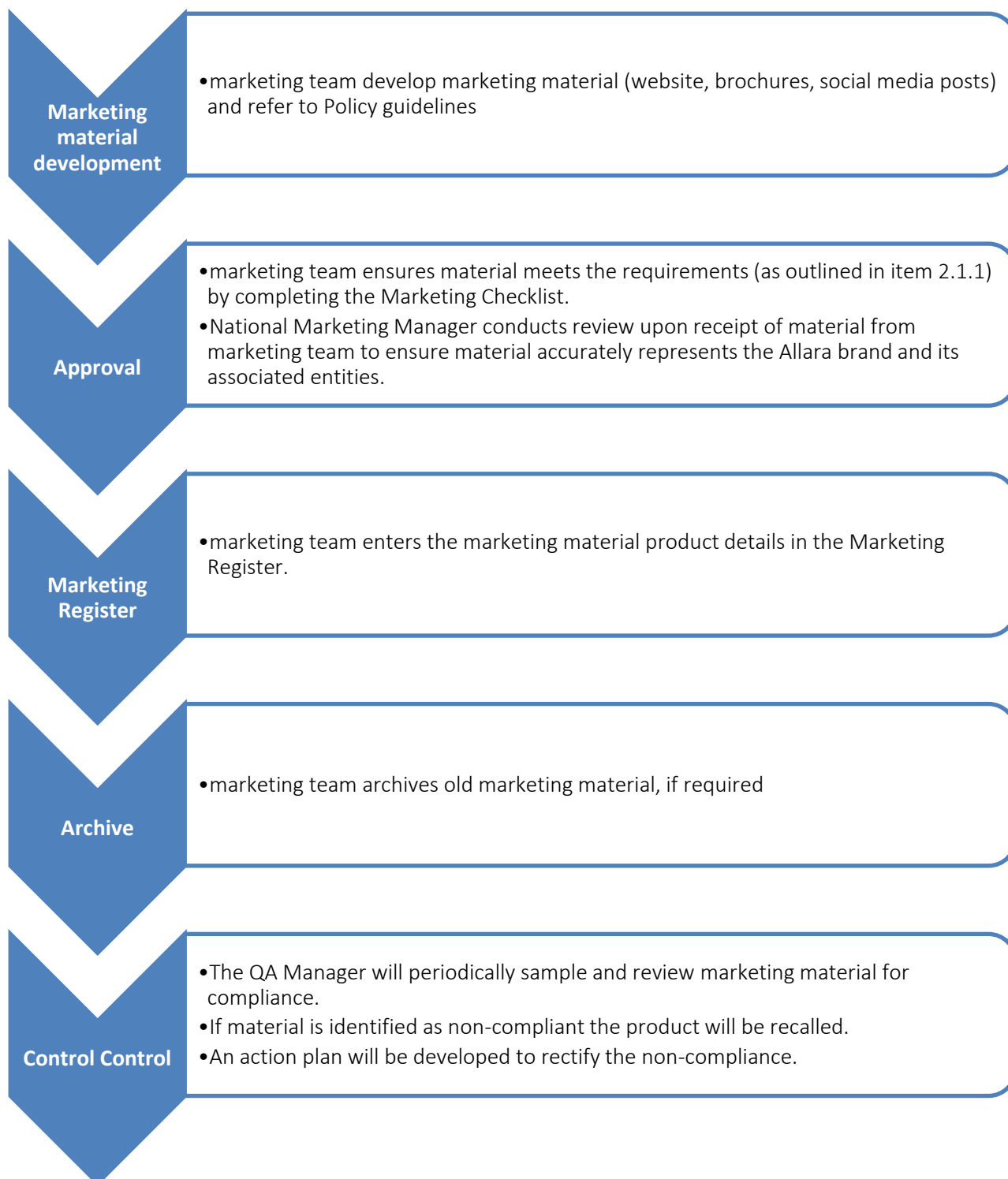
Note: All documents are to be scanned and uploaded against the client's profile in the student management system prior to the hard copy file being filed in the employer correspondence file storage.

3.3 Program commencement

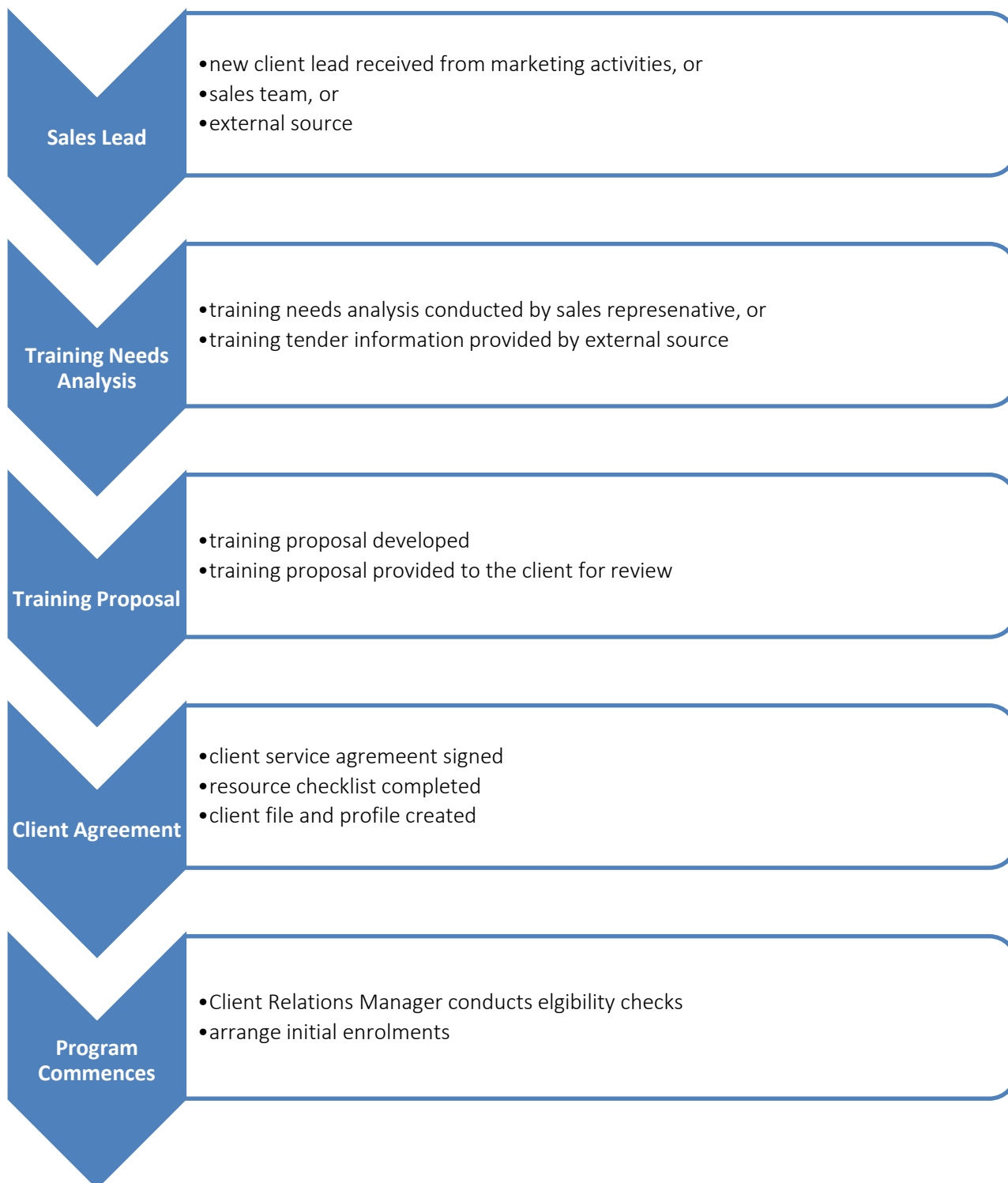
3.3.1. Upon signing of the client service agreement, the Client relations Manager is to;

- ii. Request current staff list
- iii. Conduct student eligibility checks
- iv. Make arrangements for the first round of student enrolments to be completed

4. Marketing procedure process flow chart



5. Sales procedure process flow chart



6. Related documents

- Training Needs Analysis form
- Resource checklist (Industry specific)
- Training Proposal template

Refer to	Standard 4	Responsible Manager	National Marketing Manager
Policy Issued	14/02/2019	Version Control	Version 4 – 02/2019