



Advertising and Marketing Policy

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Distribution

NAME	TITLE
	All Staff; All Learners

Approval

NAME	POSITION	SIGNATURE	DATE
Eddie Blass	CEO		

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1. Purpose

This document specifies Inventorium RTO Pty Ltd.'s (the Inventorium RTO) policy for ensuring the accuracy and quality of advertising and marketing information.

The Inventorium RTO has an obligation to ensure that accurate and accessible information about the RTO, its services and performance is available to inform prospective and current learners and clients.

2. Scope

This document applies to all advertising and marketing material that promotes the Inventorium RTO.

3. Definitions

'Marketing Information/Advertising Information' refers to any information that is published for the purposes of informing learners, prospective learners, staff and other stakeholders about the courses, products and services offered by the Inventorium RTO. This includes printed and digital marketing information used by service partners, sales agents and other authorised representatives.

4. Policy statement

The Inventorium RTO ensures that marketing and advertising of AQF qualifications to prospective students is ethical, accurate and consistent with its scope of registration.

All staff with responsibility to prepare advertising and marketing materials are to be fully conversant and compliant with the Inventorium RTO's obligations under Standard 4 of the Standards for Registered Training Organisations.