



Advertising Policy

Final copies of advertising will be authorised by the Director or Quality Manager.

The following Ethical Marketing Practices will be followed:

GENERAL ADVERTISING

- A client's written permission will be gained before we make reference to or use information/photographs depicting that individual in any marketing materials;
- We will accurately represent training products to prospective clients; and
- We will ensure that clients are provided with full details of conditions in any contractual arrangements with COL JOY TRAINING SERVICES.
- Where advertisements refer to our RTO status, the products and services covered by the recognised Scope of Registration will be clearly identified. AQF qualifications will only be advertised if we are registered to deliver the qualifications.
- Advertisements will identify nationally recognised products separately from courses recognised by other bodies (eg. industry bodies) or without recognised status.
- Advertisements will clearly identify any conditions attached to subsidised or otherwise partly or wholly funded training where there are discounts available to participants.
- The names of 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 STA.
- For recognised products/services, we may use the following statement in advertising as appropriate: "Nationally Recognised Training"
- In advertisements the use of the words Certificate, Certificate I, II, III, IV, Advanced Certificate, Diploma or Advanced Diploma will only be used if the Accreditation Council has accredited the qualifications/courses.

ADVERTISING ON ISSUED QUALIFICATIONS

- When issuing nationally recognised awards within our scope of registration we will use the Nationally Recognised Training (NRT) Logo on relevant qualifications or Statements of Attainment provided the participants have satisfactorily completed all requirements and/or achieved the stated competencies.