

## Advertising and Marketing

### 1. Purpose

1.1 The Australian Online Music Institute (AOMI) is committed to marketing its training and assessment services in an accurate, ethical and responsible manner, ensuring that all clients are provided with accurate and necessary information prior to enrolment. Our marketing practices shall provide accurate and factual information to allow prospective students to make informed decisions.

### 2. Scope

2.1. AOMI will ensure all advertising, promotional and informative materials shall at all times:

2.1.1. Convey our image as an ethical, professional, progressive, non-discriminatory and community-oriented educational/training organisation;

2.1.2. Fully, accurately and realistically inform the public of the details of our courses, programs and services incl. the conditions for participation along with outcomes;

2.1.3. Conform to the “The Standards for Registered Training Organisations (RTOs) 2015” along with the following: Australian Human Rights Commission Act of 1986, Age Discrimination Act of 2004, Disability Discrimination Act of 1992, Racial Discrimination Act of 1975 and the Sex Discrimination Act of 1984;

2.1.4. Conform to the rules and regulations set out in the VET Student Loans Act 2016;

2.1.5. Be approved by the Chief Executive Officer (CEO) or approved delegate prior to production and release. Note: Director to inform CEO of accredited training marketing collateral, by way of monthly report for board meeting;

2.1.6. Obtain prior written permission from any person or organisation to use marketing or advertising material which refers to that person or organisation, and to abide by any conditions of that permission granted by the CEO or approved delegate;

Revision	By Whom	Date
Reviewed, and Standards updated plus minor rewording.	G Bottrill	5 Aug 17
Reviewed, no changes	A Palmer	31 Jul 19
Reviewed, minor change	G Bottrill	20 Sep 20

2.1.7. Ensure that all participants are provided with clear and accurate information relating to course fee schedules, for all courses prior to enrolment, of:

- 2.1.7.1. The total amount of all fees including course fees, administration fees, materials fees and any other charges;
- 2.1.7.2. Payment terms, including the timing and amount of fees to be paid and any non-refundable deposit and/or administration fee;
- 2.1.7.3. The nature of the guarantee given by the RTO to complete the training and/or assessment once the student has commenced study in their chosen qualification or course;
- 2.1.7.4. Fees and charges for additional services, including such items as issuance of a replacement qualification testamur and options available to students who are deemed not yet competent on completion of training and assessment, and lastly:
- 2.1.7.5. AOMI's refund policy.

2.1.8. Be designed to:

- 2.1.7.1. Raise awareness of the organisation and the programs and services offered;
- 2.1.7.2. Ensure that all contractual obligations for marketing are met;
- 2.1.7.3. Ensure the usage of the national logos i.e. NRT and AQF, are in accordance with their specifications and the conditions for use.

This Policy will be reviewed every two years.



**William Palmer**  
**CEO**  
**20<sup>th</sup> September 2020**