

## PURPOSE

This policy will set the standards to be used to market and deliver training services to clients and participants.

## SCOPE

At Life International Training, the development of all marketing materials for the purpose of training is managed by the Managing Director who is responsible for reviewing and approving marketing campaigns and associated materials. In addition, we ensure that any marketing undertaken by our partners adheres to the requirements of this policy

## PROCEDURE

Life International Training will operate in accordance with the following protocol for marketing and advertising its services.

In accordance with this policy we will:

- Accurately represent our services to prospective clients and participants
- Ensure that full details of special conditions applying to our services will be communicated to our clients and participants
- Advertise with referral to our status and course contents which will be clearly defined
- Identify nationally recognised training to ensure distinction from other products or services and advertise or market them accordingly
- Ensure courses and training will comply with endorsed classifications and be advertised or marketed accordingly
- Promote and market nationally recognised training products within the scope of registration
- Not use any information about a client or participant unless written permission has been obtained
- Annually review and approve all marketing information used by our partners
- Annually review our marketing material to ensure its ongoing compliance and suitability
- Where we promote courses provided by a third party, ensure we have approval for this

Marketing and promotional media advertising will not:

- Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided
- Make claims to approval or recognition that are inaccurate or use misleading or false comparisons of courses with others provided by competitors
- Make misleading statements concerning the qualifications or experience of staff
- Make misleading or false statements about the prospects of employment following the course

Life International Training will market all its courses with honesty and integrity. Course objectives, costs and expectations are clearly communicated to clients and participants prior to commencement.

## MARKETING MATERIALS APPROVAL

All marketing campaigns are to be developed and analysed for conformance to this procedure by the Managing Director.

### COURSE INFORMATION

All clients will be provided with access to the following information:

- *Access and Equity*
- *Assessment*
- *Complaints and Appeals*
- *Issuing of Qualifications*
- *Privacy*
- *RPL*
- *Refunds*
- General Course Information
- Fees
- Support services

On completion of training courses clients reaching the required standard of competencies will receive the relevant *Statement of Attainment*.