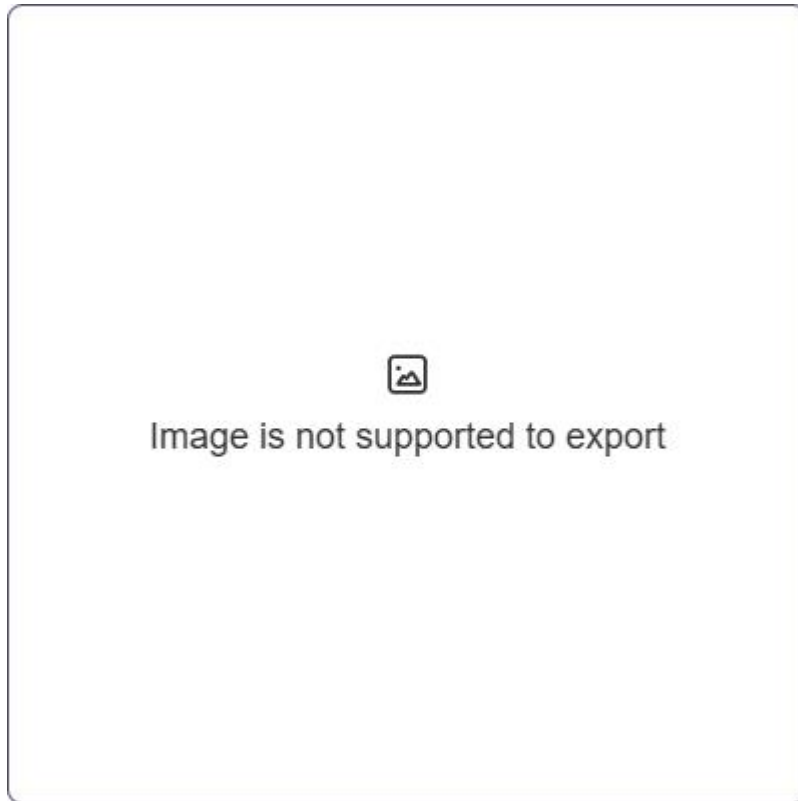


Marketing and Advertising Policy

Marketing Policy



GDC's Management and staff are committed to marketing its training and assessment services in an accurate, factual and ethical manner ensuring that all clients are provided with timely and necessary information prior to enrolment.

Marketing Procedure

The CEO of GDC shall ensure that all materials developed for marketing and advertising purposes receive authorisation prior to release. The authorisation shall be applied through a photocopy bearing a signature of the CEO and filed for approvals reference.

In authorising marketing and advertising the CEO shall ensure that:

- GDC accurately markets the services it delivers, or those services delivered by another party on its behalf, undertaking Marketing and Advertising reviews of all marketing activities, including the annual usage of **Pre-Enrolment Information checklists**.
- GDC makes clear in its marketing and advertising where a third party is recruiting prospective learners for GDC on its behalf.
- GDC makes clear in its marketing and advertising where a third party is delivering training and assessment services on behalf on its behalf.
- GDC ensures its marketing distinguishes where GDC is delivering training and assessment services on behalf of another RTO or where a partnering RTO is delivering training and assessment services on its behalf.
- Only AQF qualifications, skill sets, units of competency or VET courses on GDC's scope of registration are marketed as nationally recognised training and are marketed and advertised separately from any other non-accredited training and assessment service offered by the GDC.
- The name and code of AQF qualifications, skill sets, and units of competency or VET courses on GDC's scope of registration are included in all marketing, as published on the National Register.
- RPL is offered to all individual learners and identified as an option for all learners.
- Licensed or regulated outcomes associated with AQF qualifications, skill sets, units of competency or VET courses on GDC's scope of registration are only marketed where the licensed or regulated outcome is confirmed by the regulator in the jurisdiction that it is being advertised.
- GDC's National Code is included in all marketing of AQF qualifications, skill sets, and units of competency or VET Courses on its scope of registration.
- Written permission has been obtained by any person and organisation featured in GDC's marketing or advertising materials in name or image, and if a connection has been implied.
- The NRT logo and AQF logo is employed in GDC's promotional and advertising materials in accordance with its current conditions of use specified in the Revised Standards for the RTOs and the Australian Qualifications Framework.

- The CEO shall ensure that all marketing and advertising products (electronic included) released for the promotion of its International student training and assessment services includes its CRICOS registration number.

GDC does not guarantee that:

- i) a learner will successfully complete an AQF qualification, skill set, unit of competency or VET course on its scope of registration; or
- ii) an AQF qualification, skill set, unit of competency or VET course can be completed in a manner which does not meet the requirements of the Revised Standards for RTOs.
- iii) a learner will obtain a particular licensed outcome or employment outcome where this is outside the control of GDC.

This procedure is subject to annual review or as required by changes in legislation, standards, or organizational needs.