

Understanding Sales and Marketing Requirements

Sales and marketing are critical activities for the development and growth of any business. Registered Training Organisations (RTOs), however, have specific legal and ethical requirements that must be adhered to. These include accurate representation of services and performance, adherence to the specific legislative requirements and consumer protection laws, as well as honouring commitments made in promotional materials. Additionally, RTOs must be aware of specific regulations when it comes to marketing and advertising funded training products.

Legislative Requirements – Standards for RTOs 2015

- **Standard Four** of the Standards for RTOs 2015 mandates that an RTO must provide accurate information about its services and performance to prospective and current learners and clients.
- **Clause 4.1** prescribes how the RTO's information must be presented, along with details that should be included in specific communications.
- All advertising, sales, and marketing activities undertaken by an RTO, or by a third party on its behalf, must comply with the legislative requirements set by the Standards and consumer protection laws.
- RTOs are responsible for ensuring that all information about their operations is presented in a legal and ethical manner, is factual and accurate. Any commitments made in marketing or advertising material must be honoured.
- There are specific requirements related to the advertising/marketing of funded training products. RTOs should be aware of their obligations as stipulated within their relevant funding contract or similar.

Note: This VET Fact Sheet provides general information and should not be considered as legal advice.