

Skills Assure

Marketing and disclosure directive

Skills Assure is making it easier for prospective students to recognise providers that offer training subsidised by the Queensland Government.

Skill Assure Suppliers (SAS) must comply with the following requirements when undertaking marketing activities towards prospective students.

Marketing directives

The following five marketing principles are based on directives outlined in clauses 13 and 18.7 of the SAS Agreement and performance standards 2D and 3B of the SAS Policy 2020–21. They apply to all offline and online marketing and advertising activities.

This directive should be read in conjunction with the Skills Assure identifier usage guidelines supplied to all suppliers with a Skills Assure Supplier agreement.

Principle one — no third party marketing

Only the SAS approved to deliver training for a funded program by the Department of Employment, Small Business and Training (the department) is permitted to market or advertise that program.

The Skills Assure identifier is authorised for use by those parties with a current Skills Assure Supplier agreement and can be used only in conjunction with their trading and/or legal name. It is not permitted to be used with any other business name.

The department defines a third party as any entity, other than the RTO. A third party operates as a separate entity, either with or without a contract or agreement.

The Skills Assure identifier must not be supplied to third parties for their use.

Principle two — clearly identify the program

All marketing or advertising must:

- Include the Skills Assure identifier (word mark and positioning statement) in line with the usage guidelines
- Include the correct and full name of the funding program if it is used in the advertising.

If a SAS chooses to use funding program names in its marketing materials, it is not acceptable to use abbreviations. For example, the Certificate 3 Guarantee program must appear as 'Certificate 3 Guarantee program' or 'Certificate 3 Guarantee' and not appear as C3G or Certificate III Guarantee. The Higher Level Skills program must appear as 'Higher Level Skills program' or 'Higher Level Skills'.

Principle three — Queensland Coat of Arms

The SAS must not use the Queensland Coat of Arms or other Queensland Government intellectual property, with the exception of public vocational education and training (VET) providers with the required Queensland Government authorisation to do so.

Principle four — advertise appropriate qualification levels

In most cases, a SAS is only permitted to market or advertise the vocational qualification level primarily targeted by the funding program (for example, Certificate 3 Guarantee targets certificate III level vocational qualifications). The marketing or advertising of lower-level vocational qualifications is only permissible when the qualification is either:

- a pre-apprenticeship qualification providing basic trade skills to facilitate recruitment into a related apprenticeship



- delivered as part of a VET in Schools (VETiS) program.

Principle five — responsible marketing practice

The SAS must not:

- market or advertise itself to the marketplace for a program prior to the start date approved by the department
- market or advertise a qualification or course under a program prior to the start date approved by the department
- market or advertise qualifications that are not eligible for Queensland Government funding under the program, or suggest they are part of a Queensland Government-funded program
- market, advertise or offer any gift or other benefit to a student, prospective student, employer or any other person which, in the department's reasonable opinion, is considered to be an inducement or likely to influence the student, prospective student, employer or any other person to enrol with the SAS
- indicate the training is free or fee-free when a co-contribution fee is mandated under the program policy for the student cohort
- market or advertise program details which are inaccurate or no longer current
- make references to government funding that could be misleading.

Information disclosure requirements

The SAS must provide prospective students and participating employers (if applicable) with open and transparent information prior to enrolment to inform their decision making and selection of a course and training provider.

The following information must be supplied to consumers prior to enrolment:

1. The SAS must provide specific information about the program, qualification or course and co-contribution fee charges as prescribed in the relevant program policy. This includes the requirement to refer prospective students to the department's student fact sheets developed for

programs, so they have access to independent advice and a point of contact within the department if needed. These factsheets can be accessed at www.desbt.qld.gov.au/training/providers/funded

2. The SAS must disclose and publish in a prominent location on its RTO website the concessional and non-concessional co-contribution fees it will charge for each qualification it is approved to deliver under a program, and include with the fee information all pertinent information about the offering (see appendix 1 of the SAS Policy 2020–21). The fee must be labelled as the 'co-contribution fee' on the RTO website so it is easily identifiable. The co-contribution fee must represent the total cost to the student to enrol in the offering, undertake training and be awarded the qualification.
3. The SAS must provide a copy of, or access to, its complete refund policy terms and conditions.
4. The SAS must disclose if training and/or assessment is being delivered on its behalf by a third party.

More information

For more information visit:

www.desbt.qld.gov.au/training/providers/sas

For clarification, SAS should contact their departmental contract manager or email contractmanagement@desbt.qld.gov.au