



Compliant marketing and advertising practices

Tips to help ensure your marketing and advertising practices are compliant.

Delivering realistic expectations



Are you listed on the **National Register** (training.gov.au)? If so, then you can only promote nationally recognised training products that:

- are on **your** approved scope of registration
- **you** are appropriately resourced for delivery



Are any training products **in transition**? If so, it needs to be reflected clearly in your marketing and advertising materials.



Avoid making promises of guaranteed outcomes.

Compliant marketing in third-party agreements



Do your marketing and advertising materials **clearly indicate** the training organisation that delivers the course and issues the certificate?



Do you have a **review process** for distributing and monitoring marketing materials by third-party providers?

Keeping your information current and updated



Have you **reviewed** your marketing and advertising materials to ensure all information is current and updated?



Do the materials **meet regulatory and legislative requirements**, including Australian Consumer Law?



Do you advertise on social media? All advertising needs to be **free of any misleading information** and include information such as course codes and titles.

For more information, view **Spotlight On - Marketing and advertising** at asqa.gov.au