



ACCURATE AND ACCESSIBLE INFORMATION POLICY

POLICY: ACCURATE AND ACCESSIBLE INFORMATION

POLICY NUMBER:	EIT04	VERSION:	4.0
DATE ADOPTED:	7 December 2020	DATE LAST REVIEWED:	21 July 2020
DATE OF NEXT REVIEW:	21 July 2021	REVIEW FREQUENCY:	Annually
AUTHORISED BY:	Academic Board	REVIEWED BY:	CEO, Marketing Manager, Accreditation & Compliance Manager
POLICY OWNER	Marketing Manager		
DOCUMENT MANAGEMENT:	W:\Data - ALL.Standard\Policies and Procedures\EIT Policies and Procedures		
COMMUNICATION	<p>All relevant staff will be automatically notified by email when the reviewed policy has been authorized.</p> <p>Staff will also be notified in regular team meetings. All meetings will be minuted.</p>		
Policy context: This policy relates to:			
STANDARDS FOR RTOs 2015	Standard 4		
LEGISLATION OR OTHER REQUIREMENTS	<ul style="list-style-type: none"> • National Vocational Education and Training Regulator Act 2011 • VET Quality Framework • Privacy Act 1988 • Google AdWords Advertising Policies 		
OTHER POLICIES	<p>All EIT Overarching and Supplementary Policies</p> <p><i>Note: All EIT policies can be found in W:\Data - ALL.Standard\Policies and Procedures\EIT Policies and Procedures</i></p>		
FORMS AND OTHER DOCUMENTS	<ul style="list-style-type: none"> • Conditions of use of the NRT logo • Course Brochures • Application Forms • Tuition Fee information • EIT Website • Student Handbook • SUGARCRM Email Campaigns • Online marketing (SEO/SEM) • Magazines/Publications 		

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	<ul style="list-style-type: none"> • Social Media (e.g. Facebook, Instagram, LinkedIn, etc.) • Education Portals • Marketing Plan
DEFINITIONS	Refer to EIT Glossary of Terms W:\Data - ALL.Standard\Policies and Procedures\EIT Policies and Procedures
EVIDENCE	See Internal EIT folders for locations of the above “Forms and Other Documents”

Policy Information:

POLICY	EIT will ensure information about us, our services and performance, whether disseminated directly by us or on our behalf, is both accurate and factual and is available to inform prospective and current learners and clients.
SCOPE	This policy applies to all VET staff
PROCEDURES	<p>EIT will achieve this policy by ensuring all information about our services and performance:</p> <ul style="list-style-type: none"> • accurately represents the services we provide and the training products on our scope of registration; • includes our RTO Code; • has the prior consent of a person or organisation when they are referred to in our marketing material; • uses the NRT Logo only in accordance with the conditions of use specified in the <i>Conditions of Use of the NRT Logo</i> document; • clearly indicates where a third party is recruiting prospective learners for EIT on our behalf; • distinguishes where we deliver training and assessment on behalf of another RTO, or where training and assessment is being delivered on our behalf by a third party; • distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered by us; • includes the title and code of any training product, as published on the National Register (training.gov.au), referred to in that information; • only advertises or markets a non-current training product while it remains on our scope of registration; • only advertises or markets that a training product we deliver will

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	<p>enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised;</p> <ul style="list-style-type: none"> • includes details about any VET Student Loans, government funded subsidy or other financial support arrangements associated with EIT’s provision of training and assessment; • does not guarantee that: <ul style="list-style-type: none"> ○ a learner will successfully complete a training product on its scope of registration; or ○ a training product can be completed in a manner which does not meet the requirements of Standards for RTOs clause 1.1 & 1.2; or ○ a learner will obtain a particular employment outcome where this is outside the control of EIT.
PROCESS	<p>Refer to the following process maps:</p> <ul style="list-style-type: none"> • Course Brochure Process • Advertising Process

END OF DOCUMENT