

Outsource Institute (AUS) enables informed choice for clients and students by providing clear and factual information, whether this is done directly or by a Third Party. Outsource Institute (AUS) is responsible for all marketing or other material disseminated on its behalf, regardless of the channel or method used.

Outsource Institute (AUS) is conscious of the national requirements for the marketing of nationally recognised training and ensures that the information used is accurate, clear and managed ethically. Outsource Institute (AUS) is subject to all relevant consumer protection law that applies in any jurisdiction where it operates and ensures it honours all commitments it makes.

Outsource Institute (AUS) 's marketing or advertising material is consistent with its training and assessment strategies.

Outsource Institute (AUS):

- ensures its marketing of AQF qualifications to prospective students is ethical, factual, open, honest and accurately represents the services it provides and the training products on its scope of registration;
- does not engage in marketing practices that involve high-pressure selling techniques; and
- regularly monitors and reviews marketing and recruitment materials and practices.

General Marketing Collateral Requirements

All Outsource Institute (AUS) marketing materials are required to include the following requirements:

- Outsource Institute (AUS) Code must be included;
- The relevant RTO responsible for the training and/or assessment and for issuing a qualification or statement of attainment must be absolutely clear to anyone viewing any marketing or advertising material;
- The NRT Logo is only used in accordance with the conditions of use as noted below;
- Marketing collateral makes clear where a Third Party is recruiting prospective students for Outsource Institute (AUS) on its behalf;
- Marketing collateral distinguishes where Outsource Institute (AUS) is delivering training and assessment on behalf of another RTO (internal to Outsource Institute (AUS) or external partner RTO) or where training and assessment is being delivered on Outsource Institute (AUS) behalf by a Third Party;
- Marketing collateral distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered by Outsource Institute (AUS);
- Marketing collateral includes the code and title of any training product, as published on the National Register, referred to in that information;
- Marketing collateral includes any relevant currency information, such as whether a qualification has been superseded or removed from a training package;
- Outsource Institute (AUS) only advertises or markets a non-current training product while it remains on the RTO's scope of registration;
- Outsource Institute (AUS) only advertises or markets that a training product it delivers will enable students 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;
- Marketing collateral includes details about any income contingent loan, government funded subsidy or other financial support arrangements associated with Outsource Institute (AUS)'s provision of training and assessment; and

Marketing Policy

- Where Outsource Institute (AUS) delivers training that is not nationally recognised (including school and higher education programs), you must clearly separate marketing or other information about this training from marketing and information about training that is nationally recognised.

No Guarantee

Outsource Institute (AUS) does not provide any guarantee that:

- A student 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 the Standards for RTOs 2015 (Cth); or
- A student will obtain a particular employment outcome where this is outside the control of Outsource Institute (AUS).

Third Party Arrangements

Outsource Institute (AUS) may only advertise, offer, provide or issue a qualification or statement of attainment for a VET course if Outsource Institute (AUS) has that VET course on its scope of registration.

Outsource Institute (AUS) can engage a non-RTO under a Third Party arrangement to deliver training and/or conduct assessment on their behalf, as long as this is done entirely in Outsource Institute (AUS)'s name and on the RTO's behalf.

The Third Party cannot advertise any VET courses in its own name.

As a third party, a broker or recruitment agent cannot offer to provide all or part of a VET course in their own name. Third parties that provide these types of services must accurately and honestly represent Outsource Institute (AUS) in all marketing and enrolment activities.

Advertising and marketing material provided by Outsource Institute (AUS) —or a third party on its behalf—must be in the name of Outsource Institute (AUS) only, and not use that of any business conducting advertising, marketing or recruitment on Outsource Institute (AUS)'s behalf.

RTO to RTO contracting

The RTO (the principal RTO) may only enter into a Third Party arrangement with another RTO (the Third Party RTO) to advertise, offer or deliver all or part of a VET course if the Third Party RTO has the VET course on its scope of registration.

VET In Schools Delivery Clarification

Where a school is also an RTO then the school is the principal that enters into a Third Party agreement with an external RTO and that agreement specifies the services and facilities that the school will provide and the activities that the Third Party will be responsible for.

Where the school RTO does not have the qualification on scope, then the Third Party RTO will be responsible for enrolment, the outcomes of the training and assessment, and the issuing of the qualification to the student. The Third Party RTO must have the qualification on its scope of registration at all times.

The school RTO is not required to have the qualification on scope to enter into a Third Party agreement with an external RTO that has the qualification on scope.

VET courses of concern

Outsource Institute (AUS) must obtain prior approval in writing from ASQA to enter into an arrangement with a non-RTO (the Third Party) in relation to the 'VET courses of concern' listed in Schedule 1 of the ASQAs General Direction to advertise or offer a VET course of concern on behalf of Outsource Institute (AUS). These courses are:

Marketing Policy

- TAE40116 Certificate IV in Training and Assessment
- TAE50216 Diploma of Training Design and Development
- TAE50116 Diploma of Vocational Education and Training
- TAESS00013 Enterprise Trainer—Mentoring Skill Set
- TAESS00015 Enterprise Trainer and Assessor Skill Set
- TAESS00014 Enterprise Trainer—Presenting Skill Set
- TAESS00011 Assessor Skill Set.

Once approved, under the written agreement, the Third Party non-RTO must only provide the above services on behalf of and in the name of Outsource Institute (AUS).

Overseas Student Marketing Practices

Marketing information and practices

Outsource Institute (AUS) ensures that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent, is not false or misleading, and is consistent with Australian Consumer Law.

Outsource Institute (AUS), in seeking to enter into written agreements with overseas students or intending overseas students, does not provide any false or misleading information on:

- Its association with any other persons or organisations the Outsource Institute (AUS) has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enrol;
- Any work-based training a student is required to undertake as part of the course;
- Prerequisites—including English language proficiency—for entry to the course; or
- Any other information relevant to the Outsource Institute (AUS), its courses or outcomes associated with those courses.

Outsource Institute (AUS) does not:

- Claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by the Outsource Institute (AUS); or
- Guarantee a successful education assessment outcome for the student or intending student.
- Outsource Institute (AUS) includes its CRICOS registered name and registration number in any written or online material that it disseminates or makes publicly available for the purposes of:
 - Providing or offering to provide a course to an overseas student;
 - Inviting a student to undertake or apply for a course; or
 - Indicating it is able or willing to provide a course to overseas students.
- Outsource Institute (AUS) does not actively recruit a student where this conflicts with its obligations regarding Overseas student transfers.

Recruitment of an overseas student

Prior to accepting an overseas student or intending overseas student for enrolment in a course, Outsource Institute (AUS) makes comprehensive, current and plain English information available to the overseas student or intending overseas student on:

- The requirements for an overseas student's acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required, and course credit if applicable;
- The CRICOS course code, course content, modes of study for the course including compulsory online and/or work-based training, placements, other community-based learning and collaborative research training arrangements, and assessment methods;

Marketing Policy

- Course duration and holiday breaks;
- The course qualification, award or other outcomes;
- Campus locations and facilities, equipment and learning resources available to students;
- Details of any arrangements with another provider, person or business who will provide the course or part of the course;
- Indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course, and the Outsource Institute (AUS)'s cancellation and refund policies;
- The grounds on which the overseas student's enrolment may be deferred, suspended or cancelled;
- The ESOS framework, including official Australian Government material or links to this material online;
- The policy and process the Outsource Institute (AUS) has in place for approving the accommodation, support and general welfare arrangements for younger overseas students; and
- Accommodation options and indicative costs of living in Australia.

Education agents

Outsource Institute (AUS) enters into a written agreement with each education agent it engages to formally represent it, and enter and maintain the education agent's details in PRISMS. Please refer to the Overseas Student section of the Third Party Engagements Policy for further information.

ITECA Code of Practice & Code of Ethics

Outsource Institute (AUS) complies with the ITECA Code of Ethics for Members and ITECA Code of Practice for the Engagement of Education Agents (February 2015).

In particular, Outsource Institute (AUS) publicises the fact that it adheres to the Code which defines obligations to students, the public and to other providers of education and training services. Outsource Institute (AUS) has copies of this Code or an equivalent internal Code available for inspection by students and other clients who ask to inspect it.

Outsource Institute (AUS) also publishes the ITECA logo on its website and marketing material, to emphasise its status as an ITECA endorsed quality member.

Conditions of Use of Nationally Recognised Training Logo

The Nationally Recognised Training (NRT) Logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to AQF certification documentation. The NRT Logo is a registered trademark.

Outsource Institute (AUS) only uses the NRT Logo in line with the range of situations and conditions outlined below.

Advertisements and Promotional Information in any Medium

(Print, television, radio, banners, internet, etc.)

Outsource Institute (AUS) uses the NRT Logo to promote only nationally recognised training that is within its scope of registration.

Outsource Institute (AUS) ensures impressions are not be created that may lead an observer to conclude the NRT Logo applies to all training provided where this is not the case.

Where training is being promoted that does not meet the requirements stipulated in the VET Quality Framework (that is, non-accredited training) or is outside Outsource Institute (AUS)'s scope of registration, it is made clear the NRT Logo is not associated with that training.

Marketing Policy

Client Information

(Brochures, course handbooks, prospectuses, etc.)

Outsource Institute (AUS) ensures that when it is promoting the training it offers and wishes to use the NRT Logo, its promotional material such as brochures, handbooks and prospectuses clearly distinguish between nationally recognised training within the scope of registration and that which is not nationally recognised.

Corporate Stationery, Business Cards, Buildings, Training Resources and Marketing Products

Outsource Institute (AUS) does not use the NRT Logo on products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, packaging around products nor learning resources supporting training.

Certificates, Statements of Attainment and other Testamurs

Outsource Institute (AUS) ensures the NRT Logo is correctly and accurately depicted on all AQF certification documentation issued. The NRT Logo is not depicted on other testamurs or record of results.

NRT Logo Specification

The NRT logo consists of both the triangular shape and the descriptor. The triangle is not to be used without the descriptor. The typeface is Fritz Quadrata. Under no circumstances is the descriptor to be typeset in any other typeface.

The complete NRT logo may be varied in size. The size and position of the NRT logo on the final product is at the discretion of the product designer. Although the size of the logo may be varied, the proportions of the triangle and the descriptor in relation to each other may not be varied. Under no circumstance is the logo to be reproduced in mirror image or be rotated.

Two colour reproduction

Where the NRT logo is reproduced in colour, it must comply with these colour requirements. Deviation from these colours is not permitted; nor are colours to be swapped around or stippled. The only colours to be used are:

- GREEN PMS 343
- RED PMS 192

One colour reproduction

Where the NRT logo is reproduced in one colour, it should preferably be in GREEN PMS 343 or, where this is not suitable, it may be reproduced in black. In some situations, the background colour may clash or the logo may not be prominent. In those situations, the black logo may be reversed out to display in white.

conditions of Use of Australian Qualifications Framework Logo

Outsource Institute (AUS) only uses the AQF Logo in line with the range of situations and conditions outlined below.

Course Appropriateness

The AQF logo cannot be associated with education and training that does not lead to an AQF qualification. If promoting both AQF qualifications and qualifications that do not meet the requirements specified in the AQF, Outsource Institute (AUS) ensures it is made clear that the AQF logo is not associated with those that are not AQF qualifications. The impression must not be created that may lead an observer to conclude that the AQF logo applies to all education and training provided, if this is not the case.

Marketing Policy

Course within Scope of Registration

Outsource Institute (AUS) may use the AQF logo to advertise or promote AQF qualifications that it is authorised to offer.

Permitted Collateral Uses

Outsource Institute (AUS) may use the AQF logo on student information, advertising and promotional material.

Non-Permitted Collateral Uses

Outsource Institute (AUS) ensures that the AQF Logo is not be used for corporate use including corporate stationery such as business cards and letterhead; building or other corporate signage; marketing products such as mouse pads, pens, satchels, product packaging; or educational resources used to support teaching and learning.

AQF Logo Specification

No element of the logo can be altered, moved or changed in any way. Under no circumstance is the logo to be reproduced in mirror image or be rotated.

The AQF logo must consist of both the circular/arrows shape and the words 'Australian Qualifications Framework' and be set in the typeface Gill Sans Light or Gill Sans Regular. The complete AQF logo may be varied in size but the proportions of the circle/arrows and the words in relation to each other may not be varied.

The minimum clear space required around the logo image is 10mm on all sides. No other graphic or text elements may appear within the clear space.

The AQF logo must always appear in:

- Its principal Pantone spot colours: PMS 144C, 3272C, 258C;
- Black C and white; or
- Reversed out of black.

Black and white reproduction

Where the AQF logo is reproduced in one colour, it must be in black and white.

Reversed out of black reproduction

Where the AQF logo is reproduced in one colour and it is used on backgrounds where black print will not be legible, reversed black and white may be used.

Testimonials and other References

Where Outsource Institute (AUS) makes reference to another person or organisation (such as testimonials or photos) in marketing or advertising material, it has gained consent from the person or organisation for the use of that reference. This includes references via text, statements, logos and photos. Outsource Institute (AUS) ensures all testimonials are true and correct before using them to endorse products.

All Outsource Institute (AUS) students provide consent to the use of photos and other images that are taken at Outsource Institute (AUS) learning activities and events, through the relevant release clause in the Outsource Institute (AUS) Enrolment Application Form. Usage in these instances is generally one off, group images for general operational and promotional purposes.

Students are able to 'opt out' of this release if they wish, with all 'opt-outs' recorded in **Wisenet-Student Management System**.

Various Outsource Institute (AUS) contractual arrangements with government stakeholders, enterprise clients and other third parties may routinely include consent for the use of information and images in marketing collateral, including the use of organisational logos and other trademarks.

For more specific advertising and marketing purposes, client consent is obtained and recorded using the Marketing Consent Form. Completed Marketing Consent Forms are stored in the Marketing Register located at: [OI Marketing Compliance](#)

Government Loan, Funding, Subsidy or other Support

Where students would be accessing any government income contingent loan or subsidy, Outsource Institute (AUS) provides details of these arrangements. Details include:

- Any costs associated (including interest or similar costs);
- Any debt that will be incurred; and
- Any loss of entitlement from the student undertaking a course at Outsource Institute (AUS).

This includes, in the cases of limited entitlement schemes, where students are only able to access one course or there are restrictions on what courses may be subsidised after completing their study at Outsource Institute (AUS).

Jurisdictional Specific Marketing Requirements

The following jurisdictional specific marketing requirements also apply.

1. Australian Capital Territory

Promotion and publications

All information and services provided by Outsource Institute (AUS) are fully disclosed so the student and/or employer can determine if the services advertised match what is being sought. The published material contains accurate information about Outsource Institute (AUS).

Outsource Institute (AUS) ensures all publicity relating to training initiatives, including publications, promotional and advertising materials, public announcements and activities or any products or processes, is ethical, accurate and consistent.

Outsource Institute (AUS) ensures its publications and promotion of training initiatives:

- identifies Outsource Institute (AUS)'s legal entity and/or trading name and RTO code;
- includes the indicative fees for each training product it offers;
- includes an acknowledgement of any government funding as required under the specific training initiative; and
- includes information outlining any subcontracting arrangements, where the Training Provider subcontracts any part of the subsidised training.

Outsource Institute (AUS) ensures its published Tuition Fees for each delivery mode match the fees published on the ACT Qualifications Register. Where changes to Tuition Fees have occurred, evidence of historical fees are retained.

Fees and charges

Outsource Institute (AUS) ensures all fees and charges related to the provision of training services are outlined to all parties prior to enrolment. Information provided is clear, accurate and sufficient to enable an informed choice.

Outsource Institute (AUS) publishes all fees and charges including, but not limited to:

- compulsory Tuition Fees;
- additional charges or co-contributions;

Marketing Policy

- application process for exemptions and concessions;
- methods of collection; and
- refund information.

Outsource Institute (AUS) ensures students are provided with information regarding eligibility for the ACT Completion Payment prior to finalisation of enrolment.

Skilled Capital Requirements

All related publicity must include an acknowledgement of Skilled Capital as an ACT Government initiative. Any publications, promotional and advertising material must include:

'Skilled Capital is an ACT Government training initiative, funded by the ACT and Australian Governments.'

Skills Canberra Brand Guidelines

Use of Skilled Capital Logo

The Skilled Capital logo is a distinguishable identifier for the Skilled Capital training initiative.

Outsource Institute (AUS) may use the logo in any information about the initiative including its website, any publications, course brochures or handbooks.

The use of the logo is restricted to the qualifications being delivered by Outsource Institute (AUS) under Skilled Capital.

Outsource Institute (AUS) is not permitted to authorise a Third Party to use the logo.

Outsource Institute (AUS) is only authorised to use the logo with the name associated with its Agreement (trading name and/or legal name) and is not permitted to use the logo with any other business name.

Specifications for using the Skilled Capital Logo

The logo can only be reproduced from an electronic copy provided by the Directorate.

There are two versions of the logo (standard format and horizontal format) which may be used as required by Outsource Institute (AUS), however the logo must be reproduced in its entirety and retain its original colour and proportions.

The logo comprises:

- the Skilled Capital graphic and title, and
- the words 'an ACT Government training initiative, funded by the ACT and Australian Governments'.

Outsource Institute (AUS) must not:

- modify, move or change the image template or any element of the logo;
- reproduce the logo in mirror image;
- rotate the logo; or
- modify the size of any of the logo elements. The complete logo may be varied in size but the proportion of the image and the words in relation to each other may not be varied.

Positioning

The logo must not be located in the top left corner of any website or publication

The logo must be surrounded by a minimum amount of clear space on all sides. The files supplied on request include the amount of clear space required.

The logo must not be applied over complex backgrounds or images

Marketing Policy

Size

The minimum recommended size that the logo should appear is defined by whether it is being used in print or online. The recommended minimum size for both the stacked and inline versions of the logo is shown below



Colour reproduction

The logo must only be reproduced in its prescribed mono format from the approved logo file.

The colours provided in the logo files are the only approved colours for production.

When the logo is reproduced on a dark background a reverse white version of the logo must be used.

Exclusions

The Skilled Capital logo must not be used by Outsource Institute (AUS) for corporate use including corporate stationery such as business cards and letterhead; building or other corporate signage; marketing products such as mouse pads, pens, satchels, product packaging; or educational resources used to support teaching and learning.

The Skilled Capital logo must not be used on:

- Qualification Certificates;
- Records of results; or
- Statements of attainment.

ACT Australian Apprenticeships Acknowledgement

Outsource Institute (AUS) may include the following acknowledgement on its website, any publications, course brochures or handbooks.

“Australian Apprenticeships in the ACT are funded by the ACT and Australian Governments”

Outsource Institute (AUS) may only use this acknowledgement with the name associated with its Agreement (trading name and/or legal name).

Exclusions

Outsource Institute (AUS) must not include this acknowledgement on:

- Qualification Certificates;
- Records of results;
- Statements of attainment;
- Corporate stationery such as business cards and letterhead;
- Building or other corporate signage;
- Marketing products such as mouse pads, pens, satchels, product packaging; or
- Educational resources used to support teaching and learning.

Marketing Policy

2. New South Wales

NSW Smart & Skilled Program

Outsource Institute (AUS):

- Only markets, publicises or otherwise communicates its connection to Smart and Skilled in accordance with the Smart & Skilled Contract and Operating Guidelines.
- Publishes and makes available readily accessible information on all of its approved qualifications.
- Acts in good faith and does not act in any way that could be seen to be unethical, reckless, illegal or dishonest conduct, in relation to any matter.
- Does not do anything that may bring into disrepute or be detrimental to the Department, any Government Agency, Smart and Skilled or vocational education and training.
- Notifies the Department if Outsource Institute (AUS) becomes aware of any unethical, reckless, illegal or dishonest conduct in relation to vocational education and training, including fraud or misconduct.

Subcontracting and Brokering

Subcontracting includes an arrangement where Outsource Institute (AUS) defers day-to-day responsibility for all or part of the material operative or administrative functions of Outsource Institute (AUS) or the management and conduct of training delivery and assessment activities for subsidised training to another individual or organisation (the subcontractor).

Brokering Arrangement means an arrangement between Outsource Institute (AUS) and another person for that person to:

- Recruit students, or enrol students, or accept applications for enrolment, in subsidised training;
- Market, or provide information or advice in relation to, subsidised training;
- Assist students to complete or submit applications for subsidised training; or
- Assist, or provide support for, students who could be eligible for subsidised training to complete any assessments required to show that students are academically suited to undertake the subsidised training.

Outsource Institute (AUS) does not subcontract any part of its obligations under the Smart and Skilled Contract, or enter into any Brokering Arrangement in relation to the Smart and Skilled Contract, without the Department's consent in accordance with the Smart and Skilled Operating Guidelines.

Please refer to the Third Party Engagements Policy for further information.

Setting up Brokering Arrangements

Brokering Arrangements are documented and transparent. The information in any Brokering Arrangement clearly outlines all the activities that the broker will undertake for Outsource Institute (AUS).

Outsource Institute (AUS) is responsible for oversight of the broker including developing and implementing a plan for monitoring the performance of, and compliance with Outsource Institute (AUS)'s obligation in the Smart and Skilled Contract by, the broker.

Outsource Institute (AUS)'s obligations to the enrolled student under Smart and Skilled extend to the broker, and it is Outsource Institute (AUS)'s responsibility to ensure that these are met.

Outsource Institute (AUS) is accountable for, and systematically monitors, compliance with the Smart and Skilled Contract, including all activities arranged by Outsource Institute (AUS) through the broker.

Marketing Policy

Outsource Institute (AUS) ensures that the broker does not subcontract.

Outsource Institute (AUS)'s Consumer Protection Policy must manage and respond to allegations involving the conduct of the broker (including its staff). Any Brokering Arrangement the Department considers is not in the best interests of enrolled students are ceased.

Marketing Smart and Skilled

All marketing, promotional, communication and information materials used by Outsource Institute (AUS) related to Smart and Skilled (including Outsource Institute (AUS)'s approved qualifications) displays Outsource Institute (AUS)'s legal name and code as displayed on the national register, training.gov.au.

Outsource Institute (AUS) develops and implements strategies for the effective marketing and promotion of Smart and Skilled including all of its approved qualifications. These strategies do not rely solely on activities undertaken by the Department and via the Smart and Skilled website for promotion. Outsource Institute (AUS) retains copies of these strategies and all marketing and promotion materials to demonstrate implementation of the strategies.

Outsource Institute (AUS) takes steps to ensure that any prospective student, who may be reasonably considered to be eligible to receive subsidised training, is properly informed about the availability of subsidised training under Smart and Skilled. This is done as soon as practicable after the prospective student contacts Outsource Institute (AUS). Outsource Institute (AUS) has no obligation however to market or promote any approved qualifications where its Smart & Skilled Financial Cap has been or is likely to be exceeded.

Department intellectual property

Outsource Institute (AUS) does not use any logo, product names, icons, trademarks or other intellectual property of the Department, or the NSW Government, including in connection with Smart and Skilled without written permission from the Department or the NSW Government and subject to any guidelines that are issued from time to time.

Acknowledgement of source of subsidies and restrictions on promotion

Outsource Institute (AUS) explicitly acknowledges in marketing and information for Prospective Students the availability of subsidies from the NSW Government. In any communications about Smart and Skilled (including regarding approved qualifications) Outsource Institute (AUS) uses the statement:

'This training is subsidised by the NSW Government.'

Outsource Institute (AUS) does not suggest, or allow there to be any misunderstanding, that the subsidised training is 'free of charge', discounted or subsidised by Outsource Institute (AUS) or any other Third Party.

Outsource Institute (AUS) does not, and ensures that its agents and contractors do not, market, publicise or otherwise communicate information about the training or engage in any other conduct that may have the effect of encouraging students to choose a Provider based on price or other inducements (including any financial or other benefit).

Website

Outsource Institute (AUS) maintains a current and accurate website. The homepage of Outsource Institute (AUS)'s website contains a direct link to the Smart and Skilled website so that any person accessing Outsource Institute (AUS)'s website should be able to easily and directly navigate to the Smart and Skilled website.

Outsource Institute (AUS)'s website includes the following:

- The details of all of Outsource Institute (AUS)'s approved qualifications;
- Details of the Notification of Enrolment Process and Outsource Institute (AUS)'s enrolment process including the information and evidence that the student must provide (such as, all consents and declarations the student must make) together with details of when such information and evidence is required; and
- The process for obtaining a Unique Student Identifier.

Consumer Protection Information

Outsource Institute (AUS) makes the following information available to students:

- Outsource Institute (AUS) Consumer Protection Policy (including the contact details of the consumer protection officer)
- The Consumer Protection Strategy; and
- The contact details for the Department's Customer Support Centre (as provided by the Department from time to time).

<http://www.smartandskilled.nsw.gov.au>

1300 772 104

Outsource Institute (AUS) includes the Smart and Skilled website details and 1300 772 104 on all public information, enrolment forms and student induction material so that all consumers are aware of their rights and options for making a complaint or providing feedback about training.

Outsource Institute (AUS) obtains a signed declaration from each student to confirm receipt of this information. This is included in the Course Fees Agreement.

Student Information

Outsource Institute (AUS) ensures that all students considering enrolling in subsidised training receive, or are aware of how to access, certain information, either electronically or in hard copy form before enrolment which is designed to make these students aware of policies relating to their training, including their rights and responsibilities and avenues for complaint.

This Student Information includes:

- The Fee Information;
- Information regarding Recognition of Prior Learning, Credit Transfer, deferring or discontinuing subsidised training (including any implication on fees);
- VET Student Loans Program Information (if applicable);
- Subcontractor Information (if applicable);
- What the enrolled student should do if they want to defer or discontinue their Training;
- How to access support and assistance during the training; and
- Contact details for various support services within Outsource Institute (AUS) e.g. interpreter services.

3. Northern Territory

NT Training Contract

Outsource Institute (AUS) does not enter into or engage in any brokerage arrangements for any of the training programs or services to be delivered.

A Brokerage Arrangement means arrangements whereby Outsource Institute (AUS) engages an agent, person or other organisation (the "Broker") to recruit learners and prospective learners to Outsource Institute (AUS) on the RTO's behalf and includes:

Marketing Policy

- Arrangements under which the Broker signs up and registers learners or potential learners for the purposes of enrolment into a Program or Subjects offered by Outsource Institute (AUS); and
- The Broker conducting selling, marketing and advertising activities on behalf of Outsource Institute (AUS) for the purposes of recruiting and enrolling people into training courses with the RTO.

Outsource Institute (AUS) where appropriate, or where requested by the NT Department, acknowledges the support of the Department in any publicity, advertising or promotion related to provision of the services including, (without limitation), in promotional material and relevant media articles. All acknowledgments are undertaken in a form acceptable to the Department.

4. Queensland

Skills Assure Agreement

Marketing

Outsource Institute (AUS) does not make any misleading public statements, including any statements to students, employers or any organisation, about the Agreement and any Program, the level of funding or actions taken by the Department under the Agreement.

Outsource Institute (AUS), in making any public statements in relation to the training and assessment funded under the Agreement, includes an acknowledgment of the funding received from the Department and such acknowledgement will be on terms reasonably approved by the Department.

Outsource Institute (AUS)'s marketing and promotional material:

- Refers to the Program as specified from time to time by the Department;
- Does not contravene any Department directive or publication/marketing guideline relating to the marketing of Program; and
- Refers to Program(s) by such name as is specified from time to time by the Department.

Outsource Institute (AUS) does not use the logo of the State of Queensland or the Department or any other intellectual property of the Department on any advertising, promotional, training or other material unless the Department, in its absolute discretion, has given its prior written approval to the same and where such approval is granted by the Department, it may be granted on such terms and conditions as the Department determines.

Outsource Institute (AUS) does not give, or agree or offer to give, to another person any valuable consideration with a view to securing the enrolment with the RTO of a Student or prospective Student in relation to a Qualification funded under a Program. This includes:

- a student;
- a prospective student; and
- a person who refers or offers to refer students or prospective students to Outsource Institute (AUS).

Outsource Institute (AUS) ensures only the Department, the RTO and no other person markets, promotes or advertises Outsource Institute (AUS)'s status or Outsource Institute (AUS)'s capacity to claim funding under the Program except with the prior written consent of the Department.

Disclose information upfront to enable informed consumer choice

Outsource Institute (AUS) publishes in a prominent and easy-to-access location on its website the total co-contribution fees — concessional and non-concessional — to be charged to an enrolled student for each qualification or skill set it is approved to deliver under a program.

Outsource Institute (AUS) provides a prospective student with notice of the co-contribution fee relevant to the student's circumstances prior to enrolment in the qualification or approved skill set.

Outsource Institute (AUS) provides prospective students with a copy of, or access to, its refund policy prior to enrolment. The refund policy must meet the requirements under the Standards for Registered Training Organisations (RTOs) 2015.

Outsource Institute (AUS) refers prospective student to any applicable student fact sheet for the relevant program published on the department's training website, so they have access to independent information and a point of contact with the department.

Outsource Institute (AUS) notifies the prospective student of the expectations and rules regarding accessing a government subsidised training place under the relevant program. This notification must include advice that the student will no longer be eligible for a government subsidised training place under a program once they complete the qualification level targeted through the program.

Outsource Institute (AUS) is able to show evidence of the student's acknowledgement of program rules.

Outsource Institute (AUS) only represents itself to the marketplace as a RTO for a program, or as a RTO for a specific qualification or skill set under a program, on or after the start date approved in writing by the department to deliver the qualification or skill set.

Outsource Institute (AUS) does not permit, engage or allow a Third Party to market the program(s) and Outsource Institute (AUS)'s participation in the program(s).

Where some or all of the training and/or assessment services are to be subcontracted to a third party (regardless of whether that third party is related to the RTO), Outsource Institute (AUS) notifies the prospective student of the full name of the third party and the training and/or assessment services to be provided by the third party.

Use of the Skills Assure Identifier Logo

Outsource Institute (AUS) uses the Skills Assure Identifier Logo in any advertising, publicity or promotional material relating to the Programs.

The Skills Assure identifier must be displayed as follows:

- On the website homepage or as a footer at the bottom of a provider's website.
- On advertising including press, out-of-home, TV and other paid advertising (exceptions apply to some digital advertising formats).
- In printed and online marketing materials targeting prospective students and customers including course guides and event materials.

Outsource Institute (AUS) may optionally include the Skills Assure identifier in materials such as:

- Digital and social media posts, radio advertising and advertising where space is limited.
- Corporate stationery.
- Building or other corporate signage.
- Educational resources.

The Skills Assure identifier is not used on qualification certificates or statements of attainment.

The Skills Assure identifier incorporates both the wordmark (visual) and the positioning statement (words). The wordmark and positioning statement should appear together, except for applications where size restrictions mean the minimum size identifier needs to be used.

FULL IDENTIFIER – CMYK



Proud to be a Queensland Government subsidised training provider

FULL IDENTIFIER – MONO



Proud to be a Queensland Government subsidised training provider

FULL IDENTIFIER – REVERSE COLOUR



FULL IDENTIFIER – REVERSE



IDENTIFIER LOCKUP WITH RTO LOGO

The lockup version is another optional alternative that may be used in conjunction with an RTO's logo.



MINIMUM SIZE IDENTIFIER

Where a smaller identifier is required below 40mm, the minimum size identifier can be used without the positioning statement.



Make sure that you provide a generous amount of space around the identifier, to let it stand out clearly.

Whenever possible, more clear space than the minimum is preferred.




Do not place any text, graphics or images within this area of clear space. In digital applications where it is not practical to provide a clear background some flexibility will be granted regarding clear space.

The wordmark and positioning statement should be used together in applications above 40mm wide.

Where application size is below 40mm, the minimum size identifier can be used. Minimum size identifier should be no smaller than 25mm wide.

Outsource Institute (AUS) does not use the identifier in digital and social media advertising.

To ensure consistency in application of the Skills Assure brand, always use the correct colour breakdowns. The Colour System used is Pantone[®] Solid Coated.

	Orange PANTONE: 152C CMYK: 0 52 100 5 RGB: 234 137 28 HEX: EA891C		Charcoal CMYK: 0 0 0 80 RGB: 88 89 91 HEX: 58595B		Light grey CMYK: 0 0 0 25 RGB: 199 200 202 HEX: C7C8CA
---	--	---	---	---	--

Marketing and disclosure directives

No Third-Party marketing

Outsource Institute (AUS) ensures that no Third Party, irrespective of the nature of the relationship it has with Outsource Institute (AUS), must not market or advertise the program or Outsource Institute (AUS)'s participation in the program.

The department defines a Third Party as any entity, organisation or person that is not a part of the registered training organisation (RTO) entity that has been awarded RTO status (for example, a broker, those not employed by the RTO nor within its organisational structure such as a director).

A Third Party operates as a separate entity in the marketplace, either with or without a contract or agreement with Outsource Institute (AUS). For example, the department does not permit a Third Party to advertise employment opportunities with the sole purpose of referring individuals to training offered by Outsource Institute (AUS).

Note: A Third Party with expertise in marketing or similar is exempt from this principle if it has only been engaged by the Outsource Institute (AUS) to provide advice, services or assistance within the department's marketing directives.

Clearly identify the program

Outsource Institute (AUS) ensures all marketing or advertising includes the correct and full name of the funding program.

It is not acceptable to use abbreviations in marketing or advertising material. 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'.

Queensland Coat of Arms

Outsource Institute (AUS) does not use the Queensland Coat of Arms or other Queensland Government logos or intellectual property, with the exception of public vocational education and training (VET) providers with the required Queensland Government authorisation to do so.

Advertise appropriate qualification levels

Outsource Institute (AUS) is only permitted to market or advertise the vocational qualification level primarily targeted by the 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.

Responsible marketing practice

Outsource Institute (AUS) does not:

- market or advertise itself to the marketplace as an RTO 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 Outsource Institute (AUS);
- indicate the training is 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; or
- make references to government funding that could be misleading.

Information disclosure requirements

Outsource Institute (AUS) provides prospective students and participating employers (if applicable) with a range of information upfront and prior to enrolment, to inform their decision making and selection of a course and training provider.

The following information is supplied to consumers prior to enrolment:

- Outsource Institute (AUS) provides 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.
- Outsource Institute (AUS) discloses and publishes 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. The fee is 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.
- Outsource Institute (AUS) provides a copy of, or access to, its complete refund policy terms and conditions.
- Outsource Institute (AUS) discloses if training and/or assessment is being delivered on its behalf by a Third Party.

Co-contribution fee

Outsource Institute (AUS) discloses upfront concessional and non-concessional fees and clearly publish and label them on its website as the co-contribution fee, along with all pertinent information about the offering. This allows prospective students to be clearly informed of all fee costs and able

Marketing Policy

to compare fees for a qualification across different RTOs.

Outsource Institute (AUS) also provides prospective students with a copy of, or access to, its refund policy prior to enrolment.

User Choice

Outsource Institute (AUS) details its fees and charges policy, including full costs, method of collection, refunds, and exemptions prior to enrolment and provide access to this written policy to apprentices and trainees.

Certificate 3 Guarantee

Outsource Institute (AUS) informs prospective students they will no longer be eligible for a government subsidised training place under the Certificate 3 Guarantee once they complete a certificate III level vocational qualification

Outsource Institute (AUS) discloses upfront to prospective students and clearly publish on its website the co-contribution fee for concessional and non-concessional students for each qualification it is approved to deliver under the program. The fee must represent the total cost to the student to enrol, undertake training and be awarded the qualification. It is not permissible to offer or publish fee-free training, except for the student categories listed in the policy.

Outsource Institute (AUS) what the student is entitled to (full or part refunds).

Outsource Institute (AUS) direct each student to the department's Certificate 3 Guarantee student fact sheet.

Outsource Institute (AUS) supplies each student with a training fact sheet or written summary of information for the qualification which includes:

- a breakdown of all costs, including how and when fees will be charged and collected at the unit of competency level;
- training timelines, delivery mode, delivery location and vocational or work placement when this is a mandatory component of the qualification under the training package;
- support services available to assist students to complete training;
- a requirement to complete a student training and employment survey within three months of completing or discontinuing the qualification (see the student training and employment survey fact sheet; and
- the name and contact details of any third party delivering training or assessment services on behalf of the RTO.

Higher Level Skills

Outsource Institute (AUS) informs prospective students they will no longer be eligible for a government subsidised training place under the Higher Level Skills program once they complete one certificate IV level or higher qualification.

Outsource Institute (AUS) discloses upfront to prospective students and clearly publish on its website, the co-contribution fee for concessional and non-concessional students for each qualification it is approved to deliver under the program. The fee must represent the total cost to the student to enrol, undertake training and be awarded the qualification. It is not permissible to offer or publish fee-free training.

Outsource Institute (AUS) provides prospective students, prior to enrolling, with its refund policy outlining what the student is entitled to (full or part refunds).

Outsource Institute (AUS) directs each student to the department's Higher Level Skills student fact sheet.

Marketing Policy

Outsource Institute (AUS) supplies each student with a training fact sheet or written summary information for the qualification or skill set which includes:

- a breakdown of all costs including how and when fees will be charged and collected at the unit of competency level;
- training timelines, delivery mode, delivery location, and vocational or work placement when this is a mandatory component of the qualification under the training package;
- support services available to assist students to complete training;
- a requirement to complete a student training and employment survey within three months of completing or discontinuing the qualification or skill set; and
- the name and contact details of any third party delivering training or assessment services on behalf of the RTO.

Cultural accessibility and sensitivity

Outsource Institute (AUS) ensures that all services are culturally accessible to Aboriginal and Torres Strait Islander peoples, people with disabilities, and to people from culturally and linguistically diverse backgrounds, recognising the diverse needs of people, including specific needs, from urban, regional and remote areas.

Where the target group for services is Aboriginal and Torres Strait Islander peoples, Outsource Institute (AUS) must, if the Department requests, provide evidence to the Department's satisfaction that individuals, families, cultural custodians, clan and language groups, community organisations, communities or representatives deemed appropriate by the community to which the services are being delivered, are engaged in the design, delivery and evaluation of programs and the services to ensure they are appropriate to local community and cultural needs.

In delivering all services, Outsource Institute (AUS)

- Respects the cultural and spiritual significance of Aboriginal and Torres Strait Islander people;
- Refrains from incorporating any elements derived from Aboriginal and Torres Strait Islander cultural heritage into any material created without the informed and written consent of the cultural custodians, clan or language groups and community representatives deemed acceptable by each community; and
- Informs the QLD Department in writing about any elements derived from Aboriginal and Torres Strait Islander cultural heritage which it incorporates into any material which Outsource Institute (AUS) creates and delivers, and of any consent which Outsource Institute (AUS) obtained relating to the use of such elements.

5. South Australia Funded Activities Agreement

Outsource Institute (AUS) does not engage in any misleading or deceitful marketing practices or do anything that may damage the reputation of the department or bring the department into disrepute.

Outsource Institute (AUS) in all advertising and promotional material (including websites and other media) related to funded activities:

- Includes the statement:
'Participant Eligibility Criteria apply' or
'Visit www.skills.sa.gov.au for Participant Eligibility Criteria'
- Clearly identifies any conditions that exist in relation to a funded activity;
- Clearly identifies any student fees and details of any other incidental expenses and costs that may be incurred by the student; and

Marketing Policy

- Clearly identifies only the eligibility criteria specified by the department.

Outsource Institute (AUS) acknowledges the funding by the department in any advertising, publicity or promotional material relating to the funded activities by including:

- A 'Supported by Government of South Australia' statement; or
- The 'An Initiative of Government of South Australia' logo provided by the department.

Any logo is used in accordance with the 'Government of South Australia Branding Guidelines'.

Outsource Institute (AUS) participates in promotional or publicity activity in relation to the funded activities funded by the department as is reasonably required by the department.

Outsource Institute (AUS) uses its best endeavour to agree on the content of any public announcements or media releases about the funded activities.

Promotional Material for Accredited Training

Organisations that receive funding to deliver training activities are obligated through the funding agreement to recognise the source of the funding for that government funded activity.

For organisations that are delivering accredited training, this can be delivered through an auspice arrangement (where a registered training organisation is subcontracted to accredit the training being delivered) or if the organisation receiving the funding has the course on their scope of delivery.

All promotional material must include the following:

- The unit name and description of the unit (e.g., FSKDIG01 - Use digital technology for basic workplace tasks).
- Must state that the participant will receive a Statement of Attainment from the Registered Training Organisation.
- Must include the logo from the Registered Training Organisation (please contact the provider to receive the logo).
- The National Recognised Training logo.
- The Supported by Government of South Australia logo.
- If the Supported by Government of South Australia is not used, then the following statement must be included as part of the promotion: "this training is funded through the Government of South Australia."

Promotional Material for Non-Accredited Training

Organisations that receive funding to deliver training activities are obligated through the funding agreement to recognise the source of the funding for that government funded activity.

For organisations that are delivering non-accredited training, all promotional material must include the Supported by Government of South Australia logo.

If the Supported by Government of South Australia is not used, then the following statement must be included as part of the promotion: "this training is funded through the Government of South Australia."

Talent Release

When using the images or voice of persons for promotional purposes for SA funded programs, Outsource Institute (AUS) ensures all individuals have completed a SA Government Talent Release Form.

Skilling South Australia Projects: Use of the Government of South Australia logo

Marketing Policy

The following technical specifications must be applied to the use of the Government of South Australia logo:

- The vertical, stacked GOSA logo should be the standard with the horizontal version used in instances where the design or application precludes the use of the standard form.
- The minimum size of the roundel should be 10mm in diameter. The logo should not be altered in any way. No part of the image may be recreated or redrawn and the logo must always retain its original proportions (proportions are maintained by holding down the shift key when re-sizing images). The logo may not be rotated.
- The logo must be protected by an isolation zone of 5mm of clear space on all sides, equal to half the size of the roundel (this applies to every version and all applications).
- The logo must be free of background colour changes.
- The full colour version of the GOSA logo is the preferred option where available.
- Reversed Government of South Australia logos (white) should only be used when the background colour is dark enough to provide strong contrast against the logo.
- Only one Government logo (department or agency logo) may appear on communication of any nature, including sponsorship.
- Where more than one government entity is involved, only the GOSA logo may be used, and multiple agencies should be identified in text.

More information on the application of the GOSA logo is detailed in the GOSA Branding Guidelines, available in the Skilling South Australia Projects Provider Toolkit.

In most cases, SSA projects will be funded by the Department and delivered by the funded organisation. This is referred to as 'Supported by' and the following logos apply to this application:



There may occasionally be cases where the Department has initiated a larger scale project. This is referred to as 'Initiative of' and should be branded with these logos:



Initiative of
**Government
of South Australia**



Initiative of
**Government
of South Australia**



Initiative of
**Government of
South Australia**



Initiative of
**Government of
South Australia**

6. Tasmania

Any promotion of training subsidised must acknowledge the assistance of Department of State Growth with the words:

‘This training is subsidised by the Department of State Growth, Tasmania’.

Where Outsource Institute (AUS) wishes to invite a member of the State or Commonwealth Parliament to attend a graduation or other public event associated with the training purchased or subsidised under the agreement, Outsource Institute (AUS) must advise Skills Tasmania of that intention prior to the finalisation of such arrangements so that all parties concerned can be adequately briefed.

7. Victoria

Outsource Institute (AUS) ensures all Training Services are in compliance with the requirements of all Laws in any way affecting or applicable to the provision of the Training Services, including Laws relating to occupational health and safety and the Australian Consumer Law.

Outsource Institute (AUS):

- Does not do or omit to do anything which may damage, ridicule, bring into disrepute or be detrimental to the Department, the VET sector, the Skills First Program, the Victorian government subsidised training market, or the Department’s or the State’s name or reputation;
- Behaves honestly and in a way that upholds the objectives and values of the Skills First Program;

Marketing Policy

- Does not behave in a manner that damages the public confidence in the integrity of the
- Skills First Program;
- Does not pay, provide or offer, either directly or indirectly, Incentives to undertake training subsidised through the Skills First Program, whether to any prospective student or to any other person (such as an employer or social organisation).
- Markets and promotes the courses and qualifications within its Funded Scope in accordance with all applicable Laws, including the Australian Consumer Law;
- Markets and promotes the courses and qualifications within its Funded Scope with integrity and accuracy;
- Acts in an honest, ethical and responsible manner when promoting the courses and qualifications within its Funded Scope to prospective students and recruiting students into those courses and qualifications;
- Ensures that all prospective students are accurately informed about:
 - the nature and requirements of the Training Provider's training;
 - the financial arrangements in respect of the Training Provider's training, including the cost to and other financial impacts on the prospective student;
 - training hours and commitment; and
 - the assessment and expected outcomes of the training;
- Does not engage in false or misleading advertising, promotion or recruitment practices, including by not making:
 - any false or misleading comparisons between Outsource Institute (AUS) or any of its training and any other education provider or their courses;
 - any inaccurate claims of association of Outsource Institute (AUS) with any other education provider; or
 - false or misleading representations regarding the quality or outcomes of Outsource Institute (AUS)'s training (including employment and immigration outcomes);
- Does not engage in any unconscionable conduct in marketing and promoting the courses and qualifications within its Funded Scope, including taking advantage of any prospective student's vulnerability (including due to their age, disability or illiteracy) to recruit them into a course or qualification;
- Does not market or promote as being delivered wholly online any qualification listed on the Online Delivery Restriction List or any other qualification delivered as an Apprenticeship; and
- Conducts all promotional and recruitment activities in accordance with the Victorian Skills First Quality Charter.

In any promotional publication, report, signage or other material prepared by (or on behalf of) the Outsource Institute (AUS) relating to the Training Services, Outsource Institute (AUS)'s:

- Acknowledges in a prominent way that the Training Services are provided to Eligible Individuals with Funds made available by the Victorian and Commonwealth Governments, by stating that:
 - “This training is delivered with Victorian and Commonwealth Government funding”)
- Does not, without the prior written approval of the State or the Department, use any logo or trade marks of the State or the Department;
- Ensures that such materials meet the requirements of the Equal Opportunity Act 2010 (Vic) and related Laws, including the provision of materials encouraging individuals with disabilities to access training subsidised through the Skills First Program;
- Identifies the Outsource Institute (AUS) legal entity and/or trading name and RTO Code;
- Refers on its website and corporate materials to the identity of any subcontracted party, and the respective roles in the provision of training and assessment, in relation to any Training Services to which a subcontract arrangement applies; and

Marketing Policy

If Outsource Institute (AUS) is not authorised to deliver courses or qualifications on the Foundation Skills List, it ensures that it is made clear to prospective eligible individuals that any such delivery by Outsource Institute (AUS) is not eligible for subsidisation by the Victorian government.

Outsource Institute (AUS) publishes in a prominent place on its website:

- Standard fees for training subsidised through the Skills First Program for each course/qualification it offers under this VET Funding Contract. This information must be kept up to date and include the following caveat:
‘The student tuition fees as published are subject to change given individual circumstances at enrolment’
- Details of any other fees including student services, amenities, goods or materials;
- A list of all providers of Brokering Services used by Outsource Institute (AUS); and
- Outsource Institute (AUS)’s online service standards as prescribed by the Department from time to time.
- Its complaints and appeals process.

Outsource Institute (AUS) has registered for, and maintains an up to date profile on, the Victorian Skills Gateway.

8. Western Australia

Student Recruitment & Selection

Student recruitment is the result of a genuine training need. Outsource Institute (AUS) does not advertise, offer or provide incentives or inducements to participants to enrol in training courses that could be viewed as seeking a competitive advantage.

Participants are selected in a way that shows fair access to training to the level required within the:

- WA Equal Opportunity Act 1984; and
- Disability Services Act 1993, including implementing to the extent possible, the Department’s Disability Access and Inclusion Plan (DAIP).

Outsource Institute (AUS) does not advertise, offer or provide incentives or inducements to participants to enrol in training courses that could be viewed as seeking a competitive advantage.

Publicity

Unless:

- The Department gives its prior written consent or a Public Authority is specified in the Contract Details; or
- Outsource Institute (AUS) is required by law to do so, Outsource Institute (AUS) does not use the State Government logo.

Outsource Institute (AUS) does not make any misleading or inflammatory public statement concerning the Contract.

Advertising & Marketing

Outsource Institute (AUS) ensures all Jobs and Skills WA marketing is ethical, clear accurate and not misleading.

Outsource Institute (AUS) publishes information relating to Jobs and Skills WA funded courses on their website which includes:

- The indicative fee/s for all courses and qualifications; and

Marketing Policy

- The caveat “The Student tuition fees are indicative only and are subject to change given individual circumstances at enrolment. Additional fees may apply such as Student service and resource fees”.

Promotional material used by the RTO for government subsidised training offered under the contract includes:

- The Jobs and Skills WA word mark, in accordance with the most current issue of the Word Mark Guide located on RTONet;
- The indicative fee/s for all courses and qualifications; and
- The caveat “The Student tuition fees are indicative only and are subject to change given individual circumstances at enrolment. Additional fees may apply such as Student service and resource fees”.

Outsource Institute (AUS) does not suggest, or allow there to be any misunderstanding, that subsidised training is 'free of charge', discounted or subsidised by Outsource Institute (AUS) or any other Third Party.

Outsource Institute (AUS) does not market, publicise or otherwise communicate information about the training or engage in any other conduct that may have the effect of encouraging participants to choose a Provider based on price or other inducements (including any financial or other benefit).

Jobs & Skills WA – Design & Brand Style Guide

The logo is used as the universal signature for Jobs and Skills WA across all communications. It is made up of two elements – a stylised map of Western Australia, and the brand name. The distinctive red WA state motif is being used across all of state government for everything related to job initiatives.

The Jobs and Skills WA logo is the universal signature for publicly funded training in WA. It is made up of two elements – a stylised map of Western Australia and the brand name. The distinctive red WA State motif is used across all of State Government for everything related to job initiatives.

As the most visible element of the brand identity the logo must be used only as designed.

The two elements that make up the Jobs and Skills logo are fixed and should not be used individually or differently from the layout below.

The colours must not be altered in any way.

Skills Ready

Skills Ready – Boost your skills for the future is the overarching brand for the suite of training initiatives

in effect 1 July 2020, to meet the State’s immediate economic needs following COVID-19:

- Infection control skill sets.
- Job ready skill sets.
- Lower fees, local skills qualifications.

The Skills Ready logo incorporates the Jobs and Skills WA logo colours and stylised map.

A ‘text only’ logo was also developed for co-branding with the Jobs and Skills WA logo.

Lower Fees, Local Skills

The Lower fees, local skills initiative was introduced on 1 January 2020 to reduce course fees to ‘half price’ for targeted VET qualifications. The initiative was then expanded with the release of Skills Ready.

Marketing Policy

The Lower fees, local skills logo is the universal signature for the VET fee reduction initiative, and the Jobs and Skills WA and Skills Ready brands are a mandatory endorsement.

The colours used in the Lower fees, local skills logo are an important element of the brand identity and must not be altered in any way.



Logo Formats

The primary Jobs and Skills WA and Skills Ready logos are the red and charcoal versions, as shown below. The primary Lower fees, local skills logo is the red version.

Primary logos should be used where possible. During instances where using the primary logo is not visually appropriate, the secondary or white version of the logo may be used.

JOBS AND SKILLS WA

Jobs and Skills WA primary logo - CMYK



Jobs and Skills WA secondary logo - CMYK



Jobs and Skills WA white logo - CMYK



SKILLS READY

Skills Ready primary text only logo - CMYK



Skills Ready white text only logo - CMYK



RTOs should use this 'text only' version of the Skills Ready logo when co-branded with the Jobs and Skills WA logo, to promote subsidised Skills Ready courses.

LOWER FEES, LOCAL SKILLS

Lower fees, local skills primary logo - CMYK



Lower fees, local skills white logo - CMYK



Logo Use and Co-branding

The Jobs and Skills WA brands should not be dominated by other brands and must be given a respectable amount of space on each application.

The Jobs and Skills WA logo should not be produced below the minimum size shown below. The Skills Ready and Lower fees, local skills logos are sized accordingly.

Marketing Policy

The minimum size requirements of the RTO logo that the Jobs and Skills WA logos/s are co-branded with should also be met, to determine sizing and clear space required between each.

Examples below demonstrate how an RTO logo should be co-branded with the Jobs and Skills WA logo/s depending on the type of course being promoted. Logos should be applied in the order shown.



When delivering any course subsidised by the department / State Government:

Outsource Institute (AUS) must include the Jobs and Skills WA logo on all client facing communication relevant to any course subsidised by the Department. This includes advertising, publications, websites and course enrolment collateral.

Promotion of fee-free training for displaced apprentices and trainees falls under this category.

Where no reference is made to a subsidised course there is no requirement to use the logo.

When delivering a subsidised course which is part of the Skills Ready Initiative:

Outsource Institute (AUS) must include the co-branded Jobs and Skills WA and Skills Ready logos on all client facing communication relevant to any of the Skills Ready initiatives. This includes advertising, publications, websites and course enrolment collateral.

Where no reference is made to a Skills Ready initiative there is no requirement to use the Skills Ready logo.

When delivering a Lower Fees, Local Skills course (subsidised and a Skills Ready Initiative):

Outsource Institute (AUS) must include the co-branded Jobs and Skills WA and Skills Ready and Lower fees, local skills logos on all client facing communication relevant to any of the Lower fees, local skills qualifications. This includes advertising, publications, websites and course enrolment collateral.

Where no reference is made to a Lower fees, local skills qualification there is no requirement to use the Lower fees, local skills logo.

Colour Palette

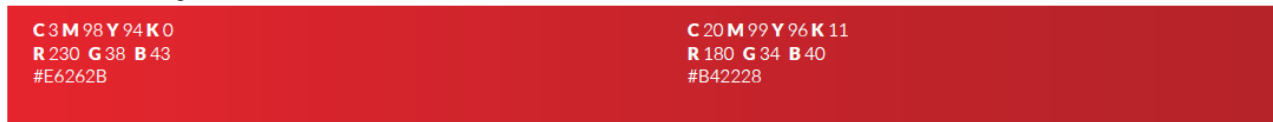
The Jobs and Skills WA, Skills Ready and Lower fees, local skills logos use the colours as outlined below.

Whether viewed on screen or as a printout, colours should be regarded as a guide only. Tints of each colour are permissible.

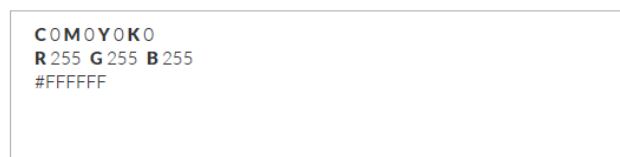
JSWA primary colours



JSWA and Skills Ready red gradient



LFLS primary colours



VET Student Loans

Outsource Institute (AUS) ensures that any marketing of its approved courses prominently mentions:

- Outsource Institute (AUS) name and any registered business name or other business name that Outsource Institute (AUS) uses;
- Outsource Institute (AUS)'s registration code; and
- The maximum tuition fees for the course.

A VET Student Loans approved course is not marketed by Outsource Institute (AUS) unless the tuition fees for the course have been published on Outsource Institute (AUS)'s website in a way that is readily accessible by the public.

Outsource Institute (AUS) ensures that any marketing in which Outsource Institute (AUS) mentions the possible availability of a VET student loan (however described) for students undertaking a course:

Prominently mentions:

- Outsource Institute (AUS)'s name and any registered business name or other business name that Outsource Institute (AUS) uses; and
- Outsource Institute (AUS)'s registration code; and
- that VET student loans will not be approved for students who do not meet eligibility requirements; and
- that a VET student loan gives rise to a HELP debt that continues to be a debt due to the Commonwealth until it is repaid; and
- Presents the information in a font size that is approximately the same as any other marketing information that accompanies it; and
- If the marketing is online—presents the information on the same webpage as the other marketing of the course; and
- If the marketing uses the VET student loans logo—presents the logo in accordance with the style guide for the use of the logo.

Outsource Institute (AUS) never represents, whether by publishing or otherwise, that a VET student loan is not a loan; or does not have to be repaid.

Marketing Policy

Outsource Institute (AUS) ensures that, for all students enrolling in a course on the basis that some or all of the tuition fees for the course are covered fees, on the day before the student is enrolled, the tuition fees for the course were available on Outsource Institute (AUS)'s website in a way that was readily accessible by the public.

Social Media

Outsource Institute (AUS) ensures that any marketing of Outsource Institute (AUS) or its courses through social media does not mention the possible availability of a VET student loan (however described) for students undertaking a course.

Inducements

Outsource Institute (AUS) may from time to time offer benefits to potential students in the form of marketing merchandise up to the total value of \$30 per person.

Outsource Institute (AUS) never offers or provides a benefit, or cause a benefit to be offered or provided, where the benefit would be reasonably likely to induce a person to apply for a VET student loan for a course.

Brokers & Agents

Outsource Institute (AUS) does not enter into an arrangement (whether written or not) that provides for another person to do one or more of the following in relation to a VET Student Loan's approved course:

- enrol students, or accept applications for enrolment, in the course;
- provide information or advice in relation to VET student loans (however described) for the course;
- assist students to complete or submit applications for a VET student loan for the course;
- assist, or provide support for, students who could be eligible for a VET student loan for the course to complete any assessments required to show that students are academically suited to undertake the course.

This does not apply in relation to an arrangement that is a contract of employment.

OUTSOURCE INSTITUTE (AUS) does not pay its staff commissions, benefits or bonuses (however described) that have any connection (whether direct or indirect) with the number of students who are enrolled by Outsource Institute (AUS) and whose tuition fees are paid (whether wholly or partly) using VET student loans.

Use of Third Party contact lists

OUTSOURCE INSTITUTE (AUS) will only use Third Party contact lists for the purposes of approved courses for VET Student Loans where the student has given express consent to being contacted by Outsource Institute (AUS).

Specifically, Outsource Institute (AUS) does not, where student's contact details are received from another person; contact the student to market, advertise or promote a course, or enrol the student in a course where when doing so, or as a result of doing so, mention the possible availability of a VET student loan (however described) for students undertaking the course, unless the student has given express consent to being contacted by Outsource Institute (AUS).

The student is taken to have provided express consent if:

- Information in the request was presented clearly, and set out the specific purpose for which the student's personal information would be used if consent were given; and
- The request was prominent; and
- The student was able to give consent in a separate optional tick box from other consents; and

Marketing Policy

- The request was not a required field to be answered in order for a person to submit other information; and
- The request did not include a default tick for consent; and
- The request named Outsource Institute (AUS); and
- The request detailed any referral fee or other fee that would be paid to the person who made the request and any other benefit that would be provided to the person who made the request.

The student is taken to have provided express consent if the student initiates contact with a Third Party for the purpose of:

- Giving information relating to education and training to Outsource Institute (AUS); or
- Getting information relating to education and training from Outsource Institute (AUS).

Engaging in cold-calling

Cold-calling includes making unsolicited contact with a student:

- In person; or
- By telephone, email or other form of electronic communication.

Outsource Institute (AUS) does not cold-call another person to market, advertise or promote a course and when doing so, or as a result of doing so, mentions the possible availability of a VET student loan (however described) for students undertaking the course.

Providing information before enrolment

Outsource Institute (AUS) ensures that students seeking to enrol in an approved course:

- Are fully informed of the tuition fees and any other fees that apply to the course; and
- Are clear about their responsibilities, obligations and rights if they enrol in the course; and
- Are clear about their responsibilities, obligations and rights if they apply for a VET student loan.

Before enrolling a student in an approved course, Outsource Institute (AUS) gives the student the following information:

- All information required to be provided under the Standards for NVR Registered Training Organisations that relates to ensuring that each student is properly informed and protected;
- The tuition fees for the approved course;
- Any fees other than tuition fees that are payable for the course;
- The student's options for paying tuition fees, including:
 - payment by the student as fees become due; and
 - a VET student loan;
- Information about VET student loans, including that:
 - it is a loan from the Commonwealth; and
 - the loan will remain a personal debt until it is repaid to the Commonwealth; and
 - the loan may, until the debt is repaid, reduce a student's take-home (after-tax) wage or salary and may reduce the student's borrowing capacity; and
 - a student may wish to seek independent financial advice before applying for a loan;
- The criteria for being an eligible student for a VET student loan;
- The application process for a VET student loan;
- An explanation that the student may be required during the course to communicate his or her agreement that the Secretary continue to use the VET student loan to pay tuition fees for the course;
- The maximum amount of a VET student loan that may be available for the course under section 8 of the Act (not taking into account the effect of paragraph (b) of that section), and

Marketing Policy

an explanation that the amount of the loan cannot be greater than the student's remaining FEE-HELP balance;

- The amount of HELP debt the student would accrue if the student received the maximum amount of VET student loan for the course (the debt could be up to 120% of the loan);
- An explanation that the tuition fees will be reasonably apportioned across a specified number of sequential fee periods and that each fee period will contain at least one census day;
- Information about census days, including:
- the meaning of a census day (in accordance with the definition of census day in the Act); and
 - that a student may cancel the student's enrolment in the course or part of the course using Outsource Institute (AUS)'s procedure for withdrawal; and
 - if a student withdraws before the census day for a course or part of a course, the student will not incur a VET student loan debt for the course or part of the course and will receive a refund for any tuition fees already paid for the course or part of the course;
- How to access the following on the approved course provider's website:
 - the tuition fees for the course;
 - the census days for the course;
 - Outsource Institute (AUS)'s procedures for withdrawal from the course and cancellation of enrolment;
 - other procedures Outsource Institute (AUS) is required to have by this instrument.
- Advice that it is important for an enrolled student to notify Outsource Institute (AUS) of any change of contact details.

9. VET Student Loans Logo

The VET Student Loans program logo is the primary focal point of the brand identity. To create and maintain a strong brand presence, it is important to use the logo in a consistent way.



Full colour

The full colour version of the logo is the preferred version of the logo and should be used at all times if possible.



Reversed version

The logo should always appear on a white background. However where this is not possible, the reversed version is permissible.



Mono version

The logo should always appear on a white background. However where this is not possible and there isn't enough contrast between background colour and the reversed version of the logo, a mono version is available for use.

Brand Usage

To ensure visual consistency of the VET Student Loans program logo, Outsource Institute (AUS) follows these guidelines with no variations.

Minimum size

Minimum size specifications are provided to ensure the logo is reproduced effectively at a small size. The logo's width must not be less than 175 pixels as indicated on the left.

Clear space

To maintain the integrity and maximise the impact of the logo, a clear space has been defined. The clear space is the minimum area required around the logo (see diagram, left). No text or graphics should enter this clear space.

When using the VET Student Loans program logo, keep a minimum clear space of '2X' surrounding the logo free from typography, illustrations or any other graphic.

'X' is equal to the square height of the dark blue section of the logo.

Incorrect use or incorrect implementation of brand

Outsource Institute (AUS) ensures the approved VET Student Loans logo is used in its complete and original form as provided by the Department. The logo is not be rearranged or split into individual elements.

Outsource Institute (AUS) does not:

- Stretch the logo
- Condense the logo
- Use colours other than the specified logo colours
- Rotate or reorientate the logo
- Use the symbol or wordmark in isolation
- Use patterns or fills in the brandmark
- Place on a pattern background
- Change the order of the logo colours
- Abbreviate or change the VET Student Loans program name

Logo preference

The preferred form of the VET Student Loans program logo is the full-colour version as indicated on the left. There are also mono and reversed versions for use where using the full-colour version is not possible.

The logo is not used in printed publications.

Outsource Institute (AUS) only uses the logo on their own website on the page which provides information about VET Student Loans - not on the homepage, or in multiple locations throughout the website. Outsource Institute (AUS) provides a link back to the Department of Education and Training's VSL web page (<http://www.education.gov.au/vet-student-loans-students>)

The logo is not used on any other materials or printed publications such as office stationery, business cards, letterheads, signs and pamphlets.

Marketing Collateral Approval Process

Before use, Outsource Institute (AUS) ensures all marketing collateral is checked and approved by Outsource Institute (AUS) Managing Director, followed by final authorisation from the Managing Director.

Marketing Policy

Marketing materials are approved using the Marketing Approval Form, and once approved are recorded in the Marketing Register. Completed Marketing Approval Forms are stored with the relevant marketing collateral in the Marketing Register located at:

- [FORM - Request for Marketing Resources \[OIT-720\].docx](#)
- Request for Marketing Resources- online FORM:
<https://forms.office.com/Pages/DesignPageV2.aspx?origin=NeoPortalPage&subpage=design&id=uD8ShFGxoEah7WZ-l2NIQwMdaUGmRHxDjP53xTbdpjxUM0kwRTBNTEsxM0VSNVUDQUpPWENZQUhQVYQIQCNOPWcu&analysis=false>

Outsource Institute (AUS) monitors all marketing activities and collateral on an ongoing basis to ensure it remains current and accurate.

Promotional Methods

Outsource Institute (AUS) internal and Third Party representatives maintain compliance with a range of regulatory requirements when undertaking promotional activities.

Do Not Call Register

Outsource Institute (AUS) representatives who make unsolicited contact with potential students in order to sell them course services comply with the Do Not Call Register Act 2006 and associated telemarketing standards.

Third Party Representatives

Outsource Institute (AUS) ensures that any Third Party agreements that include the making of telemarketing calls and marketing faxes require compliance with the Act.

Telemarketing and Research Calls Industry Standard

The Telemarketing and Research Calls Industry Standard applies to all voice calls made to Australian numbers that:

- Offer, advertise or promote goods, services, land, interests in land, business opportunities or investment opportunities;
- Advertise or promote suppliers or prospective suppliers of such things;
- Solicit donations; and
- Conduct opinion polling or standard survey-based research.

The industry standard establishes minimum requirements for those making telemarketing and research calls.

Permitted Contact Hours

Outsource Institute (AUS) representatives do not undertake telephone or fax marketing to clients:

- On a Sunday or a public holiday;
- Before 9am or after 8pm on a weekday; or
- Before 9am or after 5pm on a Saturday.

Except in cases where consent has been given by the call recipient in advance to receive the call during the prohibited calling hours.

Provision of Information

Outsource Institute (AUS) representatives making telemarketing calls, at the start of the call, provide their contact information, the name of the person or business that caused the call to be made and explain the purpose of the call.

Marketing Policy

On request, Outsource Institute (AUS) representatives also provide:

- The source of the telephone number; and
- The name and contact details at Outsource Institute (AUS) for dealing with consumer enquiries and complaints.

Providing for the termination of calls

Outsource Institute (AUS) representatives will immediately terminate the call in a range of circumstances, including where the call recipient asks for the call to be terminated or otherwise indicates that he or she does not want the call to continue.

Requiring callers to enable calling line identification

Outsource Institute (AUS) ensures that calling line identification is enabled at the time that the caller makes or attempts to make a call.

Provision of Information during Calls

Outsource Institute (AUS) provides individuals with certain information when calls are conducted, as per the requirements of the Act. Exactly when the provision of information is needed differs, depending on whether it is a research call or other telemarketing call.

Telemarketing Calls	
Information that must be provided as soon as the call starts:	<ul style="list-style-type: none"> • The given name of the person calling; • The purpose of the call; and • If the telemarketing company is calling on behalf of another business, the name of that business.
Information that must be provided on request if applicable, but does not need to be provided if the consumer doesn't ask for it:	<ul style="list-style-type: none"> • The full name or staff ID of the person calling; • If the person is making the call as an employee of a company or business, the name and contact details of the person's employer; • If the person is not making the call as an employee of a company or business, their own full name or business name and contact details (details of a telephone number used principally for residential purposes are not required where the caller makes the calls from their residential address); • If the telemarketing company or business is calling on behalf of another business, the contact details of that business; • The name and contact details of the person responsible for dealing with inquiries and complaints about (as applicable): • The person making the call; • The telemarketing company or business they are calling from; and • The business on behalf of which the telemarketing company or business is calling.
Information that must be provided within a reasonable time frame (not exceeding 7 days) if the consumer asks for it:	<ul style="list-style-type: none"> • Where the person calling obtained the telephone number, or that it was from a private individual; • The name of the person the call was intended for (if applicable); and • The name and contact details of any organisation that provided the information to the person calling (if applicable).

Research Calls	
Information that must be provided as soon as the call starts:	<ul style="list-style-type: none"> • The given name of the person calling; and • The purpose of the call.
Information that must be provided on request or, if the consumer doesn't request it, before the end of the call:	<ul style="list-style-type: none"> • If the research company is calling on behalf of another business, the name of that business.
Information that must be provided on request if applicable, but does not need to be provided if the consumer doesn't ask for it:	<ul style="list-style-type: none"> • The full name or staff ID of the person calling; • If the person is making the call as an employee of a company or business, the name and contact details of the person's employer; • If the person is not making the call as an employee of a company or business, their own full name or business name and contact details (details of a telephone number used principally for residential purposes are not required where the caller makes the calls from their residential address); • If the research company or business is calling on behalf of another business, the contact details of that business; • The name and contact details of the person responsible for dealing with inquiries and complaints about (as applicable): • The person making the call; • The research company or business they are calling from; and • The business on behalf of which the research company or business is calling.
Information that must be provided within a reasonable time frame (not exceeding 7 days) if the consumer asks for it:	<ul style="list-style-type: none"> • Where the person calling obtained the telephone number, or that it was from a private individual; • The name of the person the call was intended for (if applicable); and • The name and contact details of any organisation that provided the information to the person calling (if applicable).

Fax Marketing Industry Standard

The *Fax Marketing Industry Standard 2011* sets rules about when and how fax marketing can occur. Specifically, it includes requirements for:

- When marketing faxes cannot be sent;
- Information that must be provided on a marketing fax;
- Providing an opt-out functionality; and
- Limiting the number of marketing faxes that can be sent to a number over a particular period.

The standard applies where fax marketing includes:

Marketing Policy

- Offer, advertise or promote goods or services, land or an interest in land, or a business or investment opportunity, or to promote a supplier or potential supplier of such goods or services;
- Solicit donations;
- Conduct opinion polling; or
- Carry out standard survey-based research.

Prohibited times for the sending of faxes

Outsource Institute (AUS) does not send a marketing fax, or cause a marketing fax to be sent on:

- A weekday before 9.00 am or after 8.00 pm;
- A Saturday before 9.00 am or after 5.00 pm; or
- A Sunday or national public holiday.

The times set out above refer to the time of day at the fax recipient's usual residential address.

Information that must be provided on a marketing fax

An Outsource Institute (AUS) marketing fax includes the following information:

- Outsource Institute (AUS) name and Australian Business Number (ABN);
- Contact details;
- The destination number that the fax is intended to be sent to; and
- The details of how Outsource Institute (AUS) can send an opt-out message including:
 - A statement to the effect that the fax recipient may opt out of receiving any future faxes from Outsource Institute (AUS) by conveying an opt-out message to an opt-out address and
 - An opt-out address to which fax recipients can communicate an opt-out message.

The information required must be:

- Displayed in a clear and conspicuous manner;
- Included on the first page of the fax at a minimum; and
- Displayed using a minimum size 10 font.

Opt-out facility

A person can send to, leave at, or otherwise communicate an opt-out message to the opt-out address. Outsource Institute (AUS) has in place processes to ensure that:

The opt-out address provided in the fax is capable of receiving opt-out messages at all times; and

It removes the fax recipient's numbers from any list of Australian numbers used as soon as possible, and no later than seven days, after receiving an opt-out message.

Limit on number of faxes to be sent to a recipient in a period

Outsource Institute (AUS) representatives make reasonable efforts to ensure that no more than one (1) fax that is authorised to be sent by the same fax advertiser is sent to a particular Australian number in any single 24 hour period.

Managing Call Lists

Outsource Institute (AUS) submits calling lists to the register for washing through the Telemarketer Access Portal:

<https://www.donotcall.gov.au/dncrtelem/index.cfm>

Washed lists identify which numbers are:

- Registered, and therefore should not be called; and
- Not registered, and therefore may be called.

Marketing Policy

Outsource Institute (AUS) relies on the validity of washing results for thirty (30) days from the date the register returns the washed list. Calling lists are kept in a valid 'washed' state by monitoring when the 30 day validity period of each list is about to lapse, and making sure that any numbers intended to be called after the end of the validity period are re-washed before the validity period ends.

Outsource Institute (AUS) has clearly documented steps taken to ensure that numbers identified as being on the register are not called unlawfully, and that numbers identified as not being on the register are not called outside the 30 day validity period. Work instructions include:

- The process for preparing and washing lists;
- The timeframes within which key steps are to occur; and
- The process for rewashing unused numbers before the 30 day period expires.

The Outsource Institute (AUS) National Training and Development Specialist (TDS) Manager is responsible for the ongoing monitoring and maintenance of work instructions with all Outsource Institute (AUS) representatives.

Campaign Records

Outsource Institute (AUS) representatives maintain the following records for at least twelve (12) months:

Call Lists

- Washing receipts provided by the register operator for each washed list (among other things, the receipts include a unique transaction ID, time and date stamps, and a summary of the quantity of numbers submitted and returned); and
- Copies of all files submitted for washing (in the format in which they were submitted) and all files as returned by the register operator.

Call Records

For each telemarketing call made or attempted, Outsource Institute (AUS) representative's record:

- The telephone number called;
- The date and time of the call;
- The length of the call;
- The outcome of the call (for example, answered or unanswered);
- The client, campaign or service (as appropriate) for which the call was made.

These records are maintained for all calls and attempted calls (that is, not just calls that give rise to an outcome, or the final attempt to a number before it is abandoned).

Campaign Records

For each campaign, Outsource Institute (AUS) representative's record:

- Details of the services marketed by telemarketing calls (for example, call scripts, brochures, information sheets)
- The names, addresses, contact details and roles of all parties who were involved in making the calls or causing them to be made;
- The carriage RTOs who provided the outbound telephone service through which the calls were made
- If another person such as a contracted call centre or reseller made telemarketing calls under a telemarketing agreement, copies of all contracts and agreements relating to the making of telemarketing calls.

Records are stored in various Customer Relationship Management (CRM) recording systems relevant to each individual Outsource Institute (AUS) representative entity.

Marketing Policy

Electronic Marketing

The Spam Act 2003 prohibits the sending of unsolicited commercial electronic messages—known as spam—with an Australian link. A message has an Australian link if it originates or was commissioned in Australia, or originates overseas but was sent to an address accessed in Australia.

The Spam Act 2003 defines a commercial electronic message as:

- Offers, advertises or promotes the supply of goods, services, land or business or investment opportunities;
- Advertises or promotes a supplier of goods, services, land or a provider of business or investment opportunities; or
- Helps a person dishonestly obtain property, commercial advantage or other gain from another person.

The Act classifies an electronic message as 'commercial' by considering:

- The content of the message;
- The way the message is presented; and
- Any links, phone numbers or contact information in the message that leads to content with a commercial purpose—as these may also lead the message to be defined as 'commercial' in nature.

Messages sent without consent

As an educational institution, Outsource Institute (AUS) representatives can send messages to past and current students without their consent, but only if the messages relate to goods or services supplied by Outsource Institute (AUS).

Identification

All commercial electronic messages sent by Outsource Institute (AUS) representatives accurately identify Outsource Institute (AUS) as the organisation that authorised the sending of the message. Information provided includes:

- Clear and accurate information on the correspondence that authorised the sending of the message — including the correct legal name of the organisation and an Australian Business Number; and
- Accurate information about how Outsource Institute (AUS) can contact Outsource Institute (AUS).

Outsource Institute (AUS) ensures that this information remains correct and valid for at least 30 days after the message is sent.

Prospective Client Expressions of Interest & Registrations

All Outsource Institute (AUS) promotional activities conducted by internal and Third Party representatives are aimed at providing initial general purpose information to prospective clients, in order to secure initial interest and/or a registration for further information.

Outsource Institute (AUS) provides extensive current and accurate information about its course services via publishing publicly on its website. This public information includes the relevant handbook for each stakeholder group that contains information about:

Outsource Institute (AUS) itself;

- Student rights & responsibilities;
- General regulatory and legislative compliance;
- Student attendance and behaviour expectations;
- Equity commitment;

Marketing Policy

- Work health and safety requirements;
- Privacy arrangements;
- Fees, charges and refunds;
- Language, literacy and numeracy arrangements;
- Recognition of prior learning (RPL) and credit transfer;
- Competency-based training and assessment processes;
- Complaints and appeals processes;
- Records, release of information and access to student records;
- Cheating, plagiarism and discipline arrangements;
- Evaluation and feedback arrangements; and
- Further information contact details.

A range of compliance and operating information is also publicly published on the Outsource Institute (AUS) website.