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Marketing Partner - Advertising Guidelines

Dear Partner, to ensure best practices in marketing and advertising our courses we have put together this guideline to help ensure that any marketing or advertising you do on behalf of the Australian Learning Group is compliant. If you have any questions or need advice on best practices when marketing or advertising courses please contact our marketing team on +612 9112 4500 or marketing@alg.edu.au

1. Always make sure that it is obvious that you are recruiting on our behalf

Prospective students have to be aware that your role is to introduce them to our college, but very clear that the course delivery is with ALG. In order to ensure that our name and RTO number (91165) has to be mentioned when talking about our school and courses. **Example >>**

Upon completion of this course you'll be able to apply your new-found skills for on-the-job applications. You'll be able to pursue jobs such as massage therapist, massage therapy practitioner or assistant massage therapist and work:

- Within a clinic or in your own clinic
- In an aged care facility
- In a health service
- In a spa facility or
- In a palliative care facility or hospital

Recognition + Accreditation



Upon successful completion of this qualification you will be issued with a nationally recognised Certificate for HLT40312 Certificate IV in Massage Therapy Practice, by NSW School of Massage (RTO 91165). If you complete only part of the qualification you will receive a nationally recognised Statement of Attainment for the units of competency you have completed successfully.

2. Always include the national qualification codes and qualification titles when describing about courses we offer.

All of our nationally accredited courses have a national qualification code. The correct and current codes can be found on our school websites and in the course information part of our partner portal (<http://alg.edu.au/alg-partner-portal/course-information/>). This also includes that you have to update the course codes when we advise you that these have changed. **Example >>**

3. Only use information provided by us to make sure all information provided is correct and factual

Please only use information we have provided to you either directly, via our websites or our agent portal. This ensures you do not make any non-factual statements about: Course durations, Course Contents, Job Outcomes

4. Apply these guidelines across ALL your advertising and media.

These guidelines apply to all your advertising and promotion *including* brochures, print advertising, websites, social media etc. Note, ASQA guidelines make particular reference that your social media advertising should carry details on provider and course codes (see below).



For additional information on ASQA marketing guidelines please refer to their factsheet that can be found here:

<http://www.asqa.gov.au/media-and-publications/marketing-and-advertising.html>