

Marketing, Advertising, and Enrolment Policy and Procedure

Purpose

The purpose of this policy is to ensure that all marketing, advertising, pre-enrolment, and enrolment practices conducted by Communicare RTO are ethical, accurate, compliant with regulatory requirements, and support informed student decision-making.

This policy ensures:

- Prospective learners receive accurate and complete information prior to enrolment
- Student suitability is appropriately assessed
- Unique Student Identifier (USI) requirements are met (where applicable)
- Marketing practices align with the Standards for RTOs 2025 and TAC guidelines

Scope

This policy applies to:

- All Communicare RTO marketing, advertising, and promotional activities
- All enrolment processes for:
 - Accredited training (CGEA) delivered via third-party arrangements with private schools
 - Non-accredited courses delivered directly by Communicare RTO (face-to-face and online)
- All staff, contractors, and third-party partners involved in marketing, recruitment, and enrolment activities

Definitions

Accredited Training – Nationally recognised training delivered under an auspice/third-party arrangement with a school.

Non-accredited Training – Courses delivered by Communicare RTO that do not lead to a nationally recognised qualification.

Third-Party Arrangement (Auspice) – A formal agreement where a school delivers training and assessment on behalf of Communicare RTO, using Communicare’s resources and systems.

Pre-Enrolment Information – Information provided to prospective students to enable informed decision-making prior to enrolment.

Student Suitability – Assessment of whether a learner has the appropriate skills, support, and capability to undertake a course.

USI (Unique Student Identifier) – A mandatory identifier for students undertaking nationally recognised training.

SMS (Student Management System) – System used to manage student enrolments, progress, and records.

LMS (Learning Management System) – Online system used to deliver learning and assessment resources.

Language, Literacy, Numeracy and Digital Literacy (LLND) Assessment – An assessment process used to determine a learner’s skills against the Australian Core Skills Framework (ACSF) to ensure suitability for the course and identify support needs.

ACSF (Australian Core Skills Framework) – A national framework used to assess and describe language, literacy, numeracy and digital literacy performance.

Learner Support – Support services provided to assist learners to successfully participate in and complete their training, including academic, digital literacy, and wellbeing support.

Policy

Marketing and Advertising

Communicare RTO ensures that all marketing and advertising:

- Is accurate, current, and not misleading
- Clearly distinguishes between accredited and non-accredited training
- Includes required regulatory information (e.g., NRT and TAC logos where applicable)
- Reflects the correct delivery model (e.g., third-party arrangements for CGEA courses)
- Provides clear course details, including:
 - Course structure and units
 - Delivery mode and duration
 - Entry requirements (LLND where applicable)
 - Pathways and outcomes
- Communicare RTO ensures that any marketing or advertising conducted by third parties on its behalf is accurate, compliant, and consistent with this policy
- Supports prospective learners to make informed decisions about their training

Pre-Enrolment Information

Communicare RTO ensures that all prospective students are fully informed prior to enrolment.

For accredited courses:

- Pre-enrolment information is provided through:
 - Initial discussions with the school
 - Course flyers compliant with TAC requirements
 - LMS demonstrations and how-to guides
 - A mandatory face-to-face Information Session conducted at the school

- Information sessions cover:
 - Course structure and requirements
 - Learner responsibilities and expectations
 - Training and assessment arrangements
 - Pathways and outcomes
 - Learner rights and obligations, including complaints and appeals processes
 - Any third-party involvement in training and assessment delivery
 - Support services available to learners

For non-accredited courses:

- Information is provided via:
 - Website
 - Direct communication with prospective learners

Student Suitability

Communicare RTO ensures that students are suitable for their chosen course.

Accredited Training (CGEA):

- Student suitability is primarily assessed by the school
- The school:
 - Screens learners
 - Engages parents/guardians
 - Ensures learners (under 18) provide parental consent prior to participation
- Students must complete an LLND assessment after completing an enrolment form, and prior to commencement of training, to confirm suitability for the course
- LLND assessment outcomes further inform confirmation of student suitability, where they are reviewed collaboratively, and support strategies are documented where required

Non-Accredited Training:

- No formal prerequisites apply
- Learners may self-select based on course information available on the website
- Support needs are identified informally, where applicable

LLND Assessment

Communicare RTO ensures that Language, Literacy, Numeracy and Digital Literacy (LLND) assessments are used to:

- Identify whether a learner has the required skills to undertake the course
- Determine appropriate ACSF levels aligned to the qualification requirements
- Identify any support needs prior to commencement of training

For accredited training (CGEA):

- LLN and Digital Literacy assessments are completed after enrolment, via the LMS
- Assessments are aligned to the ACSF levels appropriate for the CGEA course
- Results are reviewed by a qualified trainer and assessor, employed by Communicare RTO
- Where a learner does not meet required levels, outcomes are discussed with the school and support strategies are identified and documented on the SMS, prior to LMS course access being granted to the learner
- LLND assessment results are retained as evidence of suitability assessment in accordance with record-keeping requirements

For non-accredited training:

- LLN and Digital Literacy assessments are not mandatory
- Any identified support needs may be addressed informally

Learner Support

Communicare RTO is committed to ensuring learners receive appropriate support to successfully complete their training.

For accredited training (third-party delivery):

- Learner support is primarily provided by the school under the third-party arrangement
- Support strategies are informed by:
 - School suitability screening
 - LLND assessment results

Where support needs are identified:

- The trainer/assessor and school teacher collaborate to determine appropriate support strategies
- Support arrangements are documented in the SMS against the learner's profile prior to course access
- Support may include:
 - Additional assistance with literacy, numeracy, or digital skills
 - Reasonable adjustment to training and assessment (without compromising competency outcomes)
 - Ongoing academic support during training

For non-accredited training:

- Communicare RTO provides reasonable support where required, including:
 - Trainer guidance during facilitated sessions
 - Assistance with digital tools (e.g., Teams or LMS access where applicable)

All support is provided in accordance with equity principles and does not compromise assessment integrity.

Enrolment Requirements

Communicare RTO ensures:

- Enrolments are only accepted after sufficient pre-enrolment information is provided
- Learners confirm understanding of course requirements before enrolling at the Information Session
- Learner suitability is confirmed prior to commencement of training

For accredited courses:

- Students:
 - Attend an Information Session
 - Complete an Enrolment Form
 - Gain access to SMS (student portal) and LMS
 - Complete LLN and Digital Literacy assessments
- Access to training is only granted after LLND assessment review and support planning

For non-accredited courses:

- Learners complete a standard enrolment process
- No prerequisite or LLND requirement applies

USI Requirements

- A USI is mandatory for all students undertaking accredited training
- Communicare RTO:
 - Collects and verifies USI prior to issuing any AQF certification documentation, in accordance with USI requirements
 - Provides support for students to obtain a USI where required
- USI is not required for non-accredited training

Third-Party Arrangements

- All accredited training delivered via schools is governed by a formal Third-Party Arrangement Agreement
- Communicare RTO ensures:
 - TAC is notified of agreements
 - Roles and responsibilities are clearly defined
 - Quality assurance processes are implemented
- Communicare RTO retains responsibility for ensuring compliance of all training and assessment services delivered on its behalf

Procedure

Marketing and Promotion

- Develop course marketing materials (e.g., CGEA flyer)
- Ensure inclusion of:
 - Accurate course details
 - Delivery arrangements
 - Entry requirements
- Submit materials to the RTO Manager for compliance review
- Publish via approved channels (website, school engagement)

Engagement with Schools (Accredited Training)

- Conduct initial consultation with school:
 - Units, staffing, delivery plan, duration
- Provide:
 - Course flyer
 - LMS demonstration
 - User how-to guides
- Develop and sign Third-Party Arrangement Agreement
- Notify TAC of Agreement

Pre-Enrolment Process (Accredited Training)

- School:
 - Screens learners
 - Obtains parental consent
- Communicare RTO:
 - Conducts Information Session at school
- Students:
 - Receive full course briefing
 - Ask questions
- Students complete Enrolment Form

Enrolment Process (Accredited Training)

- Student enrolls via enrolment form (linked to the SMS)
- Access is provided to SMS (student portal) and LMS
- Student completes:
 - LLN and Digital Literacy assessments via LMS

- Communicare RTO Trainer and Assessor:
 - Marks and reviews LLND assessment results
 - Determines ACSF level alignment with course requirements in conjunction with the Quality and Compliance Coordinator
- Where a learner does not meet required levels:
 - Communicare RTO Trainer and Assessor consults with school teacher
 - Appropriate learner support strategies are identified
 - Support measures are agreed upon and documented in the SMS
- Administrative Team:
 - Grants access to the course only after:
 - LLND review is completed
 - Support arrangements are documented (if required)
- Training does not commence until:
 - Pre-enrolment information has been provided
 - Suitability has been confirmed
 - LLND assessments have been reviewed
 - Support arrangements (if required) are in place

Trainer and Delivery Preparation

- Quality and Compliance Coordinator:
 - Collects trainer (school teacher) matrix and evidence
 - Approves trainer suitability
- RTO conducts teacher Induction Session:
 - Course requirements
 - Amount of Training – plan for each Term
 - Learning and Assessment Plan

Enrolment Process (Non-Accredited Training)

- Learner receives course information through the Communicare RTO website
- Learner submits enrolment form
- Administrative processing completed
- Learner commences training (no prerequisite required)

USI Collection (Accredited Training)

- Collect USI at enrolment or prior to certification
- Verify USI details
- Provide assistance if needed
- Record USI in SMS

Learner Support Implementation

- Support needs are identified through:
 - School suitability screening
 - LLND assessment outcomes
 - Trainer observations (where applicable)
- For accredited training:
 - Trainer and school teacher collaborate to:
 - Determine required support strategies
 - Ensure support aligns with course requirements
 - Support strategies are recorded in the SMS
- School is responsible for:
 - Implementing day-to-day learner support
 - Monitoring student progress
- Trainer and Assessor:
 - Monitor learner progression
 - Adjust support strategies in consultation with the school if required
- For non-accredited training:
 - Trainer provides informal support during delivery sessions

Responsible personnel

RTO Manager

- Approves third-party agreements and marketing materials

Quality and Compliance Coordinator

- Compliance oversight
- Approves trainer suitability

Trainer and Assessor

- Mark LLN and Digital Literacy assessments
- Review student suitability and support needs

Administration Team

- Manage enrolments, LMS/SMS access, and USI records

School (Third Party)

- Student screening, parental engagement, training delivery, assessment marking, and support

Related documents

Third-Party Arrangement Agreement

Third-Party Arrangement Policy and Procedure

Records Management and Issuance of Certification Policy and Procedure

Privacy and Confidentiality Policy and Procedure

Complaints and Appeals Policy and Procedure

Learner Handbook

Learner Code of Conduct

Enrolment Form

Parent/Guardian Consent Form

CGEA Course Flyer

LMS and SMS How-to Guides – learner and school teacher