

Appendix II

Guidelines to advertising - registered training organisations and accredited courses

These guidelines apply to promotional and marketing items in the press, radio, television on Internet or any other media and for items such as information brochures, stationery and recruiting agent's material.

PROVEN BREACHES WILL INCUR A PENALTY AND MAY RESULT IN THE WITHDRAWAL OF REGISTRATION AND ACCREDITATION, INCLUDING AUTOMATIC REMOVAL FROM CRICOS (COMMONWEALTH REGISTER OF INSTITUTIONS AND COURSES FOR OVERSEAS STUDENT)

1. Advertising of training providers and courses must not be misleading, vague or ambiguous.
2. "VETAB accredited" must not be used when you are also advertising unaccredited courses.
3. Where individual modules are being advertised, the parent course must be clearly identified. Only modules separately accredited as "Training Programs" and "Courses in" should be advertised as courses in their own right.
4. Advertisements must list the accrediting body for each course not accredited by VETAB.
5. Providers must not claim they are about to be approved or that courses are shortly to be accredited.
6. Providers must not falsely claim or imply that they are registered, approved or endorsed to conduct accredited courses, or courses for overseas students.
7. Providers must not claim they are registered, approved or endorsed in any way unless the advertisement specifies the name of the endorsing body.
8. You must quote the provider and course names exactly as they are on the Registration or Accreditation Certificate.
9. Advertisements should not contain references to competing providers or courses they conduct.
10. Providers registered in other states who run courses in NSW may only use the endorsement of the original registering body and/or the ANTA Nationally recognised logo.
11. Providers must not use the VETAB logo or terms like "VETAB Accredited" on letterheads.

NOTE: The full advertising provisions of the Legislation are found in Section 22J of the Vocational Education and Training Accreditation Act 1990.

Use of Logos

* The VETAB is available free as bromides which you can scan, or on a computer disk for free. The VETAB logo must always be reproduced at high quality.

* ANTA logos (Nationally Recognised Training) are available from ANTA's Marketing and Communications Branch

Phone (07)3 246 2300

Facsimile (07)3 221 482

Send ANTA a copy of your VETAB certificate as proof that you are a registered Training Organisation.