

Pre-qualified supplier marketing and disclosure directives

Overview

To enable Queenslanders to easily identify Queensland Government subsidised training opportunities and to make well-informed decisions, pre-qualified suppliers (PQS) must comply with the following marketing directives and information disclosure requirements.

Marketing directives

The following five marketing principles are based on directives outlined in clauses 11 and 12 of the *PQS Agreement* and performance standards 2D and 3B of the *PQS Policy 2017–18*. They apply to all print, online and digital marketing or advertising.

Principle one — no third party marketing

Only the PQS approved to deliver training for a funding program by the Department of Education and Training (the department) is permitted to market or advertise that program.

A third party, irrespective of the nature of the relationship it has with the PQS, must not market or advertise the program or the PQS'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 PQS status (for example, a broker, those not employed by the PQS 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 the PQS. 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 a PQS.

Note: A third party with expertise in marketing or similar is exempt from this principle if it has only been

engaged by the PQS to provide advice, services or assistance within the department's marketing directives.

Principle two — clearly identify the program

All marketing or advertising must include:

- the correct and full name of the funding program
- acknowledgement of the Queensland Government and the department as the funding source by stating — 'funded by the Queensland Government'.

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'.

Principle three — Queensland Coat of Arms

The PQS must 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.

Principle four — advertise appropriate qualification levels

In most cases, a PQS 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.

Principle five — responsible marketing practice

The PQS must not:

- market or advertise itself to the marketplace as a PQS 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 the PQS
- 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
- make references to government funding that could be misleading.

Information disclosure requirements

The PQS must provide 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 must be supplied to consumers prior to enrolment:

1. The PQS must provide 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.
2. The PQS must disclose and publish 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 (see appendix 1 of the *PQS Policy 2017–18*).

The fee must be 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.

3. The PQS must provide a copy of, or access to, its complete refund policy terms and conditions.
4. The PQS must disclose if training and/or assessment is being delivered on its behalf by a third party.

More information

For more information on PQS marketing directives and information disclosure requirements, see the *PQS Agreement* and *PQS Policy 2017–18*, located at www.training.qld.gov.au/pqs.

For clarification, PQS should contact their departmental contract manager or email supplier.management@det.qld.gov.au