Marketing, Recruitment and Enrolment Policy

Organisation	Austraining (WA) Pty Ltd
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Purpose and Scope

This policy covers how Austraining WA markets its training products, recruits prospective learners and manages the enrolment process. It applies to all delivery contexts, including:

- VET in Schools (VETiS) programs delivered in partnership with Western Australian secondary schools
- workplace and employer-funded delivery
- individual adult enrolments.

This policy is read alongside the Training and Assessment Strategy (TAS) for each qualification, the Complaints, Appeals and Student Support Policy, and the pre-enrolment and student induction materials. The definition of 'services' under the 2025 Standards includes all activities related to the recruitment of VET students, including marketing, enrolment, induction and fee collection.

1. Marketing and Advertising

All marketing and advertising published by Austraining WA will be accurate, factual and consistent with the services we provide. Austraining WA will not publish or authorise any material that:

- misrepresents training products on our scope of registration or the outcomes they may lead to
- guarantees that a learner will successfully complete a training product
- guarantees a particular employment outcome that is outside Austraining WA's control
- describes a training product as being able to be completed in a way that does not meet training package or 2025 Standards requirements
- uses the Nationally Recognised Training (NRT) logo other than in accordance with its conditions of use
- refers to another person or organisation without their prior consent
- advertises a training product that is not on Austraining WA's current scope of registration
- claims a training product leads to a licensed or regulated outcome unless confirmed by the relevant industry regulator.

All marketing material will include Austraining WA's RTO code (52946) and the national code and title of the relevant training product as published on training.gov.au. Material will clearly distinguish nationally recognised training that leads to AQF certification from non-accredited training.

Where government-funded subsidies, concessions or financial support arrangements are available, this information will be included in relevant marketing material or provided to prospective learners before enrolment.

2. Recruitment

Austraining WA recruits prospective learners through a range of channels appropriate to each delivery context, including:

- engagement with school VET Coordinators and school partnership contacts for VETiS cohorts
- direct enquiry via the Austraining WA website, phone and email
- program information sessions and presentations at schools and workplaces.

Recruitment activities are honest and transparent. Austraining WA does not use high-pressure or misleading recruitment tactics. Prospective learners are given sufficient time and information to make an informed decision before enrolling. Austraining WA staff and any third parties involved in recruitment activities are required to always comply with this policy and the 2025 Standards.

For VETiS programs, recruitment occurs in partnership with school VET Coordinators. Schools provide prospective student information to Austraining WA, and the suitability assessment (see Section 4) is conducted in consultation with the school before enrolment is confirmed.

3. Pre-Enrolment Information

Before enrolment or the commencement of training (whichever comes first), Austraining WA will provide each prospective learner with current and accurate information in writing, including:

- the national code, title and currency of the training product as published on training.gov.au
- the training, assessment and related support services Austraining WA will provide
- the estimated duration of the program
- expected delivery locations and modes of delivery
- any work placement requirements and how these will be arranged
- details of any third party delivering training, assessment or support services on Austraining WA's behalf, including their name and contact details
- any entry requirements, prerequisites or materials the learner must provide
- all fees payable, payment terms, deposit and refund conditions, and the learner's consumer rights including any applicable statutory cooling-off period
- information about government training entitlements or subsidy arrangements relevant to the learner's enrolment, where applicable
- Austraining WA's obligation to the learner, including that Austraining WA retains responsibility for the quality of training and assessment and for issuing AQF certification documentation
- the learner's rights if they wish to make a complaint or lodge an assessment appeal, and how to access the complaints and appeals process
- the learner's rights if Austraining WA or a third party delivering training on its behalf closes or ceases to deliver any part of the training product in which the learner is enrolled
- any obligations or liabilities imposed on the learner, including costs associated with withdrawing from training
- how to obtain a Unique Student Identifier (USI) and why it is required.

For VETiS cohorts, this information is provided to the school VET Coordinator as part of the school partnership arrangements, and to students and parents during induction. For adult and workplace

learners, it is provided directly to the learner and, where relevant, to the employer before enrolment is confirmed.

Before any fees are collected, Austraining WA will provide each prospective learner with a written document setting out the training to be provided, all fees and charges, and any obligations or liabilities that may be imposed on the learner.

4. Suitability Assessment

Before confirming enrolment, Austraining WA assesses whether the training product is appropriate for the prospective learner. This pre-enrolment assessment is conducted before enrolment is confirmed and considers:

- the learner's existing skills, knowledge and experience relevant to the qualification
- language, literacy, numeracy and digital (LLND) capability, assessed using the Austraining WA LLND Assessment Toolkit
- any identified learning needs, disabilities or personal circumstances that may affect participation or require support or reasonable adjustment
- the learner's goals and whether the training product is likely to support them.

For VETiS cohorts, this assessment is conducted in consultation with the school VET Coordinator, drawing on any learning plans or background information provided by the school. For adult learners, it is conducted directly with the prospective learner.

Where a prospective learner is assessed as not yet ready for the training product, Austraining WA will advise them and, where possible, refer them to a more suitable pathway, alternative RTO or other support. Austraining WA will not enrol a learner where it does not have the resources to adequately support that learner.

5. Fees

Where Austraining WA collects fees from individual learners, the maximum prepayment required before training commences is $1,500. Full fee information — including all fees, payment terms, deposit conditions and refund entitlements — is set out in the Course Fees and Refunds Statement provided to the learner before enrolment.

6. Unique Student Identifier

All learners undertaking nationally recognised training must have a Unique Student Identifier (USI). Austraining WA will:

- collect and verify each learner's USI at enrolment
- apply for a USI on behalf of a learner where the learner gives consent and does not already have one
- not issue AQF certification documentation to a learner without a verified USI, unless an exemption applies under the Student Identifiers Act 2014
- advise any learner who is exempt that their results will not appear on an authenticated VET transcript prepared by the Registrar
- keep all USI-related records secure and confidential.

Learners who do not have a USI can create one at usi.gov.au. Austraining WA will assist learners with this process as needed.

7. Credit Transfer

Austraining WA will grant credit for units of competency or modules where a learner provides authentic and valid AQF certification documentation issued by a registered training organisation or other AQF-authorised issuing organisation. Authenticated VET transcripts issued by the USI Registrar will also be accepted.

All documentation presented for credit must be verifiable through the USI system. Austraining WA reserves the right to conduct additional verification to confirm authenticity. Credit transfer will not be granted where licensing or regulatory requirements prevent it.

Credit transfer is discussed with the learner at the pre-enrolment stage. For VETiS students, credit transfer is addressed at induction and is only applicable in exceptional circumstances for school-based delivery.

8. Recognition of Prior Learning

Austraining WA offers Recognition of Prior Learning (RPL) to all learners. Information about RPL is provided before enrolment and at induction. RPL is not routinely recommended for VETiS students but is available where a student has demonstrated relevant prior experience.

All RPL assessments comply with the Principles of Assessment and Rules of Evidence under the 2025 Standards. The same evidence standards apply to RPL as to standard assessment.

Learners who wish to apply for RPL must submit a written request to the Training Manager at admin@austrainingwa.com.au with the subject line 'RPL Request'. This initiates a one-on-one meeting to discuss the learner's evidence and determine the scope of the RPL assessment.

9. Privacy and Learner Records

Austraining WA collects, uses, stores and discloses personal information in accordance with the Privacy Act 1988 (Cth) and the Australian Privacy Principles. Personal information collected at enrolment is used only for the purposes of delivering training and assessment, meeting regulatory reporting obligations and supporting the learner through their program.

Learners have the right to access their own training records held by Austraining WA. Requests for access should be made in writing to admin@austrainingwa.com.au. Records will not be disclosed to third parties without the learner's consent, except where required by law or a funding body.

Student records, including enrolment records and AQF certification documentation, are retained for a minimum of 30 years in accordance with the Compliance Standards.

10. Changes to Agreed Services

Austraining WA will advise each learner as soon as practicable of any changes to agreed services, including changes to delivery arrangements, third-party arrangements or ownership of the RTO. This obligation applies across all delivery contexts.