

Skills Assure

Marketing and disclosure directive – JobTrainer Fund

Skills Assure is making it easier for prospective students to recognise providers that offer training subsidised by the Queensland Government.

Skill Assure Suppliers (SAS) must comply with the following requirements when undertaking marketing activities towards prospective students.

The JobTrainer Fund (JobTrainer) is a jointly funded initiative of the Australian and state and territory governments to support an increase in low or no fee training places for job seekers, school leavers and young people in areas of identified skills need and/or employment growth, to support them into employment as Australia emerges from the COVID-19 pandemic.

Marketing directives

The following five marketing principles are based on directives outlined in clauses 13 and 18.7 of the SAS Agreement and performance standards 2D and 3B of the SAS Policy 2020-21. They apply to all offline and online marketing or advertising.

This directive should be read in conjunction with the Skills Assure identifier usage guidelines supplied to all suppliers with a Skills Assure Supplier agreement, and applies exclusively to subsidised training places under JobTrainer.

Principle one — no third party marketing

Only the SAS approved to deliver training for a funded program by the Department of Employment, Small Business and Training (the department) is permitted to market or advertise that program.

The Skills Assure identifier is authorised for use by those parties with a current Skills Assure Supplier agreement and can be used only in conjunction with their trading and/or legal name. It is not permitted to be used with any other business name.

The department defines a third party as any entity, other than the RTO. A third party operates as a separate entity, either with or without a contract or agreement.

The Skills Assure identifier must not be supplied to third parties for their use.

Principle two — clearly identify the program

All marketing or advertising must:

- include the Skills Assure identifier (word mark and positioning statement) in line with the usage guidelines
- include the correct and full name of the JobTrainer Fund or 'JobTrainer'. It is not permissible to use any form of abbreviated text or title
- acknowledge government funding as follows: "JobTrainer is a jointly funded initiative of the Australian and state and territory governments".

Principle three — Queensland Coat of Arms

The SAS must not use the Queensland Coat of Arms or other Queensland Government 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 SAS is only permitted to market or advertise the vocational qualification level primarily targeted by the funding program. Under JobTrainer, the SAS is permitted to market or advertise a qualification or short course following approval by the department.



Principle five — responsible marketing practice

The SAS must not:

- market or advertise itself to the marketplace for JobTrainer prior to the start date approved by the department
- market or advertise a qualification or short course under JobTrainer prior to the start date approved by the department
- market or advertise qualifications or short courses that are not eligible for funding under JobTrainer, or suggest they are part of JobTrainer
- 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 SAS
- indicate the training is free or fee-free when a co-contribution fee is mandated under JobTrainer for a qualification or short course
- market or advertise JobTrainer details which are inaccurate or no longer current
- make references to government funding that could be misleading.

Information disclosure requirements

The SAS must provide prospective students and participating employers (if applicable) with open and transparent information 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 SAS must provide specific information about JobTrainer, qualification or short course and any co-contribution fee charges. This includes the requirement to refer prospective students to the department's student fact sheets developed for JobTrainer, so they have access to independent advice and a point of contact within the department if needed. These factsheets can be accessed at www.desbt.qld.gov.au/jobtrainer.

2. The SAS must disclose and publish in a prominent location on its RTO website the co-contribution fees it will charge for each qualification or short course it is approved to deliver under JobTrainer, and include with the fee information all pertinent information about the offering (see appendix 1 of the *SAS Policy 2020-21*). The fee must be labelled as the 'JobTrainer 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 or short course (skill set/units of competency).
3. The SAS must provide a copy of, or access to, its complete refund policy terms and conditions.
4. The SAS must disclose if training and/or assessment is being delivered on its behalf by a third party.

More information

For more information on JobTrainer visit: www.desbt.qld.gov.au/jobtrainer.

For more information for SAS visit: www.desbt.qld.gov.au/training/providers/sas

For clarification, SAS should contact their departmental contract manager or email contractmanagement@desbt.qld.gov.au