Advertising and Marketing

RST Training and Consulting (RSTTC), as a Training Organisation (TO), markets and advertises its products and services in an ethical manner.

Ethical Marketing Practices

As an TO, RSTTC will always gain a client's or organisations written permission before using information about the individual in any marketing materials. This is in line with the following access and equity principles of the organisation:

- the dignity and privacy of an individual will be respected at all times and
- respect will be given to the confidentiality of information acquired during the course of operation as an TO and contractors will ensure conformity to all relevant privacy legislation.

As an TO, RSTTC accurately represents training products and services to prospective clients.

Accurate and Clear Marketing

Where advertisements refer to RSTTC's TO status, the products and services covered by the organisation's scope of registration will be clearly identified. AQF qualifications will only be advertised if RSTTC is registered to issue the qualifications.

Advertisements utilised by RSTTC as an TO will identify nationally recognised products separately from courses recognised by other bodies or without recognised status.

The names of training packages, qualifications and/or accredited courses listed in advertising materials utilised by RSTTC will comply with the names/titles/codes as recognised under AQTF.

Use of the National Logo

The use of the national logo on all nationally recognised courses advertising and marketing will be done so in accordance with the standards.