Accuracy and Integrity of Marketing Policy

It is the policy of MGTD Pirii to ensure that all marketing of training activities will be conducted with integrity, accuracy and professionalism, avoiding vague, misleading or ambiguous statements.

All marketing and advertising of MGTD Pirii training delivery and assessment services is the responsibility of the CEO/Director.

All information that is provided to prospective students is accurate, professional and in plain English. Emails, the website and leaflets are the predominant forms of advertising conducted by Pirii Australia Pty Ltd.

MGTD Pirii will take all reasonable steps to ensure that the information included in marketing materials is accurate. The CEO/Director will ensure the following practices are adhered to by:

- The CEO/Director shall ensure that all usage of any national logos within advertising is within the requirements of the conditions of use as stated in the most recent guidelines issued by the registering body.
- The CEO/Director shall ensure that any national logos are only utilised within respect to its accredited training and assessment services and those services relevant to its scope of registration under.
- The CEO shall ensure that the NRT logo is not utilised in association with any non-accredited training and assessment services offered by MGTD Pirii. Only using the Nationally Recognised Training logo on relevant qualifications when the participants have satisfactorily completed all requirements and/or achieved the stated competencies.
- Using the correct names of all training packages on the MGTD Pirii scope of registration.
- Ensuring that MGTD Pirii national training register provider number is displayed on all appropriate marketing and advertising materials.

MGTD Pirii pledges to ensure all marketing or promotional literature and general media advertising will not:

- Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided.
- Make any claim to approval or recognition that is inaccurate or use misleading or false comparisons of courses with others provided by competitors.
- Make any misleading statements concerning the qualifications or experience of its staff.
• Make misleading or false statements about the prospects of employment following the completion of training

This policy will be reviewed annually as part of continuous improvement processes.

Signed: Michael Gray
CEO / Director

Date: 9/07/2014