

Our Marketing Policy for Nationally Recognised Training

Cother Consulting Pty Ltd as Trustee for Cother Family Trust trading as Cother Consulting and The Action Learning Institute (the Company) offers a range of services within consulting, auditing, facilitation and training in best practice for business management and manufacturing processes.

Employees and contractors operating in Australia and overseas are expected to comply with the spirit of this policy in the context of the location in which they are delivering services.

The Company ensures that its marketing and advertising of AQF and VET qualifications to prospective clients is ethical, accurate and consistent with its scope of registration.

Our Commitment

The Company is committed to:

- Ensuring that customers understand those programs which are nationally recognised training programs resulting in an AQF or VET qualification and those which are not; and
- The correct use of the NRT and AQF logos on marketing material.

Everyone at The Action Learning Institute is responsible for maintaining high standards of ethics and accuracy in the promotion of our services.

Our Strategy

Marketing of the nationally recognised training is predominantly through word-of-mouth but other strategies include:

- Promotion of our website at www.actionlearninginstitute.com.au
- Targeted presentations to industry leaders using slide presentations
- Newsletters distributed via email to past and prospective customers

All marketing material including website content, newsletters and slide presentations used to promote AQF and VET qualifications must first be approved by the National RTO Compliance Manager prior to publication or use.

Regulations with regard to the use of the NRT and AQF logos are registered and filed in the folder titled Legal and Other Requirements on the Company server.

Endorsed by top management 23/12/14.