Community Partnerships Policy

A framework for practical community support, quality training and meaningful partnership recognition

COMMUNITY PARTNERSHIP FRAMEWORK

Version	2.6
Effective date	15 September 2026
Policy owner	Stay Calm Training
Next review	By 15 September 2027, or earlier if required

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Policy scope

This policy governs community partnerships supported by Stay Calm Training, including structured sponsorship arrangements involving discounted nationally recognised training, safety equipment, non-accredited education, events and professional services.

Training and RTO notice

A community organisation must not promote, offer or resell nationally recognised training in its own name. Where approved training is mentioned, the communication must originate from Stay Calm Training or use wording supplied or approved by Stay Calm Training and include the required attribution:

> **"Stay Calm Training is delivering training and assessment on behalf of Allens Training Pty Ltd, RTO 90909."**

Regulatory context

Nationally recognised training in Australia operates within a government-regulated vocational education and training framework. The National Vocational Education and Training Regulator Act 2011 and the Standards for Registered Training Organisations establish requirements and restrictions affecting training providers and third parties, including the accurate marketing of training, clear identification of the responsible registered training organisation, suitable learner information and proper control of training, assessment and certification.

Stay Calm Training delivers training and assessment on behalf of Allens Training Pty Ltd, RTO 90909. This policy is designed to help community partnership activities conform to the applicable government requirements, Allens Training directions and Stay Calm Training's contractual obligations. It prevents a community organisation from presenting nationally recognised training as its own, while allowing approved communications and management of enrolments into courses created specifically for the partner.

This policy must be read together with applicable legislation, regulatory standards, Allens Training requirements and the written partnership schedule. It does not replace those requirements. If they are inconsistent, the legal, regulatory or RTO requirement takes priority.

Policy overview

Stay Calm Training supports community organisations and initiatives that make a positive contribution to Cairns and surrounding communities. The Community Partnerships Program develops genuine, mutually beneficial relationships that improve community safety, confidence and preparedness.

Support may be structured as sponsorship. For example, a reduced training fee may be the sponsorship contribution, with an approved article published on the partner's website and shared with members as the primary recognition. Recognition must be proportionate, accurate and consistent with this policy.

This policy is a decision-making framework, not an offer or binding agreement. A partnership becomes binding only through a written agreement or partnership schedule accepted by authorised representatives.

Part A Community Partnership Criteria

1. Eligibility

Community partnerships are considered case by case. Preference may be given to organisations or initiatives that:

- operate within Cairns or another community serviced by Stay Calm Training
- provide a genuine community, educational, charitable or not-for-profit benefit
- have an established local presence and active membership or community participation
- contribute positively to community safety, wellbeing, participation or preparedness
- maintain an active website, newsletter or social-media presence where appropriate
- have authority to manage the proposed communications
- be willing to provide meaningful and appropriate recognition of Stay Calm Training's contribution
- demonstrate values and activities reasonably consistent with Stay Calm Training's professional standards

Meeting these criteria does not create an entitlement to support. Stay Calm Training may accept, decline or offer a proposal on different terms.

2. Partnership suitability

Stay Calm Training may decline an arrangement that is inconsistent with its values, professional obligations, contractual obligations or regulatory requirements. Partnerships will not support unlawful, discriminatory or unsafe activities, or activities reasonably likely to harm Stay Calm Training's professional standing.

A partnership must not create actual or perceived improper influence over purchasing decisions, learner enrolment, training outcomes, assessment decisions or certification.

3. Eligible forms of support

Subject to the written partnership agreement, Stay Calm Training may provide one or more of the following forms of support:

- a discount or subsidy provided by Stay Calm Training for approved nationally recognised training
- contributions towards approved safety equipment, including AEDs
- non-accredited AED awareness, familiarisation or induction activities
- non-accredited safety education, demonstrations or regulatory-awareness activities
- support for community events
- selected professional services
- organisational-development assistance in digital marketing, sponsor recognition and local online visibility
- in-kind assistance, financial contributions or other approved support

4. Community benefit

A partnership should provide an identifiable benefit to the organisation, its members, volunteers or the wider community. Relevant considerations include community safety and emergency preparedness, confidence and awareness, volunteer support, ongoing impact and genuine collaboration.

5. Mutual benefit

A partnership is intended to provide value to both parties. The written arrangement should identify the value provided by Stay Calm Training and the recognition or other deliverables provided by the community organisation. A training discount may be treated as the sponsorship contribution rather than as an automatic or open-ended entitlement to reduced pricing.

A tagged social-media post, venue sign, notice-board acknowledgement, logo or bare link does not provide sufficient value on its own to warrant a community partnership. These items may supplement, but must not replace, the primary recognition deliverable required by section 6.

Part B Community Partnership Conditions

6. Written agreement and recognition

Before support is provided, the parties should record the arrangement in a written agreement or partnership schedule proportionate to its nature and value. It may specify:

- the support or sponsorship Stay Calm Training will provide
- the agreed value, discount, eligible participants and any minimum booking requirements
- the process the community partner will use to manage enrolments into courses created specifically for the partner
- each recognition deliverable and the party responsible
- approved wording, links, brand assets and attribution
- publication triggers, due dates and how long material must remain available
- evidence required to confirm completion
- review, correction, suspension and termination processes

Every partnership must include a meaningful article or editorial story that is approved by Stay Calm Training and published on a publicly accessible and indexable page of the partner's website. The published article must contain an approved link to Stay Calm Training. The preferred process is to publish the approved newsletter content on the website first and then email members a link to the published article. Tagged social-media posts, venue signs, notice-board acknowledgements, logos and bare links are supplementary deliverables only and do not satisfy this requirement.

7. Permitted training communications

After the approved content has been published on the partner's website, the community organisation may communicate the training through the following approved methods:

- email members a link to the published newsletter article or editorial story
- use email wording drafted or approved by Stay Calm Training without presenting the course as its own
- include an approved link from the published article to the relevant page on the Stay Calm Training website
- identify Stay Calm Training as the training provider

Whenever the partner's newsletter or website refers to the nationally recognised training, it must include the following attribution, or another version approved in writing by Stay Calm Training:

> **"Stay Calm Training is delivering training and assessment on behalf of Allens Training Pty Ltd, RTO 90909."**

The communication must not state or imply that the community organisation delivers, assesses, certifies, sells, resells or controls the training. The community partner may manage enrolments into a course that Stay Calm Training has created specifically for that partner, using the approved course information, eligibility requirements, enrolment process and participant limits. Stay Calm Training retains control of course creation, delivery, assessment and certification. Course payments and enquiries outside the partner's agreed enrolment role must be directed to Stay Calm Training unless the written partnership schedule provides otherwise.

8. Website newsletter and digital recognition

In addition to the required published article and member email described in sections 6 and 7, the partnership schedule may require the following recognition activities:

- recognise Stay Calm Training on the organisation's website as the training provider or community supporter
- include a tagged Facebook or other social-media post when the supported activity occurs as supplementary recognition
- display an agreed internal sign or notice-board acknowledgement at the venue as supplementary recognition
- publish approved photographs or other content and retain it for the agreed period

Social-media posts, internal signs, notice-board mentions, logos and bare links cannot be accepted as the sole or primary return for partnership support.

Stay Calm Training may also help the partner plan and improve its digital recognition processes so that sponsors receive stronger, more useful and more measurable local online exposure. This assistance may improve the partner's ability to attract and retain other sponsors by offering more value than basic logo placement or isolated social-media acknowledgements.

Allens Training must not be presented on the partner's website as a partner, sponsor or organisation directly associated with the community organisation. Its name and RTO number may appear only within the approved training attribution required by section 7.

A required public webpage should be accessible without login, linked from an appropriate part of the organisation's website, functional on desktop and mobile, and not deliberately excluded from search-engine indexing. Where supported, it should be included in the website sitemap.

9. Timeframes and corrections

The partnership schedule should identify a trigger and due date for each deliverable. Unless otherwise agreed, the organisation must:

- publish an agreed digital deliverable within 14 calendar days after the relevant trigger
- publish event or training information early enough to provide meaningful notice
- publish post-activity content within 14 calendar days
- correct a broken link within five business days after notice
- correct or remove materially inaccurate, non-compliant or unauthorised content within two business days after notice
- provide reasonable evidence of completion within five business days after request

Immediate correction, removal or suspension may be required for legal, regulatory, contractual, safety, privacy, reputational or training-compliance risk.

10. Photographs video testimonials and consent

Participation in photographs, video or testimonials is voluntary and must not affect access to partnership support or separately purchased training. The organisation must obtain and retain any consent reasonably required for collection, editing, publication and reuse, including suitable authority for children or persons unable to provide informed consent.

Neither party may alter a testimonial's meaning or present partnership content as an independent review. The partnership or sponsorship relationship should be disclosed where it may not otherwise be clear.

11. Brand and logo use

The Stay Calm Training name, logo and brand assets may be used only for the approved activity, in the supplied form and in accordance with written guidance. They must not be materially altered, sublicensed or used to imply endorsement of unrelated activities.

The Allens Training name, RTO number, logo or other branding must not be used except for the approved attribution in section 7. The Allens Training logo must not be used unless separately authorised in writing.

12. Accuracy communications and third party references

Published information must be current and accurate. A partner must not state or imply that it is an RTO, training provider, delivery partner, agent or representative of Stay Calm Training or Allens Training, or that it delivers, assesses, certifies or resells nationally recognised training.

Promotional email, SMS and other regulated messages must meet applicable consent, sender-identification and unsubscribe requirements.

13. Commercial products services and training

A community partnership does not mean that all products, services or training supplied by Stay Calm Training or an associated business are included. Items outside the written agreement may be separately quoted on commercial terms.

Any training discount or subsidy applies only to the course, participants, period and conditions recorded in the partnership schedule. Further discounts are not automatic, including where a benefactor or third party contributes towards equipment or another element of the partnership.

14. Support from Cairns Fire Safety

Where appropriate, a partnership may incorporate selected services from Cairns Fire Safety, including non-accredited online or face-to-face instruction, Fire and Evacuation Plans, documentation reviews, evacuation practices or other appropriate fire-safety services.

15. Organisational development and sponsor value

Where agreed, Stay Calm Training may assist a community partner to strengthen its digital marketing and sponsorship capability. Assistance may include guidance on sponsor pages, community stories, newsletter content, approved links, website structure, publication processes, social-media amplification and evidence of completed sponsor recognition.

The objective is to help the partner provide sponsors with meaningful, durable and measurable local online exposure, including stronger local SEO value than basic logo placement, a temporary social-media post or a venue notice alone. This capability may help the partner present a more attractive sponsorship proposition to other businesses and secure additional community support.

Any assistance is advisory and does not guarantee search-engine rankings, website traffic, sponsorship revenue or acceptance by another sponsor. Each partner remains responsible for its website, communications, privacy obligations and representations to prospective sponsors.

16. Grants and funded opportunities

Stay Calm Training welcomes collaboration on suitable grants and funded initiatives but does not guarantee eligibility, funding availability, application success or approval. Any nationally recognised training component must be structured and communicated consistently with sections 6 to 8. A community partner may manage enrolments into a course created specifically for it, while Stay Calm Training retains control of course information, enrolment requirements and systems, delivery, assessment and certification.

17. Non exclusivity and no endorsement

A partnership is non-exclusive unless expressly agreed. It supports the identified organisation, activity or initiative and is not an endorsement, accreditation, certification or guarantee by either party of all activities or representations of the other.

18. Duration review and renewal

A partnership may apply to an activity, event, defined period or ongoing relationship. The partnership schedule should state how long each acknowledgement, link or other deliverable must remain active. Renewal is not automatic, and material changes should be discussed and recorded in writing.

Part C Training Communication and Compliance

19. Prohibited conduct

A community organisation must not:

- promote, offer or resell an Allens Training Pty Ltd RTO 90909 course or nationally recognised training in its own name
- represent itself as the course provider, RTO, training partner, agent, assessor or certifying body
- create or materially alter course claims, entry requirements, dates, prices, discounts, booking instructions or outcome statements without approval
- exceed the agreed participant allocation, collect course payments unless authorised in writing, or advise learners about assessment or certification
- present Allens Training as its community partner, sponsor or directly associated organisation
- use the Allens Training logo or branding
- promise competency, certification, licensing or a statement of attainment

20. Approved non accredited activities

A partner may publish approved information about non-accredited awareness sessions, demonstrations, inductions, community events, safety equipment or professional services included in its written partnership schedule. The content must clearly describe the activity as non-accredited where a reasonable reader could otherwise mistake it for nationally recognised training.

21. Training enquiries bookings and enrolments

Stay Calm Training may create a dedicated course for the community partner and authorise the partner to manage enrolments into that course. The partnership schedule must identify the approved enrolment process, eligible participants, participant limit, closing date, required learner information and the method for providing enrolment details to Stay Calm Training.

The partner must use only the information and process supplied or approved by Stay Calm Training. Stay Calm Training remains responsible for course creation, enrolment requirements and systems, delivery, assessment, certification and learner support. The partner must refer questions outside its agreed enrolment role to Stay Calm Training. Unless the written arrangement states otherwise, the partner must not collect course payments and no commission or referral payment applies.

22. Suspension and termination

Stay Calm Training may suspend support, withhold an outstanding benefit, require content to be corrected or removed, or terminate a partnership where a partner breaches this policy or the partnership schedule. Where the risk is not urgent, Stay Calm Training will normally provide a reasonable opportunity to correct the breach. Immediate action may be taken to manage legal, regulatory, contractual, safety, privacy, reputational or training-compliance risk.

23. Administration records and review

Stay Calm Training will maintain records proportionate to each partnership, including the agreement or schedule, support and deliverables, approved wording and links, publication evidence, consent records, notices, corrections, complaints and review outcomes.

This policy will be reviewed at least annually and earlier if an applicable law, regulatory standard, RTO direction, contractual requirement or material business process changes. A policy change does not automatically vary an existing partnership agreement.

Our approach

Community partnership support is intended to create measurable value for the community and a sustainable return for Stay Calm Training. We seek genuine local partnerships that improve safety, confidence and preparedness while giving appropriate recognition to the support or sponsorship provided.