

Marketing Policy and Procedures

Policy

1. This policy supports the Standards for Registered Training Organisations (RTOs) 2015- Standards 4, 5 and 8 and Standard 1 and 7 of ESOS National Code 2007.
2. The College ensures its marketing and advertising of the Australian Qualifications Framework (AQF) and VET qualifications to prospective clients and learners is ethical, accurate and consistent with its scope of registration.
3. The College uses the Nationally Recognised Training (NRT) logo only in accordance with its conditions of use as permitted where there is a direct relationship to an AQF qualification and/or unit of competency as specified within training packages or VET accredited courses.
4. The College ensures the marketing of its education and training services is undertaken in a professional manner and maintains the integrity and reputation of the industry and registered providers.
5. The College must:
 - a. clearly identify the College's legal name, and CRICOS number in written marketing materials for international students, including electronic form.

This means that all written and electronic material that is used for marketing and recruitment of overseas students lists the College's legal entity and CRICOS code. The College's trading name is not required, but may also be included. Examples of marketing material used for recruitment purposes could include:

 - information about courses for overseas students including course outlines if used to market courses and recruit students;
 - the homepage of the College's website and pages relating to international student services;
 - information about living in Australia if it is used as a tool to market to and recruit students and if it has been produced for or by the College for the purpose of marketing to and recruiting students;
 - an advertisement for courses for international students in an Australian or foreign newspaper;
 - materials that promote and advertise courses with the College (including cards which may be considered more advertisements than conventional business cards);
 - a letterhead, signature block or footer used in letters making offers to students, promoting courses or for other marketing purposes; and
 - emails that are sent to students offering enrolment or informing students of courses.
 - b. not give false or misleading information or advice in relation to:
 1. claims of association between providers
 2. the employment outcomes associated with a course
 3. automatic acceptance into another course
 4. possible migration outcomes, or
 5. any other claims relating to the registered provider, its course or outcomes associated with the course.
6. The College will provide learners with information prior to commencement of services including any third party arrangements affecting the delivery of training and/or assessment.

7. The College will provide or make readily available information to the learner that outlines the services the College will provide the learner, along with the rights and obligations of the learner and the College. This information is contained in the College' marketing materials, Letter of Offer and/ or Written Agreement.
8. The College will ensure that where services are provided on its behalf by a third party the provision of those services is the subject of a written agreement.
9. The College will be responsible for ensuring transparent and accurate information about College's services and performance is accessible to prospective and current learners and clients of the College, regardless of any arrangements to have this information distributed on behalf of the College.
10. The College will ensure third party arrangements are documented and transparent to facilitate the Regulator's knowledge that such arrangements exist.
11. The College must not actively recruit a student where this clearly conflicts with its obligations under Standard 7 of ESOS National Code 2007 (Transfer between registered providers).
12. The College will ensure consent has been gained from another person or organisation for marketing material such as student testimonials or photos.
13. The CEO will ensure marketing material does not guarantee:
 - A learner will successfully complete a training product
 - A training product can be completed in a manner that does not meet Standards for RTO's 2015 - Standard 1
 - A learner will obtain a particular employment outcome where this is outside the control of the RTO
14. The CEO is responsible for the implementation of the policy and procedures and to ensure that staff are aware of its application and implement its requirements.

Procedures

1. The Chief Executive Officer (CEO) ensures that:
 - a. the College markets courses within the Scope of Registration with integrity, accuracy and professionalism, avoiding vague and ambiguous statements. No false or misleading comparisons are to be drawn with any other provider or course.
 - b. the College does not state or imply that courses other than those within the Scope of Registration are recognised by the registering authority.
 - c. the College recruits students at all times in an ethical and responsible manner consistent with the requirements of courses.
 - d. application and selection processes are explicit and defensible and equity and access principles are observed.
2. The Marketing materials will advise prospective students of:
 - its Scope of Registration;
 - application processes and selection criteria;
 - fees involved in undertaking training;
 - fees and refund policy and procedures;
 - qualifications to be issued on completion or partial completion of courses;
 - competencies to be achieved during training;

- assessment procedures including recognition of prior learning;
 - literacy and numeracy requirements;
 - Complaints and Appeals Policy and Procedures;
 - staff responsibilities;
 - facilities and equipment; and
 - student support services.
3. The development of Marketing materials including website is overseen and monitored by the Chief Executive Officer.
 4. The CEO/ delegate is to sign off all marketing materials. In approving marketing materials for international students, the CEO is to use the Marketing Information and Practices Checklist.
 5. Approval for marketing materials must be gained prior to release. This approval relates to the accuracy of information contained in any promotion. Release for any material that is related to any joint programs must follow the appropriate third party provider policies and procedures.

Process of Approving Marketing Materials for International Students

	STEPS	WHO IS RESPONSIBLE?	COMMENTS
1.	Review Marketing Information and Practices Checklist	Marketing Officer	Located in the Marketing/ Forms folder
2.	Produce marketing material artwork.	Marketing Officer	Material must adhere to Marketing Information and Practices Checklist
3.	Complete and sign Marketing Information and Practices Checklist	Marketing Officer	
4.	Photocopy and file completed Marketing Information and Practices Checklist	Marketing Officer	For auditing purposes
5.	Review Marketing Information and Practices Checklist and marketing material artwork for ESOS compliance.	CEO	
6.	Liaise with Marketing team for amendments.	CEO	
7.	Document amendment communication.	CEO	Print all email correspondence and place in Marketing Material Approval folder.

8.	Sign Marketing Information and Practices Checklist, print and attach the final approved version of the marketing material and send together to Marketing Officer	CEO	All Checklist approvals require manual signature and must be sent in hard copy (or scanned copy electronically,) with a print out of the final approved version of marketing material attached
9.	File countersigned approved Marketing Information and Practices Checklist and final approved version of marketing material.	CEO/ Delegate	File approved checklist & Marketing Material in Marketing Material approval folder for auditing purposes

Timelines

Responsible	Type of Marketing Material	Estimated Duration
CEO	The CEO is to approve marketing material for international students if it includes the following: course title, CRICOS course code, duration, fees, location, CRICOS provider no.	2 days
CEO	The CEO is to approve marketing material if it includes academic course content, such as: course outline, entry requirements, Credit transfer / RPL, application method, content, teaching resources, delivery methods, learning facilities, and assessment.	4-5 Days