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Purpose

The purpose of this policy and procedure is to outline Victorian Institute of Education’s approach to ensuring it markets and advertises its courses ethically and accurately and in compliance with Standards 4 and 5 of the Standards, as well as the National Code of Practice for Providers of Education and Training to Overseas Students 2018, Standards 1, 2 and 8.

There are no specific marketing and advertising requirements specified in the ELICOS Standards 2018. Therefore the requirements of Standard 1, 2 and 8 of the National Code of Practice for Providers of Education and Training to Overseas Students 2018 apply.

Definitions

ESOS Act means the Education Services for Overseas Students Act 2000

SRTOs means the Standards for RTOs 2015 – refer definition of ‘Standards’

National Code means National Code of Practice for Providers of Education and Training to Overseas Students 2018 which can be accessed from www.legislation.gov.au

Standards means the Standards for Registered Training Organisations (RTOs) 2015 of the VET Quality Framework which can be accessed from www.asqa.gov.au

Training Product means AQF qualification, skill set, unit of competency, accredited short course or module.

Policy

1. Marketing information

- Victorian Institute of Education ensures the information provided to students about its services, courses, units and qualifications delivered is accurate and factual, regardless of whether the information is provided by the RTO, its brokers, online directories, agents or other third parties. All information clearly distinguishes between non-recognised training and nationally recognised training.
- Victorian Institute of Education's marketing information will enable informed choice for students by ensuring the information is detailed, accurate and complies with the requirements of the Standards, the ESOS Act and the National Code 2018.
- All marketing information for nationally recognised training:
 - Identifies Victorian Institute of Education with its National RTO Code, legal entity and/or trading name.
 - Identifies Organisation> with its CRICOS Registered Name and Registration Number.
 - Will only include the Nationally Recognised Training logo in accordance with its Conditions of Use outlined in Schedule 4 of the Standards.
 - Includes the full name and code of the relevant Training Product whether it is a unit, module, qualification, skill set or accredited course so there is no confusion for students about the outcome.
 - Will be consistent with Victorian Institute of Education's training and assessment strategies.
 - Will include clear and accurate information consistent with the National Code including associations with any other persons or organisations the registered provider has arrangements with for the delivery of the course, any work-based training a student is required to undertake as part of the course, prerequisites (including English language proficiency) for entry to the course and any other information relevant to the registered provider, its courses or outcomes associated with those courses.
 - Include relevant cost information including all costs, any debts that may be occurred, or any loss of entitlement from the student undertaking the course (such as loss of entitlement for further government funded programs or student loan schemes).
- All marketing information for ELICOS courses:
 - Identifies Organisation> with its CRICOS Registered Name and Registration Number.
 - Includes the full name and code of the relevant course.
 - Will be consistent with Victorian Institute of Education's curriculum for ELICOS courses.
 - Will include clear and accurate information consistent with the National Code including associations with any other persons or organisations the registered provider has arrangements with for the delivery of the course, prerequisites (including English language proficiency) for entry

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to the course and any other information relevant to the registered provider, its courses or outcomes associated with those courses.

- Include relevant cost information including all fees and charges.

2. Protection of consumer rights

- Victorian Institute of Education ensures consumer protection laws are adhered to through the following mechanisms:
 - Providing a cooling off period where required to do so by law.
 - Having all students sign a *Student Agreement* in acknowledgement of the Terms and Conditions of Enrolment.
 - Having a clear and detailed *Fees and Refund Policy* which is published on our website and also outlined in the *Student Handbook* and on the *Student Agreement*.
 - Having a *Complaints and Appeals Policy* which any student or member of the public can access at any time to make a complaint about any of Victorian Institute of Education 's products, services, staff or decisions.
- Course information provided prior to enrolment will provide the individual with detailed information about fees in line with Clause 5.3 of the Standards and National Code Standard 2 for VET students and in accordance with National Codes Standard 2 for ELICOS students.
- Victorian Institute of Education , nor any of its brokers, agents or other third parties, will not:
 - Guarantee a successful education assessment outcome, including that a student will be issued with a qualification or statement of attainment.
 - Guarantee any employment outcome as a result of training and/or assessment unless guaranteed employment has been arranged.
 - Claim to secure any migration outcomes based on completing a course with Victorian Institute of Education .
 - Claim that a student will be eligible for any license or accreditation as a result of training and/or assessment unless it is a license outcome guaranteed by the issuer of the license or accreditation.
 - Give any other false or misleading information or advice in relation to itself, its course or outcomes associated with the course.
 - Knowingly recruit or seek to enrol an international student before they have completed six months of their principal course of study.
- Prior to enrolment or the commencement of training Victorian Institute of Education provides to each individual current and accurate information that enables the individual to make informed decisions about undertaking training with Victorian Institute of Education .
- Course information provided prior to enrolment will provide the individual with detailed information about fees in line with Clause 5.3 of the Standards and/or Standard 2 of the National Code.

3. Advertising and promotional materials



- Victorian Institute of Education 's advertising is always factual and ethical and will not misrepresent Victorian Institute of Education 's training and assessment, ELICOS courses, products and other services.
- All advertisements and promotional materials (both written and online) will:
 - Identify Victorian Institute of Education with its National RTO Code.
 - Identify Victorian Institute of Education with its CRICOS Registered Name and Registration Number.
 - Include the full name and code of the relevant Training Product to be delivered, whether it is a unit, module, qualification, skill set or accredited course so there is no confusion for students about the outcome.

4. Marketing permissions

- Victorian Institute of Education will obtain prior written permission from any person or organisation used as a source of comment, testimonial or picture, for any marketing and/or other material and will always abide by the conditions of that permission.
- Records of permissions will be stored on the *Permissions Register*.

Procedures

1. Develop and monitor marketing information

Relevant to:

- SRTOs: Clause 4.1
- National Code: Standards 1 and 2

| Procedure | Responsibility |
|---|----------------------------------|
| <p>A. Develop factual and accurate marketing materials</p> <ul style="list-style-type: none"> • Refer to Clause 4.1 of the Standards and National Code Standards 1 and 2 for the requirements that must be adhered to for information about nationally recognized training. • Refer to National Code Standards 1 and 2 for the requirements that must be adhered to for information about ELICOS courses. • Refer to the <i>Pre-Enrolment Course Information Checklist</i> to ensure that information included is compliant with the Standards. • Ensure marketing materials are approved by the CEO. • Keep a register of approved marketing materials on the <i>Marketing Materials & Advertising Register</i>. • Keep a copy of all marketing materials. | <p>Compliance Manager</p> |
| <p>B. Monitor marketing information</p> <ul style="list-style-type: none"> • Annually review marketing information to ensure it is accurate and does not contain any potentially false or misleading information. This includes all information that may be existing in the marketplace about Victorian Institute of Education : <ul style="list-style-type: none"> – Course Outlines for each course – Website – Advertisements – Student Handbook – Directories – Broker / partner/ third party information – Information with education agents – Marketing Information for third parties delivering services on behalf of the | <p>Compliance Manager</p> |

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| Procedure | Responsibility |
|---|----------------|
| <p>RTO</p> <ul style="list-style-type: none">During the review ensure that the requirements of SRTOs Standard 4, National Code Standards 1 and 2 and the policy are met as applicable and that no misrepresentations have been made, and that there are no inaccuracies in materials. | |

2. Pre-enrolment course information/ course outlines

Relevant to:

- SRTOs: Clauses 5.1, 5.2 and 5.3
- National Code: Standards 1, 2 and 8

| Procedure | Responsibility |
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| <p>A. Develop course outlines</p> <ul style="list-style-type: none"> • Refer to Clause 5.2 of the SRTOs and National Code Standards 1 and 2 for the requirements that must be included on all course information prior to enrolment or commencement of training, whichever is first. • Information on Course Outlines for VET courses should include: <ul style="list-style-type: none"> – RTO Code – CRICOS registered name and CRICOS code (when the course is marketed to international students). – the code, title and currency of the training product to which the student is to be enrolled, as published on the National Register. – entry requirements, including educational qualifications or work experience required, LLN requirements and minimum English language proficiency levels (for international students). – course credit arrangements – the training and assessment, and related educational and support services the RTO will provide to the student including the: <ul style="list-style-type: none"> – estimated duration, including holiday breaks – expected locations at which it will be provided – expected modes of delivery – facilities, equipment and learning resources available. – name and contact details of any third party that will provide training and/or assessment, and related educational and support services to the student on the RTO’s behalf, and – study period/s and course progress/attendance requirements – any work placement arrangements – assessment methods. – the student’s obligations: <ul style="list-style-type: none"> – any requirements the RTO requires the student to meet to enter and | <p style="background-color: #ff00ff; padding: 2px;">Compliance Manager</p> |

| Procedure | Responsibility |
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| <p>successfully complete their chosen training product, and</p> <ul style="list-style-type: none"> – any materials and equipment that the student must provide. – information on the implications for the student of government training entitlements and subsidy arrangements in relation to the delivery of the services (domestic students) <ul style="list-style-type: none"> • Information on Course Outlines for ELICOS courses should include: <ul style="list-style-type: none"> – CRICOS registered name and CRICOS code. – entry requirements, including educational qualifications and minimum English language proficiency levels. – the teaching and assessment, and related educational and support services the RTO will provide to the student including the: <ul style="list-style-type: none"> – estimated duration, including holiday breaks – expected locations at which it will be provided – expected modes of delivery – facilities, equipment and learning resources available – details of any arrangements with another provider, person or business who will provide the course or part of the course – study period/s and course progress/attendance requirements – assessment methods. – the student’s obligations: <ul style="list-style-type: none"> – any requirements Victorian Institute of Education requires the student to meet to enter and successfully complete their chosen course, and – any materials and equipment that the student must provide. • The following is provided in the Student Handbook: <ul style="list-style-type: none"> – Victorian Institute of Education’s obligations to the student, including that Victorian Institute of Education is responsible for the quality of the training and assessment in compliance with these Standards, and for the issuance of the AQF certification documentation. – the student’s rights, including details of Victorian Institute of Education’s complaints and appeals process required by SRTOs Standard 6 and National Code Standard 10. – Fees and refunds policy. | |

| Procedure | Responsibility |
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| <ul style="list-style-type: none"> The following additional information is provided in the International Student Handbook: <ul style="list-style-type: none"> The grounds on which an international student’s enrolment may be deferred, suspended or cancelled. the ESOS framework, including official Australian Government material or links to this material online. accommodation options and indicative costs of living in Australia. The following is to be provided in the Student Agreement: <ul style="list-style-type: none"> The arrangements if Victorian Institute of Education , or a third party delivering training and assessment on its behalf, closes or ceases to deliver any part of the training product that the student is enrolled in. | |
| <p>B. Fee information</p> <ul style="list-style-type: none"> Refer to Clause 5.3 of the Standards for the requirements of what fee information must be provided to a student. Include this information for each course on the Course Outline and Student Agreement. Ensure fee information includes tuition and non-tuition fees and advice on the potential for changes to fees over the duration of the course. | Compliance Manager |

3. Advertising and promotional materials

Relevant to:

- SRTOs: Clause 4.1
- National Code: Standards 1 and 2

| Procedure | Responsibility |
|---|--------------------|
| <p>A. Develop accurate advertising and promotional materials</p> <ul style="list-style-type: none"> Ensure advertising materials for nationally recognized training include: <ul style="list-style-type: none"> RTO’s name RTO’s RTO Code CRICOS registered name and registered number (if directed at international students) Full name and national code of the relevant Training Products Ensure advertising materials for ELICOS courses include: <ul style="list-style-type: none"> CRICOS registered name and registered number (if directed at | Compliance Manager |

| Procedure | Responsibility |
|---|----------------|
| <p>international students)</p> <ul style="list-style-type: none"> – Full name of the relevant course • Ensure advertising materials are approved by the Training Manager/Diretor of Studies/CEO. • Keep a register of approved advertisements on the <i>Marketing Materials & Advertising Register</i>. • Advertisements made by third parties must also be approved and recorded on the register. • Keep a copy of all advertising materials. | |

4. Permissions

| Procedure | Responsibility |
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| <p>A. Gain and record permissions for use of testimonials and images</p> <ul style="list-style-type: none"> • If testimonials and/or images or other works of an individual are to be used in marketing material, gain their permission using the <i>Marketing Permission Form</i>. • Record the details of the permission on the <i>Permissions Register</i>. • Keep a copy of the signed Permission Form in the relevant student/client file as well as a copy in the marketing folder. • When a client/student's image or work is used, record this on the permissions register. | <p>Compliance Manager</p> |

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Document Control

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| Document No. & Name: | SC3-IE - Marketing and Advertising P&P V1.0 |
| Quality Area: | SC Students & Clients |
| Author: | RTO Advice Group Pty Ltd |
| Status: | Approved |
| Approved By: | Mana Khatri |
| Approval Date: | 15 January 2018 |
| Review Date: | 15 January 2019 |
| Standards (SRTOs): | Clause 4.1, 5.1, 5.2 and 5.3, Schedule 4. |
| Standards (National Code): | Standards 1 and 2 |