



Marketing to International Students Policy

Purpose

This policy is in place so that the RTO ensures the marketing of its education and training services is professional, accurate and maintains the integrity and reputation of the industry.

The RTO, once approved will provide its legal entity name, trading name and CRICOS number so that it is clearly identifiable on all marketing information and documentation, including electronic format provided to international students.

This will include:

- the website
- company stationary (Business Card, Letter Heads etc)
- all marketing information

The RTO will ensure any marketing undertaken or advice given to students either by the company or on its behalf is not false or misleading. This includes:

- claims of association between providers
- the employment outcomes associated with a course
- automatic acceptance into another course
- possible migration outcomes, or
- any other claims relating to the registered provider, its course or outcomes associated with the course.

The RTO will not actively recruit a student where this clearly conflicts with its obligations under Standard 7 (Transfer between registered providers) and will ensure there is a consistent approach in the marketing and promotion of its training services.

This policy should ensure processes associated with marketing and promotions are carried out with integrity and accuracy to clients.

Policy

The policy applies to the ethical, promotion, marketing and advertising of the organisation's training and assessment services both in the electronic and print media.

Service / Product promotion will be by way of verbal networking, general networking amongst industry professionals, web media and any other form determined as appropriate by the organisation.

The PEO, or their delegate, is responsible for ensuring that promotional materials, representations and services to be provided, are consistent with the ability of the business, including scope of registration and scale of operation, to meet the required standard expected of the business and the client.

All staff are required to discuss any proposed marketing activities with the PEO, or their delegate, prior to any promotion being commenced.

The PEO, or their delegate, is responsible for the overall design and dissemination of marketing and advertising materials.



Procedure

- Prior to the commencement of any proposed marketing activities all marketing and advertising material must be discussed with the PEO, or their delegate.
- Marketing materials are drafted and checked using the Marketing and Advertising Checklist - International for compliance against the:
 - SRTO 2015
 - National Code 2017 including Standard 2
 - Nationally Recognised Training Logo Specifications
 - ASQA's Guidelines
- Marketing material is approved by the PEO, or their delegate, prior to being published in / on any media.
- Written authority must be received from any person(s) or/and organisation prior to using them within any promotional activity.
- Copies of relevant documentation will be held in a marketing file.

Overview of National Code Standard 1

Registered providers ensure that marketing of their education and training services is professional, accurate and maintains the integrity and reputation of the industry.

- 1.1 The registered provider must ensure 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.
- 1.2 The registered provider must:
 - a. clearly identify the registered provider's name and CRICOS number in written marketing and other material for students, including electronic form, and
 - b. not give false or misleading information or advice in relation to:
 - i. claims of association between providers
 - ii. the employment outcomes associated with a course
 - iii. automatic acceptance into another course
 - iv. possible migration outcomes, or
 - v. any other claims relating to the registered provider, its course or outcomes associated with the course.
- 1.3 The registered provider must not actively recruit a student where this clearly conflicts with its obligations under Standard 7 (Transfer between registered providers).