

Std Standard 4.1

Accuracy and Integrity of Marketing Policy

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Overview

1. The guiding aim in all of the College's marketing programmes is to accurately inform the public as to the training and other services offered by the College. This aim is a reflection of the College's overall mission of providing accredited training that is professional, industry relevant and of the highest quality.
2. The policy of the College is to market its courses in a way that is professional, accurate and maintains the integrity and reputation of the industry as a whole. The preparation and dissemination of marketing information by the College will conform to the requirements set out in the National Code, especially National Code Standard 1 – Marketing information and practices.
3. The marketing arm of the College must be seen as part of the entire College and not as a separate function. Our marketing is a combination of direct advertising as well as indirect advertising (word-of-mouth, College reputation, client satisfaction). Both sectors are however governed by the same commitment to truth in advertising. Our code of ethics, code of conduct and marketing checklist ensure that our marketing is an accurate representation of our courses.

Direct Advertising

4. Direct advertising refers to all print, radio and TV advertising conducted by the College. The College's success in its direct marketing relies on publishing advertisements that accurately and truthfully reflect course content, benefits and costs. This conforms to not only the College's own code of ethics but also to more general legislative and accreditation requirements including the Vocational Education and Training (Commonwealth Powers) Act 2010.
5. Product collateral is designed by the College itself. Brochures, posters and other promotional material are designed in line with the above-mentioned College and legislative guidelines. Work submitted to the printers for publication is proofed prior to the final print-run.

Indirect Advertising

6. Indirect advertising refers to so-called 'word-of-mouth' advertising. This is most successful when the College provides excellent training that pleases our clients and allows our reputation for quality training to be strengthened. This reputation spreads and our client base will naturally expand. The efficiency of indirect advertising means that it is imperative for not only the marketing team at the College but the entire staff to provide quality service 100% of the time.
7. College also has a comprehensive Marketing Procedures document, which includes the aforementioned Marketing Checklist as well as a flowchart illustrating the steps involved in producing new product collateral (i.e. brochures, signs, posters, advertisements etc).

Marketing Information and Practices

8. The College's marketing and advertising of training and assessment products and services is ethical and maintains the integrity and reputation of the industry and registered providers.
9. The College's marketing material will always be accurate and be approved by a duly authorised member of the College's staff, such members being the National Manager and/or Chief Executive Officer. These staff members will ensure that the marketing of its education and training services:
 - 9.1. clearly identifies our legal entity name, national provider number from the National Register and CRICOS provider number in all written marketing and other material for students, including electronic form
 - 9.2. is carried out with integrity and accuracy

- 9.3. will uphold the reputation of Australian international education and training
 - 9.4. does not draw on any false or misleading comparisons with any other provider or their courses
 - 9.5. will not make any inaccurate claims of association with any other provider or organisation, or give inaccurate advice as to acceptance into another course
 - 9.6. and that where another person or business provides a course under an arrangement with the College, they may only advertise the provision of that course with the express permission of the College, and must identify the College and our CRICOS number.
10. In particular, our Marketing policies will ensure that the College:
 - 10.1. obtains prior written permission from any person or organisation for use of any marketing or advertising material which refers to that person or organisation, and abides by any conditions of that permission.
 - 10.2. will accurately represent to prospective clients those training products and services that lead to AQF qualifications or Statements of Attainment, and ensures that advertised outcomes are consistent with these qualifications.
 - 10.3. advertises AQF qualifications only if they are included in the RTO's scope of registration and does not state or imply that services are within that scope if they are not.
 - 10.4. uses the NRT and AQF logos only in accordance with the published conditions of use of those specific logos and in accordance with the college's relevant policy in relation to the use of the NRT and AQF logos.
 11. The College will not actively recruit students where this clearly conflicts with our obligations under Standard 7 of the National Code. This restriction also applies to any courses taken before the principal course in a package of courses. The College will not knowingly recruit or enrol a student prior to the student completing six months of his/her principal course, except in exceptional circumstances, such as those listed under Standard 7.1 of the National Code. Refer also to National Code Standard 7 Student Transfer Policy.
 12. The College's marketing and advertising material identifies training and assessment services leading to AQF qualifications and/or Statements of Attainment separately from any other training/assessment services.
 13. The College's marketing and advertising material does not give false and/or misleading information or advice in relation to:
 - 13.1. claims of association between providers
 - 13.2. the employment outcomes associated with its courses
 - 13.3. automatic acceptance into another course
 - 13.4. possible migration outcomes, or
 - 13.5. any other claims relating to our College, courses and/or outcomes associated with the course.

Funded Training Publicity and Marketing

14. As specified in government contracts, RTOs are required to print the following acknowledgement on all publicity material (including electronic) that relates to government funded training: "This training is funded by the NSW Government in partnership with the Commonwealth Government."
15. The College will not directly or indirectly state or imply that the Training delivered under any government programs is free of charge.

International Marketing Information

16. When developing marketing materials for international students, the College will ensure that all prescribed information required under National Code Standard 2 will be provided either in print or electronic format. Reference should be made to National Code Standard 2 Pre –enrolment Information Policy.

Use of National and State/Territory Logos

17. The College uses the National and State/Territory Logos only in accordance with College's Policy "Logos – Conditions of Use".
18. The College uses the logo of the recognition authority only in accordance with the recognition authority's conditions of use.

Agreements with Other Providers

19. The College will have, and comply with, a written agreement with each organisation that provides training and/or assessment on behalf of the College, for example through partnership arrangements with industry, schools, other providers of education and training. It is not intended that such a partnership arrangement be used by the College as the mechanism for expanding its scope of registration.

20. The agreement will specify how each party to the agreement will discharge its responsibilities for compliance with the Standards for Registered Training Organisations.
21. The College will have, and comply with, a written agreement with each organisation that is associated with the College, e.g. universities with regard to articulation. The College will not make any false and/or misleading references to any claims of association with such organisations.
22. The College will maintain a register of all such agreements.

Related Forms/Checklists

- Marketing Procedures
- Marketing Checklist
- Flowchart of Marketing Brochures Development Procedures

Related Policies

- Logos – Conditions of Use

Related Standards

- National Code Standard 1: Marketing Information and practices