

MARKETING

POLICY AND ASSOCIATED PROCEDURES

PURPOSE OF THE POLICY

This policy and associated procedures have been developed to guide Australian Pacific International College when undertaking marketing and advertising activities. This is to ensure that learners are provided with current, clear, accurate, and accessible information before enrolling in a course.

This policy and associated procedures meet the requirements of Standards 2.1 and 2.2 of the Outcome Standards for RTOs, as well as marketing and advertising requirements in Compliance Requirements, the National Code of Practice for Providers of Education and Training to Overseas Students 2018, Standards 1, 2 and 8.

Marketing by education agents is addressed in the Education Agent Policy and Associated Procedures.

POLICY STATEMENTS

MARKETING INFORMATION

Information about training, assessment and support services provided by Australian Pacific International College or any third parties contracted by Australian Pacific International College, enables learners to make informed decisions about enrolling into a course with Australian Pacific International College and that is relevant to their needs and takes into account their existing skills and competencies.

This information is provided prior to commencement and is accessible in both electronic and print form.

Australian Pacific International College identifies the information that is needed by VET students prior to enrolment and how that information is communicated.

Information provided by Australian Pacific International College to prospective and current students:

- provides current, clear and accurate information regarding services offered.
- is sufficient to allow students to make an informed choice.
- distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification and any non-accredited training offered.
- includes all the information required under the relevant standards of the Outcome Standards for RTOs and Compliance Requirements, as well as the National Code 2018 as follows:
 - Legal entity and/or trading name and RTO Code or links to this information.
 - CRICOS Registered Name, Registration Number and CRICOS course code/s.
 - The code, title and currency of the Training Product or accredited course (as published on the National Register) or links to this information. Note that a non-current Training Product will only be advertised or marketed while it remains on Australian Pacific International College's scope of registration. Any other outcomes of the course will also be provided (for example, option to apply for a licence).
 - Includes information about any third parties who are recruiting students on behalf of Australian Pacific International College, and their names and contact details.
 - Outlines where Australian Pacific International College is delivering training and assessment on behalf of another Registered Training Organisation or where training and assessment is being delivered on behalf of a third party and includes names and contact details of such.

- Outlines any work-based training and associated arrangements a student is required to undertake as part of the course.
- Outlines entry requirements (including English language proficiency, educational qualifications or work experience) for entry to the course.
- Provides information on course credit (credit transfer and RPL).
- Includes information on the duration (including holiday breaks), as well as the date of commencement, scheduling, location and mode/s of delivery.
- Includes information on facilities, equipment and other resources available to students.
- Includes information on materials and equipment, including IT equipment, that the student is expected to provide as part of their course.
- Includes information on support services available, including training support services, as well as wellbeing support services.
- Includes information about obtaining a USI.
- Includes details about VET Student Loans, entitlements and subsidies available through government funding or any other financial support arrangements as applicable.
- Includes links to information on the ESOS framework.
- Outlines any other information relevant to the registered provider, its courses or outcomes associated with those courses.
- Includes all relevant cost information including all tuition and non-tuition fees, payment terms and conditions, and the potential for fees to change over the duration of a course.
- Includes information about withdrawing from a course, including refund policies.
- Outlines the grounds on which a student's enrolment may be deferred, suspended or cancelled.

The Nationally Recognised Training (NRT) logo is used in accordance with the NRT Conditions of Use Policy.

Australian Pacific International College only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised.

A Marketing Consent form is used to seek consent from any individual or organisation that is referred to in Australian Pacific International College's marketing, promotions and advertising material.

Australian Pacific International College or any associated third party will not:

- guarantee that a student will successfully complete a course and will be issued with a qualification or statement of attainment.
- state that a course can be completed such that it will not meet the requirements of the Standards.
- guarantee a successful education assessment outcome.
- guarantee any employment outcome arising from the completion of the training product.
- claim to secure any migration outcomes based on completing a course with Australian Pacific International College.
- claim that a student will be eligible for any license or accreditation unless the license outcome is 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.

Students will be provided with information on the ESOS Framework and links to official Australian Government material in the International Student Handbook.

Australian Pacific International College will publish a list of education agents on its website, including names and contact details.

All Course Brochures are developed according to information from Australian Pacific International College's training and assessment strategies. Marketing information will not in any way advise that the training can be completed in any other way than as described in each training and assessment strategy.

The obligations of Australian Pacific International College including that Australian Pacific International College is responsible for the quality of training and assessment in accordance with the Standards for RTOs and for the issuance of AQF certification documentation are fully described in the Student Handbook. The Handbook also includes information about accommodation and indicative costs of living in Australia.

Australian Pacific International College will abide by all marketing, promotion and advertising requirements under the Australian Consumer Law.

PROCEDURES

1. DEVELOP MARKETING MATERIAL

- 1.1 Access this policy when planning marketing materials.
- 1.2 Use information about pre-enrolment information and communication methods to determine the type of marketing materials that need to be developed. See the Quality Assurance Policy and Associated Procedures regarding how this information is collected.
- 1.3 Access the course information from the Training and Assessment Strategy (TAS).
- 1.4 Develop the marketing materials using the relevant template (i.e., the course brochure template).
- 1.5 Review materials developed with the Marketing Checklist, TAS and approved course fees.
- 1.6 Provide the materials for approval.
- 1.7 Upon approval, publish the information (print or website) and file approvals.

2. REVIEW MARKETING MATERIAL

- 2.1 Follow the above procedure where there are changes to a course.
- 2.2 Have materials reapproved by the relevant person.

3. REVIEW WEBSITE

- 3.1 Upload education agent details to website once agreements are signed.
- 3.2 Complete a check of the website at least every 3 months, or upon a change, for accuracy and completeness according to this policy.
- 3.3 Make changes accordingly.

4. DEVELOP MARKETING PLAN

- 4.1 Develop a marketing plan for marketing communications based on business objectives.
- 4.2 Implement and monitor the marketing plan.
- 4.3 Adjust the marketing plan based on effectiveness of marketing strategies or otherwise.

5. SEEK MARKETING CONSENT

- 5.1 Seek consent to use details and images for marketing communications using the Marketing Consent Form by providing the form to students at orientation.
- 5.2 File completed marketing consent forms.

RESPONSIBILITIES

The CEO is responsible for developing the marketing plan and approval of marketing materials.

The RTO Manager is responsible for developing and reviewing marketing materials and implementing and monitoring marketing strategies as per the marketing plan.

APPROVALS AND DOCUMENT CONTROL

This set of policies and procedures has been purchased under a licence agreement with RTO Works and has been reviewed and customised to suit Australian Pacific International College's specific requirements.

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