

Marketing and Promotional Material Policy and Procedure

1.0 Policy

- 1.1 This policy and procedures support RTO 2015 standards and National Code 2018.
- 1.2 Swanston Institute provides professional, accurate ethical information on the marketing of its education and training services and maintains the integrity and reputation of the industry.
- 1.3 Swanston Institute ensures that all marketing materials developed by Swanston Institute are authorised and checked for compliance prior to being implemented by **the CEO**.
- 1.2 Swanston Institute's marketing material is accurate and is produced in compliance with Swanston Institute Version Control policy and procedure.
- 1.3 The institute Legal Entity and Trading name, RTO and CRICOS provider code and CRICOS Course Codes are clearly identified on all materials including electronic materials, i.e., website used to recruit students and inform education agents representing the Swanston Institute 's products and services.
- 1.4 Swanston Institute ensures that it or its representatives does not give false or misleading advice to prospective students. For instance, in relation to employment outcomes, automatic acceptance into other courses, associations with other providers or migration outcomes.
- 1.5 Swanston Institute will not actively recruit an international student where this clearly conflicts with its obligations under National Code 2018 Standard 7 – Overseas Student transfers. Swanston Institute implements a Transferring between providers' policy and procedure in compliance with it.
- 1.6 The **CEO** or **Marketing/Admin Manager** is responsible for implementing this policy and reviewing its effectiveness in compliance with regulatory guidelines.
- 1.7 Swanston Institute ensures that the Nationally Recognised Training (NRT) logo is only used in accordance with its conditions of use and all other appropriate logos and information is correctly included.

Marketing and Promotional Material Policy and Procedure

2.0 Procedure

- 2.1 Swanston Institute 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.
- 2.2 Swanston Institute accurately represents to prospective clients the training products and services that lead to AQF qualifications or Statements of Attainment and ensures that advertised outcomes are consistent with these qualifications.
- 2.3 All advertising materials are cross referenced with course details listed on the Scope of registration and the relevant training package. All materials are reviewed for compliance with relevant legislation as part of the version control process.
- 2.4 Advertising and marketing materials include;
 - a) Student information Handbook
 - b) Institute Website
 - c) Social Media (Facebook, Twitter etc)
 - d) Brochures
- 2.5 The advertising and marketing materials must include the following (where relevant):
 - a) RTO Number
 - b) CRICOS Provider Number
 - c) Company name
 - d) Company logo

Marketing and Promotional Material Policy and Procedure

- e) Contact details, homepage/website
- f) National Code, Course Name (in full) Course Unit Titles (in full) and Course Unit Codes
- g) CRICOS Course code
- h) Course Outline
- i) Course Duration
- j) Delivery and Assessment methods
- k) Course Fees (including indicative breakdown of fees) including Tuition and Non-Tuition Fees
- l) Information about living in Australia
- m) NRT logo in accordance to the NRT logo usage specifications
- n) Recognised Prior Learning (RPL) / Credit Transfer

2.6 The **CEO** and/or **Marketing/Admin Manager** are responsible for the implementation of new designs, or reviews and changes of existing designs of all advertising and marketing materials. The following procedures apply:

- a) A Marketing and Promotional Material Checklist that contains the changes is to be used and attach a final sample of the newly designed/revised advertising and marketing materials.
- b) The Marketing Material Marketing and Promotional Material Checklist Form will be pre-approved and signed-off by **CEO** or **Marketing/Admin Manager**.

2.7 The advertising and marketing materials are to be reviewed, amended and updated if the

following, but not limited to, circumstances occur:

Marketing and Promotional Material Policy and Procedure

- a) Change of Swanston Institute's location, contact details, company name, homepage and other related details)
 - b) Change(s) of scope
 - c) Change(s) in the training packages (Qualifications or Units of Competency are superseded)
 - d) Change(s) to regulations and/or legislations (VET and State and Commonwealth and Federal)
 - e) Change(s) of course fees
 - f) As per feedback from stakeholders
 - g) Changes are required by relevant regulations
- 2.8 Where there are any changes to agreed services, Swanston Institute advises the learner and the agents as soon as practicable, including in relation to the above changes mentioned in point 2.7 or any new third-party arrangements or a change in ownership or changes to existing third party arrangement.
- 2.9 Swanston Institute advertises AQF qualifications only if they are included in the institute's scope of registration and on approved on the CRICOS website with a CRICOS Course Code allocated.
- 2.10 Swanston Institute only uses logos of bodies to which it is affiliated in accordance with each body's conditions of use.
- 2.11 Amendment of all marketing materials used to market Swanston Institute education and training services must display the NRT logo in accordance with the NRT logo usage specifications.

Marketing and Promotional Material Policy and Procedure

- 2.12 Amendment of all marketing materials must display nationally accredited qualifications, course codes and qualification titles in accordance with the AQF policies and requirements.
- 2.13 Swanston Institute marketing policy and procedures are amended detailing procedures of when materials used to market the education and training service require to be updated and amended to ensure education and training services are provided in a professional manner and are maintained for the integrity and reputation of the industry and registered providers.
- 2.14 All International students are provided with the following information during the pre-enrolment within the Student Handbook and the website.
- a) the requirements for acceptance into a course, including the minimum level of English language proficiency, minimum age at the time of course commencement, educational qualifications or work experience required.
 - b) The required documents to be submitted to Swanston Institute in order to issue an Offer Letter and Confirmation of Enrolment (COE).
 - c) For a student who is enrolled with another provider and would like to change providers prior to the start or completion of the principal course, a Release Letter will be required.
 - d) Credit Transfer or RPL may or may not be applicable; if applicable, its effect on visa conditions and/or duration of COE.
 - e) Australian Qualification Levels (relevant pathways).
 - f) course content and duration, qualification offered if applicable, pathways, modes of study and assessment methods.
 - g) campus locations and a general description of facilities, equipment, and learning resources available to students.

Marketing and Promotional Material Policy and Procedure

- h) indicative course-related fees including advice on the potential for fees to change during the student's course, applicable refund policies, applicable fees to replace testamurs, replace ID card, photocopying (if available). Payment terms are further informed through written agreement which student needs to understand and sign before the issuance of the COE
- i) the criteria and processes for transferring between registered providers along with access to a copy of the institute Transferring between provider's policy and procedure.
- j) information about the grounds on which the student's enrolment may be deferred, suspended or cancelled.
- k) a description of the ESOS framework is made available electronically.
- l) relevant information on living in Australia, including:
 - 1) indicative costs of living
 - 2) accommodation options; and
 - 3) Where relevant, schooling obligations and options for school-aged dependents of intending students, including that school fees may be incurred.
- m) Available Student Support Services
- n) Student Information handbook (available in Swanston Institute's website or a copy to be emailed to student)
- o) Complaints and Appeals
- p) Student safety information provided in the client information handbook.
- q) the role of the Tuition Protection Service, Overseas Student Ombudsman

Marketing and Promotional Material Policy and Procedure

- 2.15 If required, training is provided to Education Agency staff whether the agent is onshore or offshore. Where the agent has an office onshore, the staff is encouraged to attend a campus to view the facilities and receive training. Where the agent is located offshore the agent is provided with all updated marketing materials and where possible receives training from the **Marketing Manager/Officer** while on a promotional trip. The Agent will receive further training where required and is also kept up to date of any new or amended legislation.
- 2.16 The institute implements a “Transferring between Registered Providers Policy and Procedure” in compliance with the National Code of Practice 2018 Standard 7.
- 2.17 All staff involved in the recruitment of international students and those who are involved in assessing students’ applications perform their duties in a professional and ethical manner and in compliance with the Transferring between registered providers’ policy and procedure and the National Code of Conduct 2018
- 2.18 The institute undertakes monitoring activities with all education agents to ensure compliance with this policy and procedure and the National Code 2018 Standards.
- 2.19 The **admin team** monitors enrolments to ensure compliance with the National Code of Conduct 2018
- 2.20 Swanston Institute will ensure that they gain a participant’s written permission before using information about that individual, or a photo of the individual in any marketing materials.
- 3.0 Version Control**
- 3.1 All promotional materials are reviewed by the **CEO/Admin/Marketing Manager** before publishing to ensure compliance.
- 3.2 The **CEO/Admin/Marketing Manager** refers to all appropriate sources of information before placing advertisements and or producing marketing materials / pre-enrolment information.

Marketing and Promotional Material Policy and Procedure

- 3.3 Promotional materials are reviewed in compliance with the Swanston Institute's continuous improvement policy and procedure.
- 3.4 The **CEO/Admin/Marketing Manager** will review marketing materials at least twice per year.
- 3.5 Where the **CEO/Admin/Marketing Manager** has approved a new document or practice an appropriate implementation plan will be developed to ensure a smooth transition is achieved and all old versions are replaced, and staffs are made aware of the changes. The

The **CEO/Admin/Marketing Manager** will also ensure all revised promotional material and relevant documents are communicated to all representatives of Swanston Institute (i.e., Education agents). The revised documents must then be distributed accordingly, and old material removed.

- 3.6 The Swanston Institute will ensure that they gain a participant's written permission before using information about that individual, or a photo of the individual in any marketing materials.

Other relevant documents:

- Version Control policy and procedure
- Transferring between providers' policy and procedure
- A Marketing and Promotional Material Checklist