

Marketing and Advertising Policy & Procedures

Contents

Purpose	2
Definitions	2
Policy	3
1. Marketing information	3
2. Protection of consumer rights	3
3. Advertising and promotional materials	4
4. Marketing permissions	4
Procedures	6
1. Develop and monitor marketing information	6
2. Pre-enrolment course information/ course outlines	7
3. Advertising and promotional materials	9
4. Permissions	9

Marketing and Advertising Policy & Procedures

Purpose

The purpose of this policy and procedure is to outline International College of Melbourne'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.

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, and unit of competency, accredited short course or module.

Marketing and Advertising Policy & Procedures

Policy

1. Marketing information

- ICM 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 or its Education agents. All information clearly distinguishes between non-recognised training and nationally recognised training.
- ICM'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 ICM with its National RTO Code, legal entity and/or trading name.
 - Identifies ICM 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 ICM'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).

2. Protection of consumer rights

- ICM 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 Prospectus* and on the *Student Agreement*.

Marketing and Advertising Policy & Procedures

- 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 ICM’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.
- ICM, nor any of its 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 ICM.
 - 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 ICM provides to each individual current and accurate information that enables the individual to make informed decisions about undertaking training with ICM.
- 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 Standard 2 of the National Code.

3. Advertising and promotional materials

- ICM’s advertising is always factual and ethical and will not misrepresent ICM’s training and assessment, products and other services.
- All advertisements and promotional materials (both written and online) will:
 - Identify ICM with its National RTO Code.
 - Identify ICM 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

Document.V1.2	Marketing and Advertising Policy and Procedures	Page 4 of 9
Date created: November 2020		Responsible by: CEO
International College of Melbourne CRICOS: 03416G TOID: 41136 admissions@icm.edu.au www.icm.edu.au		

Marketing and Advertising Policy & Procedures

- ICM 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*.

Marketing and Advertising Policy & Procedures

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. • Ensure marketing materials are approved by the CEO. • Keep a copy of all marketing materials. 	<p>CEO & Marketing 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 ICM. <ul style="list-style-type: none"> – Course Outlines for each course – Website – Advertisements – Student Prospectus – Directories – Information with education agents – Marketing Information for third parties delivering services on behalf of the RTO • During the review ensure that the requirements of SRTOs Standard 4, National Code Standards 1 and 2 and the policy are met and that no misrepresentations have been made, and that there are no inaccuracies in materials. 	<p>CEO & Marketing Manager</p>

Marketing and Advertising Policy & Procedures

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
<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 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. 	<p>CEO</p>

Marketing and Advertising Policy & Procedures

Procedure	Responsibility
<ul style="list-style-type: none"> – the student’s obligations: <ul style="list-style-type: none"> – any requirements the RTO requires the student to meet to enter and successfully complete their chosen training product, and – 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) • The following is provided in the Student Prospectus: <ul style="list-style-type: none"> – The RTO’s obligations to the student, including that the RTO 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 the RTO’s complaints and appeals process required by SRTOs Standard 6 and National Code Standard 10. – Fees and refunds policy. • 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 the RTO, 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. 	CEO

Marketing and Advertising Policy & Procedures

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 <ul style="list-style-type: none"> • Ensure advertising materials are approved by CEO. • Keep a copy of all advertising materials. 	CEO

4. Permissions

Procedure	Responsibility
<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 consent prior publishing. • 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. 	CEO