

Marketing Policy

1 PURPOSE

To ensure that all marketing and sales are carried out in an accurate, ethical and moral manner and meets all governing legislation and regulations. This includes the provision of accurate and unambiguous information regarding the registered training organisation's services and performance.

This policy has been developed to satisfy the requirements of The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018, known as 'the National Code 2018' Standards 1 and 4

2 SCOPE

This policy applies to all staff and external parties undertaking activities on behalf of ACCS and its wholly owned subsidiaries. This includes the implementation of any marketing activity or the development and distribution of any marketing product that is representative of ACCS and its wholly owned subsidiaries including but not limited to all persons undertaking marketing, recruitment, promotional, engagement or corporate activities on behalf of the organisation.

At ACCS the Principal is responsible for the development of all marketing materials in accordance with the policy statement items listed. Prior to the commencement of any marketing campaign, The Principal of ACCS must review and approve the associated materials.

3 POLICY STATEMENT

- 3.1 ACCS does not use Education Agents or Brokers for its marketing initiatives.
- 3.2 ensures that in seeking to enter into written agreements with overseas students or intending overseas students, all information provided to students and stakeholders about services, courses, units and qualifications delivered is comprehensible accurate. This is regardless of whether the information is provided by ACCS, online directories or other third parties. All information given makes clear distinction between accredited courses and non-accredited courses.^(1.1, 1.2)
- 3.3 ACCS marketing information will enable informed choice for students by ensuring that all information is detailed, accurate and satisfies the requirements of the Standards and National Code. (1.1)
- 3.4 By complying with the Standards, ACCS ensures consumer protection laws are adhered to. ^(1.1)
- 3.5 ACCS' advertising is factual and ethical and does not misrepresent ACCS' training and assessment, requirements, outcomes, products and other services. ^(1.1)
- 3.6 Details of the requirements for acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience is clear, thorough and factual.^(1.2.3)
- 3.7 Any requirement for work based training required during the duration of the course will be outlined clearly and thoroughly.^(1.2.2)
- 3.8 Information about whether course credit may be applicable will be outlined in a clear, factual and thorough manner.^(2.1.1)



- 3.9 ACCS will ensure at all times that full details or special conditions applying to our services will be communicated to our clients.
- 3.10 ACCS will include the CRICOS registered name and registration number in all written or online materials disseminated or made publicly available for:
- providing or offering a course to an overseas student
 - inviting any student to undertake or apply for a course, or
 - indicating provision of a course to overseas students
- 3.11 All marketing information for nationally recognised training:
- Must clearly include the CRICOS registered name and registration number in any written or online material
 - Will identify ACCS with its National RTO Code and HE Provider Code
 - Includes the code and full name of all relevant Training Products, complying with endorsed classifications to be advertised or marketed accordingly inclusive of unit, module, qualification, skill set or accredited course(s), so there is no confusion for students about the outcome.
 - Course objectives, costs and expectations are clearly communicated to participants prior to commencement^(2.1.3)
 - 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).
- 3.12 Course Information will include:^(2.1.3)
- Admission procedure and criteria
 - Required competencies
 - Assessment procedure
 - Course costs
 - Refund policy
 - Grievance procedure
 - Funding entitlements / information
 - Consumer rights (e.g. cooling-off periods)
 - Venue
 - Length of training
 - Holidays and course breaks
 - Mode/s of delivery
 - Third party arrangements
 - Entry requirements
- 3.13 ACCS 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.
- 3.14 ACCS will not:
- a) Guarantee or make unrealistic claims or inferences that a student will be issued with a qualification or statement of attainment. ^(1.3.2)
 - b) Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided^(1.2.4)
 - c) Make misleading statements concerning the qualifications or experience of staff
 - d) Give false or misleading comparisons with other education providers and training products.



- e) Not give false or misleading information or advice in relation to claims of association between providers, or any other persons or organisations the registered provider has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enrol.^(1.2.1)
- f) Give any other false or misleading information or advice regarding the training product or any associated outcomes. ^(1.2.4)
- g) Guarantee or infer assurance of any employment or migration outcome as a result of training and/or assessment. ^(1.3.1)
- h) Guarantee or infer promise that a student will be automatically accepted into another course.
- i) 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.

3.15 ACCS marketing materials must be developed and reviewed using the Marketing Material Checklist, to ensure it meets ACCSs quality guidelines. All Marketing Material Checklist's must be logged in the Marketing Materials Register, along with samples of the materials, in order to track and review effective marketing strategies.

4 USE OF LOGOS

ACCS will ensure the correct use of National and State training logos where applicable.

ACCS will include the Nationally Recognised Training logo and the Australian Qualifications Framework logo appropriately in accordance with the Conditions for usage of National and State training logos, as specified in Standards for Registered Training Organisations (RTOs 2015).

5 RESPONSIBILITIES

The Principal shall ensure that all information presented in ACCS marketing and advertising accurately represents Vocational courses with on its scope of registration or HE registered to teach.

The Principal will regularly review course name, course ID, course duration, and course costs in the marketing materials against the respective info registered on CRICOS (www.cricos.education.gov.au)

The coordinator will make corrections on CRICOS (via the designated authority) or in the marketing materials where ever applicable

The Principal will keep course info contained in the marketing materials and COEs consistent with that on CRICOS.

The Principal shall ensure that only accredited ASQA or TEQSA courses are marketed and advertised separately from any other training service offered.

The Principal shall ensure that all marketing and advertising products includes its CRICOS registration numbers.

The Principal will ensure that all marketing and advertising products shall not give false or misleading information or advice.

The Principal shall ensure that written permission has been obtained by any person and organisation featured in ACCS marketing or advertising materials in name or image.

The Principal of ACCS will ensure that all materials developed for marketing and advertising purposes receive authorisation prior to release. The authorisation shall be applied through a photocopy, filed, and bearing a signature of the:



- Principal – for overall authority
- Registrar– for course dates, times

6 RELATED LEGISLATION AND REGULATIONS

- The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018, known as ‘the National Code 2018’ Standards 1 and 4
- Higher Education Standards Framework 2015
- Standards for Registered Training Organisations (RTOs) 2015 – Standards 4 and 5
- Education Services for Overseas Students Regulations 2001
- Education Services for Overseas Students Act 2000
- Australian Qualification Framework (AQF) and its Policies

7 RELATED POLICIES AND PROCEDURES

- Engagement Prior to Enrolment Policy and Procedures
- Formalisation of Enrolment Policy and Procedures