

MARKETING POLICY & PROCEDURE

Approving Authority	ACCS Board
Responsible Officer	Principal
Version	1.3
Next Scheduled Review	July 2023
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' Standard 1 Standards for Registered Training Organisations (RTOs) 2015 Standard 4
Associated Documents	Complaints and Appeals Procedure Engagement Prior to Enrolment Policy and Procedures Social Media Policy and Procedure

1 Scope

ACCS is committed to providing quality training and assessment in accordance with TEQSA and ASQA Standards. As such, ACCS is required to provide transparent and accurate information regarding their services and performance.

ACCS advertises its products and services to the general public using a variety of media, as is deemed appropriate for the audience.

The purpose of this policy is to ensure that high, consistent and ethical standards are used for all marketing activities and 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 Standard 1 and meet the requirements for Registered Training Organisations 2015, Standard 4.

2 Purpose

This policy covers the student applications and admission process for domestic and international students for courses on offer from ACCS.

3 Definitions

Marketing: is defined as all forms of representation of College information for promotion or advertising of the College practices and courses.

4 Policy Statement

ACCS is committed to ensuring ethical marketing and advertising of products and services are implemented. ACCS ensures that marketing processes properly inform and protect clients by providing accurate and factual information regarding the services provided.

ACCS:

- does not use third party marketing organisations or Education Agents.
- accurately represents, to current and prospective clients, courses and services that lead to the stated qualifications and ensure that advertised outcomes are consistent with these qualifications;
- advertises courses only if they are included in the scope of registration and will not state or imply that services are within the scope if they are not;
- 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 will abide by any conditions of that permission;
- ensures that full details of special conditions applying to our services will be communicated to our clients and participants; and
- ensures it distinguishes where it is delivering course on behalf of another VET/Higher Educational provider.

4.1 UNDERPINNING PRINCIPLES

ACCS:

- a) Endeavours to provide up-to-date and accurate information to the general public, clients and industry stakeholders.
- b) Markets all products and services in an ethical manner ensuring integrity and accuracy; avoiding misleading or ambiguous statements, enabling client to make informed decisions about undertaking training.
- c) Accurately represents the services it provides and the courses on its scope of registration;
- d) Includes details regarding FEE-HELP, government funded subsidy or other financial support arrangements associated with the provision of relevant products;
- e) Does not guarantee:
 - i. A learner will successfully complete a course; or
 - ii. A course can be completed in a manner which does not meet the requirements of TEQSA or ASQA;or
 - iii. A learner will obtain a particular employment outcome where this is outside ACCS' control, or
- f) Will not actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).

4.2 MARKETING STRATEGIES

4.2.1 Marketing strategies include, but are not limited to:

- i. Public Website;
- ii. Course brochures;
- iii. Social media advertising;
- iv. Client information booklets / documentation; and
- v. Email campaigns.

4.2.2 Use of Logos

- a) ACCS acknowledges its obligations in ensuring the correct use of National and State training logos.
- b) ACCS ensures it complies with the Conditions for usage of National and State training logos, as specified in:
 - i. SRTOS 2015 – Schedule 4
 - ii. State Training Authority Logo Guidelines (e.g. TAC Logo Guidelines)

4.3 MARKETING BREACHES

Should ACCS become aware of possible breaches of this policy staff must report it to the Principal. The Principal is responsible for handling breaches and potential breaches for commercial entities. ACCS will report illegal activities and corrupt conduct to appropriate authorities.

5 Responsibilities

The Principal of ACCS or delegated authority is responsible for the approval of all marketing materials. Prior to the commencement of any marketing campaign the Principal or delegated authority must review and approve all associated materials.

6 Resources



Include, however are not limited to:

- College Website
 - Printed material
 - Social Media
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