

SC13-I: Marketing and Advertising Policy & Procedure

Domestic and International Students

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Purpose

The purpose of this policy and procedure is to outline AAON's approach to ensuring it markets and advertises its courses ethically and accurately, in compliance with Standards 4 and 5 of the Standards, as well as the National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007, Standard 1 and 2.

Definitions

Standards means the Standards for Registered Training Organisations (RTOs) 2015 from the VET Quality Framework.

Training Product means AQF qualification, skill set, unit of competency, accredited short course or module.

Policy

1. AAON 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, its brokers, online directories, agents or other third parties. All information clearly distinguishes between non-recognised training and nationally recognised training.
2. AAON's marketing information will enable informed choice for students by ensuring the information is detailed, accurate and complies with the requirements of the Standards.
3. By complying with the Standards, AAON ensures consumer protection laws are adhered to.
4. AAON's advertising is factual and ethical and does not misrepresent AAON's training and assessment, products and other services.
5. All marketing information for nationally recognised training:
 - Identifies AAON with its National RTO Code, as well as CRICOS code.
 - Includes the Nationally Recognised Training logo in accordance with its Conditions of Use outlined in Schedule 4 of the Standards.

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- 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.
 - Be consistent with its training and assessment strategies.
 - 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).
6. AAON will not:
- Guarantee that a student will be issued with a qualification or statement of attainment.
 - Draw false or misleading comparisons with other education providers and courses.
 - Guarantee any employment or migration outcome as a result of training and/or assessment.
 - Guarantee that a student will be automatically accepted into another course.
 - 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 a student before they have completed six months of their principal course of study.
7. Prior to enrolment or the commencement of training AAON provides to each individual current and accurate information that enables the individual to make informed decisions about undertaking training with AAON.
8. Course information provided prior to enrolment will provide the individual with detailed information about fees in line with Clause 5.3 of the Standards, as well as the National Code 2007 Standard 2.
9. AAON 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.

Procedures

1. Marketing Information

Refer Standard 4 – Clause 4.1 and National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007 Standard 1

Procedure	Responsibility
<p>A. Develop factual and accurate marketing</p> <ul style="list-style-type: none">• Development of marketing will be in accordance with Clause 4.1 of the Standards for RT0s 2015 as well as the National Code 2007 Standard 1.• AAON will refer to the <i>Pre-Enrolment Information Checklist</i> to ensure that information included is compliant with the Standards for RTOs 2015, as well as the National Code 2007.	Compliance Manager

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Procedure	Responsibility
<ul style="list-style-type: none"> • Training Manager/CEO will ensure marketing materials are approved. • A register of approved marketing materials will be kept on the <i>Marketing Materials Register</i>. • A copy of all marketing materials will be kept. 	
<p>B. The monitoring of marketing information process:</p> <ul style="list-style-type: none"> • Annual review of marketing information to ensure it is accurate. This includes all information that may be existing in the marketplace: <ul style="list-style-type: none"> – Course Outlines for each course – Website information – Student Handbook (domestic and international) – Directories – Broker listings – Marketing Information for third parties delivering services on behalf of the RTO • During the review, AAON will ensure that the requirements of Standard 4 and the National Code 2007 Standard 1 and the policy are met and that no misrepresentations have been made, and that there are no inaccuracies in materials. 	Compliance Manager

2. Pre-enrolment Course Information

Refer Standard 5 – Clauses 5.1, 5.2 and 5.3 and National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007 Standard 2

Procedure	Responsibility
<p>C. Development of course information</p> <ul style="list-style-type: none"> • AAON will refer to Clause 5.2 of the Standards for RTOs 2015 and the National Code 2007 Standard 2 the requirements that must be included on all course information prior to enrolment. • Information on course outlines will include: <ul style="list-style-type: none"> – the code, title and currency of the training product to which the student is to be enrolled, as published on the National Register – 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 – expected locations at which it will be provided, as well as a general description of facilities, equipment and learning and library resource available to students at each location. 	Compliance Manager

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Procedure	Responsibility
<ul style="list-style-type: none"> – expected modes of delivery – 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 – any work placement arrangements. – the student’s obligations: <ul style="list-style-type: none"> – in relation to the repayment of any debt to be incurred under the VET FEE-HELP scheme arising from the provision of services (domestic students only) – any requirements, including visa requirements, that 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, and – information on the implications for the student of government training entitlements and subsidy arrangements in relation to the delivery of the services (domestic only). • The following is provided in the Student Handbook: <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: <ul style="list-style-type: none"> – details of the RTO’s complaints and appeals process required by Standard 6 • The following is to be provided in the Student Agreement: <ul style="list-style-type: none"> – 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>D. Fee information</p> <ul style="list-style-type: none"> • AAON will refer to Clause 5.3 of the Standards and National Code 2007 Standard 2 and 3 for the requirements of what fee information must be provided to a student. This information will be included for each course on the Course Outline and Student Agreement. • Fee information will include: <ul style="list-style-type: none"> – Details of all fees that must be paid to the RTO and any other fees such as OSHC – Payment terms and conditions, including deposits and refunds – The potential for fees to change during the course as 	

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Procedure	Responsibility
<p>applicable</p> <ul style="list-style-type: none"> – the learner’s rights as a consumer – the learner’s right to obtain a refund for services not provided by the RTO, being all of the circumstances related to provider default. 	

3. Advertising Materials

Refer Standard 4 – Clause 4.1

Procedure	Responsibility
<p>E. Development of accurate advertising materials. AAON will:</p> <ul style="list-style-type: none"> • Refer to the <i>Pre-enrolment Information Checklist</i> to ensure that information included in an advertisement is compliant with the Standards. • Ensure advertising materials are approved by the Training Manager/CEO. • Keep a register of approved advertisements on the <i>Advertising Register</i>. • Advertisements made by third parties is also approved and recorded on the register. • Keep a copy of all advertising materials. 	Compliance Manager

4. Permissions

Procedure	Responsibility
<p>F. Gaining and recording 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, AAON will gain their permission using the <i>Marketing Permission Form</i>. • AAON will record the details of the permission on the <i>Permissions Register</i>. • A copy of the signed Permission Form will be kept 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, it will be recorded on the permissions register. 	Compliance Manager

Document Control

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