

# SC3-I: Marketing and Advertising Policy & Procedure

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## Purpose

The purpose of this policy and procedure is to outline Nova Institute 's approach to ensuring it markets and advertises its courses ethically and accurately, in Marketing 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 2018, Standard 1 and 2.

## Definitions

**SRTOs** means the Standards for RTOs 2015 – refer definition of 'Standards'

**Standards** means the Standards for Registered Training Organisations (RTOs) 2015 of the VET Quality Framework which can be accessed from [www.asqa.gov.au](http://www.asqa.gov.au)

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

## Policy

### 1. Marketing information

- Nova Institute 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.
- Nova Institute 's marketing information will enable informed choice for students by ensuring the information is detailed, accurate and complies with the requirements of the Standards and the National Code.
- All marketing information for nationally recognised training:
  - Identifies Nova Institute with its National RTO Code, as well as its CRICOS Code.

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- 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 Nova Institute 's 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).

### 2. Protection of consumer rights

- By complying with the Standards, Nova Institute ensures consumer protection laws are adhered to.
- Nova Institute , nor any of its brokers, online directories, agents or other third parties, will not:
  - Guarantee 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.
  - Guarantee any migration outcome.
  - 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.
  - Draw false or misleading comparisons with other education providers and courses.
  - 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 Nova Institute provides to each individual current and accurate information that enables the individual to make informed decisions about undertaking training with Nova Institute .
    - 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 Standard 2 of the National Code.

### 3. Advertising

- Nova Institute 's advertising is always factual and ethical and will not misrepresent Nova Institute 's training and assessment, products and other services.

### 4. Marketing permissions

- Nova Institute 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

### 5. Review

- Nova Institute will undertake annual reviews of all marketing, promotional and advertising materials and promoters (such as brokers, online directories, agents or other third parties as applicable) to ensure that materials remain current and factual.

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## Procedures

### 1. Develop and monitor marketing information

Refer

- SRTOs: Clause 4.1
- National Code: Standard 1

Procedure	Responsibility
<p><b>A. Develop factual and accurate marketing</b></p> <ul style="list-style-type: none"> <li>• Refer to Clause 4.1 of the Standards for the requirements that must be adhered to.</li> <li>• Refer to the <i>Marketing Information Checklist</i> to ensure that information included is compliant with the Standards and the National Code.</li> <li>• Ensure marketing materials are approved by the PEO.</li> <li>• Update the <i>Marketing Materials &amp; Advertising Register</i> to ensure it lists all approved marketing materials.</li> <li>• Keep a copy of all marketing materials.</li> </ul>	Marketing Manager
<p><b>B. Monitor marketing information</b></p> <ul style="list-style-type: none"> <li>• Annually review marketing information to ensure it is accurate. This includes all information that may be existing in the marketplace about Nova Institute :               <ul style="list-style-type: none"> <li>– Course Outlines for each course</li> <li>– Website</li> <li>– Advertisements</li> <li>– Student Handbook</li> <li>– Directories</li> <li>– Broker / partner/ third party information</li> <li>– Information with agents</li> <li>– Marketing Information for third parties delivering services on behalf of the RTO</li> </ul> </li> <li>• During the review ensure that the following are met:               <ul style="list-style-type: none"> <li>– Standard 4 of the SRTOs</li> <li>– Standard 1 of the National Code</li> <li>– the policy</li> </ul> </li> <li>• Ensure no misrepresentations have been made, and that there are no inaccuracies in materials. Where information, documents or materials are old or superseded, ensure that they are replaced or repealed as soon as practicable.</li> </ul>	Marketing Manager

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### 2. Publish student facing policies to the website

Procedure	Responsibility
<p><b>A. Publish policies to the website</b></p> <ul style="list-style-type: none"> <li>• Once approved publish policy wording and definitions to the website (without procedures) for:               <ul style="list-style-type: none"> <li>○ Complaints and Appeals Policy</li> <li>○ AQF Issuance Policy</li> <li>○ Privacy Policy</li> <li>○ Fees and Refunds Policy</li> </ul> </li> <li>• Record version numbers on page for reference.</li> </ul>	Marketing Manager
<p><b>B. Update as required</b></p> <ul style="list-style-type: none"> <li>• Whenever the above policies are updated or revised, ensure updated versions are added to the website.</li> <li>• Current students should also be advised in writing (via email or letter) if any of these policies differ from what they accepted prior to enrolment.</li> </ul>	Marketing Manager

### 3. Pre-enrolment course information/ course outlines

Refer

- SRTOs: Clauses 5.1, 5.2 and 5.3
- National Code: Standard 2 and 3

Procedure	Responsibility
<p><b>A. Develop course outlines</b></p> <ul style="list-style-type: none"> <li>• Refer to Clause 5.2 of the SRTOs and Standard 2 and 3 of the National Code for the requirements that must be included on all course information prior to enrolment or commencement of training, whichever is first.</li> <li>• Information on course outlines should include:               <ul style="list-style-type: none"> <li>– the code, title and currency of the training product to which the student is to be enrolled, as published on the National Register</li> <li>– 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"> <li>– estimated duration</li> <li>– expected locations at which the course will be provided, as well as a general description of facilities, equipment and learning and library resource available to students at each location.</li> <li>– expected modes of delivery</li> <li>– 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</li> <li>– any work placement arrangements.</li> </ul> </li> <li>– the student's obligations:</li> </ul> </li> </ul>	Marketing Manager

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Procedure	Responsibility
<ul style="list-style-type: none"> <li>– 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)</li> <li>– any requirements, including visa requirements, that the RTO requires the student to meet to enter and successfully complete their chosen training product, and</li> <li>– any materials and equipment that the student must provide.</li> <li>– information on the implications for the student of government training entitlements and subsidy arrangements in relation to the delivery of the services.</li> <li>• The following is provided in the Student Handbook:               <ul style="list-style-type: none"> <li>– the RTO’s obligations to the student, including that the RTO is responsible for the quality of the training and assessment in Marketing with these Standards, and for the issuance of the AQF certification documentation.</li> <li>– the student’s rights, including:                   <ul style="list-style-type: none"> <li>– details of the RTO’s complaints and appeals process required by Standard 6</li> </ul> </li> </ul> </li> <li>• The following is to be provided in the Student Agreement:               <ul style="list-style-type: none"> <li>– 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</li> </ul> </li> </ul>	
<p><b>B. Fee information</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Fee information for international students should include:               <ul style="list-style-type: none"> <li>– Details of all fees that must be paid to the RTO and any other fees such as OSHC</li> <li>– Payment terms and conditions, including deposits and refunds</li> <li>– The potential for fees to change during the course as applicable</li> <li>– the learner’s rights as a consumer</li> <li>– the learner’s right to obtain a refund for services not provided by the RTO, being all of the circumstances related to provider default.</li> </ul> </li> </ul>	Marketing Officer

### 4. Advertising materials

Refer SRTOs: Clause 4.1

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Procedure	Responsibility
<p><b>A. Develop accurate advertising materials</b></p> <ul style="list-style-type: none"> <li>Refer to the <i>Marketing Information Checklist</i> to ensure that information included in an advertisement is compliant with the Standards.</li> <li>Ensure advertising materials are approved by the &lt;TBC&gt;/PEO.</li> <li>Keep a register of approved advertisements on the <i>Marketing Materials &amp; Advertising Register</i>.</li> <li>Advertisements made by third parties must also be approved and recorded on the register.</li> <li>Keep a copy of all advertising materials.</li> </ul>	Marketing Manager

### 5. Permissions

Procedure	Responsibility
<p><b>A. Gain and record permissions for use of testimonials and images</b></p> <ul style="list-style-type: none"> <li>If testimonials and/or images or other works of an individual are to be used in marketing material, gain their permission using the <i>Marketing Permission Form</i>.</li> <li>Record the details of the permission on the <i>Permissions Register</i>.</li> <li>Keep a copy of the signed Permission Form in the relevant student/client file as well as a copy in the marketing folder.</li> <li>When a client/student's image or work is used, record this on the permissions register.</li> </ul>	Marketing Manager

### Document Control

Document No. & Name:	SC3-I - Marketing and Advertising P&P V1.3
Quality Area:	SC Students & Clients
Status:	Draft
Approved By:	
Approval Date:	
Review Date:	
Standards (SRTOS):	Clause 4.1, 5.1, 5.2 and 5.3, Schedule 4.
Standards (National Code):	Standard 1 and 2