



Marketing Information and Practices Policy and Procedure

Purpose

To ensure the marketing and promotion of the courses and services provided by Sydney International Business College is conducted in an ethical way and is consistent with Australian Consumer Law, the Standards for RTOs 2015 (SRTO 2015) and National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code 2018). The promotional materials must be accurate and factual and in line with the Australian Consumer Law.

Scope

This policy applies to all marketing operations of the college and the representation of education agents when recruiting students on behalf of the college.

Definitions

College	Sydney International Business College
SRTO:	Standards for Registered Training Organisations 2015
ACL:	The Australian Consumer Law sets out consumer rights that are called consumer guarantees. These include rights to a repair, replacement or refund as well as compensation for damages and loss and being able to cancel a faulty service.
ESOS Act:	Education Services for Overseas Students Act 2000
National Code:	National Code of Practice for Providers of Education and Training to Overseas Students 2018
ASQA:	Australian Skills Quality Authority
NVETR Act:	National Vocational Education and Training Regulator Act 2011
Education Agent:	Act as intermediaries between prospective students and institutions
RTO:	Registered Training Organisation
CRICOS:	Commonwealth Register of Institutions and Courses for Overseas Students
AQF:	Australian Qualifications Framework

Policy

The college will ensure that all marketing materials used by the college representatives and its education agents meet the requirements in RTO Standards Clause 4.1 and National Code 2018 Standard 1, which include the following:

- The clear display of RTO and CRICOS Code as well as CRICOS Registered Name. This applies to all marketing materials made publicly available.
- Accurate representation of the training products and services provided, not containing any false or misleading information. The college will only advertise a non-current training product if it is still within the scope of registration.



- A written consent must be obtained prior to using another person or organisation in our marketing materials. Any conditions placed by another person or organisation in the use of their information will be strictly complied with.
- NRT Logo is used in line the conditions of use as outlined in Schedule 4 of RTO Standards 2015.
- Clearly state if a third party is used to assist the college in recruiting students on its behalf.
- Clearly outline if the college is delivering training and assessment on behalf of another RTO or when training and assessment is delivered by another third party on behalf of the college.
- Clearly distinguish in marketing materials between nationally recognised training product that leads to the issuance of AQF Certification documentation and non-accredited training.
- Include the code and title of any training product, as published in the National Register (Training.gov.au)
- Only advertise or market a licensed or regulated outcome resulting from the delivery of a training product once a written confirmation is obtained from the industry regulator in the jurisdiction in which is it being advertised.
- Includes details of VET FEE HELP, government funded subsidy or other financial support arrangements associated with the college’s training and assessment only if it is applicable.
- The college does not guarantee:
 - A successful education assessment outcome and successful completion of a training product by the student or intending student;
 - A completion of training product that is in conflict with the requirements outlined in Training and Assessment Strategy (TAS). This is to ensure compliance against Clause 1.1 and 1.2
 - An employment outcome when it is outside the control of the college
 - A migration outcome from undertaking the course offered by the college
- Accurate information about the courses which include:
 - Any third-party arrangement for the delivery of a course in which the student intends to enrol.
 - Any work-based training required to be undertaken as part of the course, and
 - The entry requirements for the course including the pre-requisite if applicable.
 - Other information relevant to the college, its courses or outcomes associated with those courses.

The college will also ensure that the recruitment of overseas students is in compliance with the requirements as outlined in Standard 7 of National Code 2018.

Procedure

Marketing Materials Development and Distribution	Responsible Person
1. The Marketing Manager will create a draft version of marketing and promotional material.	Marketing Manager



Access to relevant Training and Assessment Strategy (TAS) and Marketing Audit Checklist to ensure consistency of information and compliance against our regulatory and legislative requirements.	
2. The draft version is to be submitted to the CEO or its delegate for review and comment.	CEO or its delegate
3. If adjustments are required, the draft material is to be returned to Marketing Manager for the necessary update.	Marketing Manager
4. The final version of the marketing material is resubmitted to the CEO or its delegate for final approval	CEO or its delegate
5. If no further adjustments are needed, the marketing material will be signed off by the CEO or its delegate and the Approval Record Form is to be completed.	CEO or its delegate
6. To ensure the latest/correct version is used, all relevant staff are to be informed.	CEO or its delegate
7. All third parties who recruit prospective students on behalf of the college (e.g. education agents) are to be informed of the latest/current marketing materials	Marketing Manager

Gaining Consent	Responsible Person
1. If testimonials, images or other works are used from an individual/organisation, a written consent is required from the relevant party by completing the Marketing Consent Form.	CEO or its delegate
2. The completed Marketing Consent Form is to be stored in each individual/organisation folder.	CEO or its delegate
3. If disapproval is expressed by the relevant party, the college will ensure that their testimonials, images and/or other works are not used in the marketing and promotional materials.	CEO or its delegate

Related Documentation

- Marketing Audit Checklist
- Approval Record Form
- Marketing Consent Form



Document Control

Policy Owner:	Sydney International Business College
Endorsed By:	CEO
Person Responsible for Implementation:	Marketing Manager
Endorsement Date:	October 2022
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