

# Marketing of New Courses Policy and Procedure

Relevant Standards	Linked Documents
SRT0 2015: 4.1 The National Code 2018: Standard 1	New Marketing Materials Checklist Course Brochures/ Course Prospectuses Student Handbook Aboard Website Contents

## 1. Purpose

This policy ensures that all Aboard marketing materials and processes are in compliance with the Standards for Registered Training Organisations (SRTOs 2015), The National Code 2018 and the ESOS Act 2000.

## 2. Scope

This policy applies to all Aboard staff that produce, publish and distribute marketing materials in print, electronic or internet medium for the purpose of recruiting domestic and/or international students in Australia and overseas.

## 3. Definitions

**Marketing Materials:** All materials that market or promote Aboard and its registered courses, including but not limited to, brochure, pamphlet, website, student information pack, banner, poster, and advertisements

**CRICOS:** Commonwealth Register of Institutions and Courses for Overseas Students

**ESOS:** Education Services for Overseas Students, governed by ESOS ACT 2000 and subsequent amendments to the act

**The National Code:** National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students

## 4. Legislative Context

- National Vocational Education and Training Regulator Act 2011 (Cth)
- The ESOS Act 2000
- The National Code 2018
- ADMA Direct Marketing Code of Practice
- Competition and Consumer Act 2010
- Trade Practices Act 1974 (Cth)
- The Australian eMarketing Code of Practice 2005
- Privacy Act 1988 (Cth)

## 5. Policy Statement

**5.1** As a registered training organisation and CRICOS provider, Aboard is committed to ensuring that its marketing and promotion of Aboard's courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent (in accordance with Standard 4) is current, ethical and is consistent with Australian Consumer Law.

**5.2** No advertising or promotion to prospective Aboard students in any form of media can legally take place before the course has been approved by the relevant registration authorities and listed on RTO or CRICOS registers.

**5.3** Marketing and promotional materials, including electronic forms must include Aboard's full name, address, contact details, provider code and CRICOS provider number. As a policy, Aboard shall only use names, logos and or any information about partner or pathway organisations when there is a written agreement or consent in place.

**5.4** All marketing materials for new courses must include, at the minimum, the following academic related information: Course title, course type (e.g. nationally recognised training and assessment leading to the issuance of AQF certification documentation or any other form of training or assessment delivered by Aboard) CRICOS course code, course description, entry requirements, duration, delivery mode, assessment methods, course structure, fees, location, RTO and CRICOS provider numbers, as well as information on the use of the third parties (e.g. Education agents).

**5.5** Marketing Materials Checklist must be completed and provided along with a draft copy of the marketing and promotional materials for approval by the CEO before the new marketing materials are implemented.

**5.6** Draft copies of all the approved and signed marketing materials and checklists must be kept in the records at Aboard for evidence.

**5.7** All marketing products and practices must comply with the relevant state and/or commonwealth laws, regulations and ethical guidelines.

**5.8** All marketing materials must be accurate and provide genuine, current, and unambiguous information to target audience.

**5.10** Use of NRT and other logos must be in accordance with AQF/NQC requirements and guidelines.

**5.11** Aboard will not actively or knowingly recruit a student where this clearly conflicts with its obligations under Standard 7 (Transfer between registered providers).

**5.12** Aboard shall ensure that only the most current, accurate and up-to-date marketing materials are provided to education agents. The Marketing Manager shall assume this responsibility and maintain records for quality review purpose. An audit of marketing materials and procedures shall be conducted as part of Aboard's annual quality review.

**5.13** Fee-for-Service courses and course offered under subsidies will be clearly identifiable and listed.

**5.14** If Aboard enters into a subcontract arrangement with any other party/entity, Aboard shall list the subcontracted party and their specific roles and responsibilities in its print and online materials in accordance with the National Vocational Education and Training Regulator Act 2011 (Cth).

**5.15** Aboard shall ensure that **none** of its marketing and promotional activities, materials, website, or interaction with prospective students and market directly or indirectly imply (e.g. Aboard DOES NOT GUARANTEE) that;

- A student will successfully complete a training product on its scope of registration by enrolling with Aboard; or
- A training product can be completed in a manner which does not meet the requirements of clause 1.1 and 1.2 of The National Code 2018; or
- A student will obtain a particular employment outcome where this is outside the control of the RTO, including any migration outcome.

This clause will also be included in all Agency Agreements and the agents; and communicated to the marketing personnel onshore or offshore.

### 5.16 Online Marketing and Website

- Aboard’s website, as an internet/online marketing platform, shall comply with the Marketing of New Courses Policy and Procedure.
- As Aboard provides training services to both domestic and international students, the respective training services will be listed under separate sections.
- All the marketing and promotional materials on the website shall comply with the relevant state and/or commonwealth laws, regulations and ethical guidelines, including the Equal Opportunity Act 2010 and related laws, including the provision of materials encouraging individuals with disabilities to access government subsidised training.
- Aboard shall ensure marketing and advertising of the Training Services to prospective clients is ethical, accurate and consistent with the requirements under the relevant standards and at law.
- The Marketing Manager shall be responsible for reviewing and reporting on the website content, liaising with the web developer, and ensuring that only the most current, accurate, unambiguous and ethical.

## 6. Procedure

### *Rationale*

Standard 1 of The National Code requires that Aboard’s marketing of its education and training services is professional, accurate and maintains the integrity and reputation of the industry. The following procedures outline the processes for developing new materials when new courses are added to the scope of registration (including CRICOS) and update of marketing materials when the change is necessitated due to changes in the relevant training packages.

A new Marketing Materials Checklist is also developed to ensure that the required quality and compliance focus is maintained.

### 6.1 Procedure for Development and Approval of Marketing Materials

Steps	Responsibility	Comments
Review Marketing Materials Checklist	Marketing Manager	
List marketing materials to be produced	Marketing Manager	Include web copy/updates
Provide course information to Marketing Manager	Academic Manager	
Prepare draft artworks	Marketing Manager	Material must adhere to Marketing Materials Checklist
Complete and sign Marketing Materials Checklist	Marketing Manager	
Review Marketing Material Checklist & marketing material artwork for ESOS compliance	Academic Manager	Ensure policy clause 5.14 is met
Liaise with Marketing Manager for amendments	Academic Manager	
Document all the amendments	Marketing Manager	
Forward all final drafts to the Marketing Manager	Marketing Manager	
Obtain approval of the CEO	Marketing Manager	Mark a copy to Chair QA Committee

Photocopy and file completed draft materials and checklist	Marketing Manager	Evidence for audit purpose
Produce final marketing materials for publication and distribution	Marketing Manager	Keep a copy of proof marketing materials along with other draft records

## 6.2 Procedure for Updating Current Marketing Materials

Steps	Responsibility	Comments
Review Marketing Materials Checklist	Marketing Manager	
List marketing materials to be updated/reprinted/republished	Marketing Manager	Include web copy/updates
Liaise with Academic Manager to confirm existing course information	Marketing Manager	
Prepare draft artworks	Marketing Manager	Material must adhere to Marketing Materials Checklist
Complete and sign Marketing Materials Checklist	Marketing Manager	
Review Marketing Material Checklist & marketing material artwork for ESOS compliance	Academic Manager	Ensure policy clause 5.14 is met
Liaise with Academic Managers for amendments	Marketing Manager	
Document all the amendments	Marketing Manager	
Forward all final drafts to the Marketing Manager	Marketing Manager	
<b>Obtain approval of the CEO</b>	Marketing Manager	CEO signoffs
Photocopy and file completed draft materials and checklist	Marketing Manager	Evidence for audit purpose
Produce final marketing materials for publication and distribution	Marketing Manager	Keep a copy of proof marketing materials along with other draft records

## 7. Responsibility

The Marketing Manager is responsible for effective implementation and management of this policy as well as provision of information on ways to resolve complaints of breaches of this policy.

The Marketing Manager is responsible for both developing and updating marketing materials which may include prospectus, brochure, leaflet, and web contents.

Marketing Manager will coordinate with the web developer to ensure that hard copy contents/changes are reflected in online/electronic contents, and that only the most current, accurate, unambiguous and ethical information is published at all times.

The CEO has overall responsibility for the implementation and review of this policy.

Any complaints or breaches in relation to this policy should be reported to the Chief Executive Officer in person or by email to: [ceo@ataustralia.edu.au](mailto:ceo@ataustralia.edu.au)

## Development and Approval of Marketing Materials Procedure



