



AUSTRALIAN
LEADING
INSTITUTE OF
TECHNOLOGY

Australian Leading Institute Of Technology

RTO Code: 45156

CRICOS Code: 03981M

No.1.1.1: Marketing Policy and Procedure

Policy Context

This policy relates to:	
Registration Manager	Australian Skills Quality Authority (ASQA)
Conditions of Registration	VET Quality Framework (VQF)
Codes and Standards	ESOS National Code 2018 – Standards: 1.1; 1.2; 1.3; 1.4; 1.5; 2.1 Standards for RTOs 2015 - Standard: 4.1

Legislation or other requirements	National Vocational Education and Training Regulator Act 2012
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Purpose

This policy has been developed to ensure that all the ALIT stakeholders understand how the marketing and advertising of training and assessment products and services must be conducted in accordance with ESOS National Code 2018 and Standards for RTOs 2015. This also includes the procedure for and actions required in relation to any marketing activities and to safeguard the use of the NRT and AQF logos.

Objective

The ALIT will ensure that its marketing and advertising of all AQF and VET Accredited qualifications and those on CRICOS is conducted ethically and accurately and is consistent with its scope of registration and ESOS legislation. Any non-accredited training will also be marketed in line with this policy.

Scope

This policy will apply to all current, prospective and previous students, staff and other ALIT stakeholders.

Procedures

Marketing Guidelines

The ALIT will ensure that the marketing of its education and training services is undertaken professionally and maintains the integrity and reputation of the industry and registered providers. Therefore, all statements made in any advertising or marketing materials will be:

- accurate and unambiguous;
- only about the services the ALIT offers;
- designed to establish accredited courses from non-accredited courses clearly;
- designed not to devalue the good reputation and interests of the Australian education industry or other educational institutions nor make negative comparisons and derogatory statements about them.

The ALIT will ensure:

- The ALIT's Legal Entity Name and Trading Name if relevant, ABN, TOID and CRICOS Number will appear on all ALIT written marketing and other required materials, including in electronic format, for:
 - providing or offering to provide a course to an overseas student
 - inviting a student to undertake or apply for a course, or
 - indicating it is able or willing to provide a course to overseas students.
- To not give false or misleading information or advice about:
 - claims of association between providers
 - the employment outcomes associated with a course
 - automatic acceptance into another course
 - any work-based training the student is required to undertake as part of the course
 - prerequisites- including English language proficiency- for entry to the course
 - possible migration outcomes, or
 - any other information relating to the registered provider, its course or outcomes associated with the course.
- All marketing must ensure the consistent and positive brand message for the ALIT.
- The ALIT will only market those qualifications that it currently holds on the scope of its registration.

- All marketing materials will meet Australian standards or laws about copyright, identity ownership and privacy.
- All the marketing material must be consistent with Australian consumer Law.
- ALIT will ensure that advertising/marketing material will distinctly separate AQF courses from any other courses offered.
- All names and titles of courses and training will comply with the requirements of the respective training packages and be advertised or marketed accordingly.
- The PEO/CEO shall ensure that the NRT logo is only used with respect to its accredited training and assessment services and those services relevant to its scope of registration.
- All participants will be provided with the following information through the relevant marketing materials:
 - Admission procedure and criteria
 - Required competencies
 - Assessment procedure
 - Course costs
 - Refund policy
 - The nature of the guarantee
 - Complaints procedure
 - Third-party information that is used in ALIT marketing will have written permission from the third-party for the use of this information by the ALIT.
 - Information to learners about their obligations:
 - i. any requirements the ALIT requires the learner to meet to enter and successfully complete their chosen training product, and
 - ii. any materials and equipment that the learner must provide
- The ALIT will use the NRT logo only in accordance with the conditions of use as outlined at https://www.asqa.gov.au/sites/g/files/net3521/f/NRT_logo_specifications_NEW.pdf
- ALIT will adhere to the conditions for the use of the Australian Qualifications Framework Logo which are found at: <https://www.aqf.edu.au/sites/aqf/files/aqf-logo-conditions-for-use-july-2011-reissued-may-2012.pdf>
- The ALIT will accurately represent training products and services by:

- accurately representing to prospective students training products and services that lead to AQF qualifications or statements of attainment, and that advertised outcomes are consistent with these qualifications;
- only promoting AQF qualifications that are included in ALIT's scope of registration;
- identifying training and assessment services leading to AQF qualifications and statements of attainment separately from any other training/assessment services;
- providing information and advice to customers on these products and services to allow them to make informed decisions;
- providing accurate information and appropriate advice on pathways to another qualification and employment opportunities before, during or after their course completion;
- regularly reviewing and updating marketing material to ensure it is accurate and consistent within the scope of registration.

ADDITIONAL CRICOS GUIDELINES

Also, the promotional material will reflect the commencement period and holiday period for which the promotional material relates.

The ALIT will not actively recruit a student where this conflicts with where registered providers must assess requests from students for a transfer between registered providers before the student completing six months of the principal course of study by their documented procedures.

In accordance with National Code 2018, the ALIT will develop its marketing materials, including its website, to ensure that the following information is provided to overseas students before enrolment:

- the requirements for acceptance into a course, including the minimum level of
 - English language proficiency, educational qualifications or work experience required
 - moreover, whether course credit may be applicable;
 - a. the course content and duration, qualification offered, modes of study and assessment methods;
 - b. campus location and a general description of facilities, equipment, and learning and library resources available to students;
 - c. details of any arrangements with another registered provider, person or business to provide the course or part of the course (where applicable);
 - indicative course-related fees including advice on the potential for fees to change
 - during the student's course and applicable refund policies;

- information about the grounds on which the student’s enrolment may be deferred, suspended or cancelled;
- a description of the ESOS framework made available electronically by the relevant department of education;
- relevant information on living in Australia, including:
 - indicative costs of living;
 - accommodation options; and
 - where relevant, schooling obligations and options for school-aged dependents of intending students, including that school fees may be incurred.
- When developing international marketing materials for international students, the ALIT will ensure that all material is consistent with the cultural and regulatory systems of the countries in which it is used.
- The ALIT must not:
 - claim to commit to secure for, or on the student or intending student’s behalf, a migration outcome from undertaking any course offered by the registered provider
 - guarantee a successful education assessment outcome for the student or intending student.
- All marketing materials containing any form of “offer” will contain an expiry date and be version controlled.

	Description	Responsibility
1.	<p><u>Material Development</u></p> <ul style="list-style-type: none"> ● Approval to develop new materials or make amendments to current materials must be obtained from the PEO. ● Materials will be developed as per the brief approved by the PEO. 	PEO/ CEO

	<ul style="list-style-type: none"> • A clearly defined “Draft” document will be submitted for review amongst relevant stakeholders and constructive feedback given back to PEO. • Content changes are actioned, and a final draft is submitted to relevant stakeholders for sign off. • Upon approval, a final draft is created, prepared for publication and authorised by the PEO. • Signed hard copies of all final approved materials will be stored in the approved materials register. 	
2	<p><u>Advertising in non-English</u></p> <p>All non-English advertising must be checked by a native speaker for the accuracy of information and interpretation. This must be recorded on the Advertising Approval Form.</p>	PEO CEO
3	<p><u>Material Use</u></p> <ul style="list-style-type: none"> • All ALIT staff are contracted to the condition that they must use only the range of authorised client information when providing information to clients and prospective clients to ensure clear understanding. This ensures consistency and accuracy of information. Whether the information is being used in face-to-face communication or being electronically/manually transmitted to clients, it is the only material that is to be used. • All ALIT staff will ensure any printed materials submitted to clients and prospective clients are appropriate and the current version so as to ensure ethical and accurate representation of the ALIT’s products and services. • Whenever changes are made to any marketing materials, all internal and external stakeholders will be informed of the changes through written communication (i.e. Email). The revised documents/ access details will be then be distributed accordingly and old material will be removed from circulation. 	PEO CEO

	<ul style="list-style-type: none"> All ALIT staff are responsible for reporting any errors or inaccuracies discovered in any of ALIT’s marketing materials to the PEO immediately. 	
4	<p><u>ALIT Website Update</u></p> <ul style="list-style-type: none"> Approval to add new content to the website must be obtained from the PEO. Materials will be developed as per the brief approved by the CEO. A clearly defined “Draft” document of the new content will be submitted for review amongst relevant stakeholders and constructive feedback given back to the PEO. Proposed changes to the website will be actioned and a final draft is submitted to relevant stakeholders for sign off to ensure accuracy and consistency. Upon approval, the website will be updated as authorised by the PEO. 	PEO CEO
5	<p><u>ALIT Social Media Update</u></p> <ul style="list-style-type: none"> Approval to add new content to the social media sites must be obtained from the PEO. Updates will be developed as per the brief approved by the CEO. Photos of any of the ALITs activities that may be published must be approved for use. Any comments, posts and queries by readers must be scrutinised and approved and offensive comments must be brought to the PEO. Development’s attention and removed immediately. All content must be updated regularly. 	PEO CEO

	<ul style="list-style-type: none"> All queries must be responded to promptly and appropriately. 	
6	<p><u>Training and assessment services</u></p> <ul style="list-style-type: none"> The content of training and assessment services or products can only be changed through the approval of the PEO or CEO. This policy does not provide scope for changes or modifications to training and assessment services or products. 	PEO CEO
7	<p><u>Joint advertising</u></p> <ul style="list-style-type: none"> All joint advertising with an ALIT registered educational agent may use the agent's branding if they are the recipients of any enquiries. All joint advertising must be approved by the PEO. <p>Other Institutions or Agencies</p> <ul style="list-style-type: none"> All joint advertising with other institutions or agencies should have an ALIT logo in a prominent position based on our involvement. All joint advertising with other institutions or agencies should be approved by the PEO. 	PEO CEO
8	<p>Special Situations</p> <p>The PEO may approve advertising in special situations as they become required.</p>	PEO CEO

Version Control:

Document Name		No.1.1.1: Marketing Policy and Procedure V 2.0 20062023		
Document Code		V 2.0 20062023		
Approve By		CEO	Date Approved	20.06.2023
Revision History				
Version	Date of Changes	Change Summary	Author	Review Due
V1.0	October 2022	Original	VET management	June 2023
V2.0	June 2023	Updated & reviewed	VET management	June 2024
Organisation		Australian Leading Institute of Technology		
Document Controller		Operation and Compliance Officer		