

## POLICY AND PROCEDURE



<p>Ref. to Legislative Frameworks:</p> <p><b>HESF2021:</b> Standard 1.1 / 1.2 / 1.3 / 1.4 / 3.1 / 3.3 / 7.1 / 7.2</p> <p><b>SRT02015:</b> Standard 4.1 / 5.1 / 5.2 / 5.3 / 5.4</p> <p><b>National Code 2018:</b> Standard 1-4</p>	<p><b>Marketing Information and Practices</b></p>	
<p><b>Version: 2.7</b></p>	<p>Procedure Owner: Chief Executive Officer (CEO)</p>	<p><b>Issued on: 12/11/2018</b> <b>Review by: 15/02/2025</b></p>

### Revision History

Current Version	Description of Change	Procedure Developer(s)	Effective Date
2.7	<p>Policy and Procedure integrated into one document and updated to:</p> <ul style="list-style-type: none"> <li>• reflect HESF 2021</li> <li>• redefine marketing material</li> <li>• replace non-gender-neutral words</li> <li>• remove references to Federation University</li> <li>• remove version numbers in the Reference Table</li> </ul>	Chief Executive Officer	15/02/2023
2.6	<p>The policy included Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) registered name and registration number for all written and online materials.</p>	Compliance Manager	26/08/2019

2.5	Changed DIBP to Department of Home Affairs (DHA)	General Manager, Operations & Risk Management	12/11/2018
2.4	Updated references by removing HESF 2011 and adding National Code 2018  Conducted editing and general review to ensure currency	General Manager, Operations & Risk Management  Quality Assurance Support Officer	11/12/2017

## PURPOSE

This policy and procedure:

- a) intends to ensure the marketing of Academies Australasia Polytechnic (AAPoly) education and training services for domestic and international (onshore and offshore) students is professional, ethical, and accurate. The policy and accompanying procedure will also ensure AAPoly maintains the integrity of drafting, proofing, approval and release of marketing material in accordance with the requirements of the relevant legislative framework. This policy should be read in conjunction with the Agent/Representative Induction, Monitoring and Cessation policy.
- b) details the steps by which pre-enrolment information about AAPoly is developed, disseminated and monitored. The purpose of this procedure is to define a process for vetting AAPoly marketing materials to provide accurate information to prospective students, so that they can make informed decisions before enrolment.

## POLICY STATEMENT

The marketing information on education and training services provided by AAPoly for domestic and international (onshore and offshore) students is professional, ethical, and accurate. To achieve this goal, AAPoly maintains integrity in the drafting, proofing, approval and release of marketing material to ensure consistency with the requirements set by the relevant regulatory standards such as the Standards for RTO 2015, HESF 2021 and National Code 2018.

## SCOPE

This procedure applies to all domestic and international marketing materials about courses being offered by AAPoly, or collaboratively with partner institutions.

## DEFINITIONS

CRICOS	Commonwealth Register of Institutions and Courses for Overseas Students
DET	Department of Education and Training
DHA	Department of Home Affairs
ESOS	Education Services for Overseas Students Act 2000
International Student	A person holding an Australian student visa, enrolled in a CRICOS registered course at AAPoly - onshore students under other classes of visa are not included
National Code	The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018
PRISMS	Provider Registration and International Students Management System

Marketing material	For the purpose of this policy and procedure, marketing material is referred to as any type of content or media used by AAPoly to promote its courses such as brochures, advertisements and flyers as well as information on the AAPoly website and social media.
Vetting	A thorough and diligent review of all materials to be used for publicity.
Proofread	To read copy or proof for purposes of error detection and correction.

## **POLICY**

1. AAPoly will arrange publicly available and easily accessible accurate, relevant and timely information for students to enable informed decision making about the courses offered by AAPoly.
2. AAP will ensure that it will include their Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) registered name and registration number in all written and online materials.
3. The course information is available prior to issuance and acceptance of a Letter of Offer and written in plain English.
4. Provision for students with special needs will be put in place to make the course information available to them on AAPoly website and in writing.
5. AAPoly will announce within reasonable timeframe the notice of changes to AAPoly's operations including information about increases in fees and associated costs and any consequences that may affect the students' access to, or ability to participate in (a) prospective course(s).
6. Courses eligible for funding by State or Federal Government will be clearly identified with nomenclature and statements that explicitly inform the prospective students.
7. AAPoly will ensure clear distinction appears between courses available for international and/or domestic students.

## **PROCEDURE**

1. At the end of each year as a minimum or when required, Designated Head of Marketing (DH-M) or staff identifies the need for new/updating marketing material and medium to be used.
2. DH-M prepares document outlining changes/design to the marketing material. If required, feedback will be sought from the Quality Assurance or Compliance team.
3. DH-M works with the Marketing team and IT department to come up with a draft of marketing material.

4. DH-M prepares a draft, ensuring that it complies with the legislative, statutory and regulatory requirements including:
  - National English Language Intensive Courses for Overseas Students (ELICOS) Standards
  - Vocational Education and Training (VET) Quality Framework, as defined in the National Vocational Education and Training Regulator Act 2011
  - Higher Education Standards Framework 2021
  - Victorian or Federal Government Funding Guidelines – as applicable
  - Education Services for Overseas Students (ESOS) Act 2000
  - National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018
  - Australian Qualifications Framework Guideline
5. DH-M proofreads a draft and sends a copy to the Chief Executive Officer (CEO) for feedback. If necessary, changes will be made by the DH-M afterward.
6. After the CEO's approval, DH-M ensures the completed marketing material is the same as the approved draft.
7. DH-M advises the Marketing team and the IT Manager to proceed with the update of marketing material.
8. AAPoly website is managed by System Support Officer and any changes to the website has to be vetted and approved by DH-M before the website is released for public viewing.

### ***Course Information for Domestic and International Students***

The course information will include the following topics:

- Course outline including qualification code and title
- Prerequisites
- Admission requirements including credit for prior learning, mutual recognition, English language competency etc.
- Schedule and duration of study
- Locations of study
- Courses or units being offered
- Application and course commencement dates
- Provision for credit transfer and/or Recognition of Prior Learning
- Pathways into and from the course
- Eligibility for registration to practise if applicable
- Course fee structure
- Cancellation, withdrawal and refund policy and procedure
- Contact person(s)
- Orientation and induction scope and schedule
- Delivery mode
- Technical requirements such as minimum IT system access
- Access to learning facilities and resources
  - Hours of availability
  - How to access services
  - Emergency contact details
- Opportunities to participate in decision making including in student representative organisation or as a member of committee

- Types of services available to students:
  - English language support
  - Personal support services
  - Resolution of grievances including external and internal appeal processes and sources of assistance including advocacy
  - Cultural support
  - Ancillary services
  - Hours of services availability
- Obligations of students including:
  - Financial obligations
  - Behaviour standard
  - Critical deadlines
  - Deferral, change of preference/enrolment or leave of absence
  - Disciplinary procedures
  - Misconduct and grounds for suspension/exclusion
- Academic governance policies and requirements including:
  - Admission
  - RPL/credit transfer
  - Transition
  - Progression
  - Assessment grading
  - Appeals
  - Academic integrity
  - Equity and diversity
  - Intellectual property
  - Withdrawal or cancellation of enrolment
  - Completion
  - Issuance of testamur

**Additional Marketing Information on Government Funded Courses for Domestic Students**

Courses eligible for funding by State or Federal Government will be clearly identified with nomenclature and statements that explicitly inform the prospective students:

- that State or Government funding is available for the courses
- that eligibility criteria apply, and evidence of eligibility is required
- funding terms and conditions including whether the funding is in fact a loan from the State or Federal Government, documentation of training plans and assessment and so forth
- of the application, admission and enrolment policies and procedures relevant to the funding scheme, including the obligatory Language, Literacy and Numeracy assessment
- if the funded training is offered under subcontracting arrangement with another Registered Training Organisation (RTO) or private higher education provider
- the scope of third party arrangements e.g. whether AAPoly subcontracts all the delivery and assessment and issues the qualifications or otherwise
- under third party arrangements, AAPoly RTO number and the third party's RTO number will be displayed clearly on all marketing materials including respective websites

## ***Additional Requirements for Marketing Materials for International Students***

Please note the following requirements for marketing materials stipulated by the Education Services to Overseas Students (ESOS) Act:

1. AAPoly CRICOS Provider Code is **02439G** and it covers the English Language, Vocational Education and Training and Higher Education programs. AAPoly CRICOS Provider Code should appear in **all** AAPoly written and electronic publications, materials and correspondence, or indicate that the material is not intended for use by international student. This includes but is not limited to:
  - Every page of the website that is pertinent to international students.
  - Prospectus and pre-application information
  - Application Form
  - Business cards of key personnel e.g. marketing staff
  - Email signature blocks of key personnel e.g. marketing staff
  - Letterhead/e-mails or footer used in letters making offers to students, promoting courses or for other marketing purposes
  - Marketing tools, such as banners, PowerPoint template, flyers, etc.
  - Removable section of pull out or tear away sections of promotional material
  - Advertisement for programs for international students in an Australian or foreign media, including social media
  - Information about living in Australia if it is used as a tool to market to and recruit international students, including:
    - Indicative cost of living and studying
    - Accommodation options
    - Health care arrangement
    - If applicable – schooling for school-aged dependents'
  - Student Handbooks
  - Information Guides
2. If CRICOS registration has been applied for and has not been received for a course, the relevant course must not be promoted or published anywhere.
3. AAPoly will only promote CRICOS registered courses.
  - If the promotion is about courses delivered solely by AAPoly or in partnership with a third party, the AAPoly's Provider Code and that of the third party must be listed.
  - Where any material contains a pull out or tear away section, the removable section should also comply. Failure to do so constitutes an offence under section 107 of the ESOS Act.
  - AAPoly will only promote full-time study options to international students and note where necessary "*international students are to complete their course within the duration specified in their Confirmation of Enrolment (CoE) s.*"

## RESPONSIBILITIES

- **AAPoly Marketing Department** is responsible for the maintenance/ownership and implementation of this set of policy and procedure. They are also to ensure that education agents are aware of and observe this procedure in their verbal and written communications with prospective students.
- **Designated Head of Marketing (DH-M)** – At the end of each year as a minimum or when required, identifies need for marketing materials and determines medium and content and develops them. Updates all current marketing materials with relevant changes as and when required, e.g. transition into new training packages. Checks all marketing materials to make sure they comply with regulatory requirements.
- **Staff** – Any staff who identifies a need for new marketing materials or a change in existing materials can submit their request to the DH-M for review and approval.

## FEEDBACK

Queries or comments about this policy should be emailed to the CEO of AAPoly through [suggestionstotheceo@aapoly.edu.au](mailto:suggestionstotheceo@aapoly.edu.au). The CEO will respond in writing within two weeks after the email is received, unless an urgent or immediate response is required. The query or feedback and its response will be recorded in the Continuous Improvement register and forms a part of a future review of policies and procedures.

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## Related Documents

Source	Document Title
Internal	AAPoly Academic Credit and RPL Policy and Procedure
	AAPoly Appointment, Monitoring and Termination of Representatives Policy and Procedure
	AAPoly Higher Education Enrolment Procedure
External	ASQA Standards for Registered Training Organisations
	Australian Government's National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students
	Higher Education Standards Framework
	TEQSA Guidance Note: Third Party Arrangement
	Victorian Government Guideline – Victorian Training Guarantee