

POLICY AND PROCEDURE



Doc #: PP-4.1		Marketing, Advertisement & Promotion
HESF2021: Standard 1.1 / 1.2 / 1.3 / 1.4 / 3.1 / 3.3 / 7.1 / 7.2		
Education Services for Overseas Students Regulations: Section 9(q)-(r), Section 11, Item (2)		
NVETR (Compliance Standards for NVR RTO and FPPR) Instrument 2025: Division 1, Standard 7	NC: 1-4	
Rev #: 10	Approved By: DMD	Date: 15/07/25

REVISION HISTORY

Rev	Description of Change	Author	Effective Date
1	New- Adapted AAC Course Advertisement & Promotion Procedure and AAPoly International Marketing Material Checklist	James & Zita	10/2/14
2	Updated flowchart and flowchart details with changes by ED	Zita	19/9/14
3	Added timing for identifying need for new/updating marketing materials	Zita	31/10/14
4	Changed SNR 24 to Standards 4.1, 5.1, 5.2, 5.3 and 5.4	Jeevan	01/04/15
5	Minor updates and inclusion of Standards 4 and 5 under 6.0 References	Ingeborg	22/12/16
6	Include reference to Agent Compliance with Representative Agreement Action Plan	Ingeborg	17/03/17
7	Changed the owner of the document. Included procedure for use of College logo and information by third parties.	Elaine	13/09/17
8	Added reference to social media in clause 5.4.2.	Elaine	20/12/18
9	Updated reference – National Code 2018	Rosa	10/01/24
10	Updated the purpose and scope of policy and procedure – to include AAPoly and all the group colleges within Academies Australasia providers. Retired AAPoly Marketing Information and Practices Policy and Procedure. Updated to meet the requirements of the revised SRTO— National Vocational Education and Training Regulator (Compliance Standards for NVR RTO and FPPR) Instrument 2025.	Compliance	15/07/25

1.0 Purpose

1.1 Academies Australasia Colleges (The College), as listed in Schedule 1, are committed to compliant and ethical marketing practices that align with all applicable legislation, regulations and industry standards relating to marketing, advertisement and promotion of education services. This includes, but is not limited to, the National Vocational Education and Training Regulator (Outcome Standards and Compliance Standards for NVR RTO and FPPR) Instrument 2025, the Higher Education Standards Framework (Threshold Standards) 2021, the ESOS Act 2000 (National Code), relevant State and Territory regulatory requirements and the Australian Consumer Law. The purpose of the policy is to ensure that information about the College and its courses, across all marketing channels and materials, is accurate, accessible and enables prospective students in making well informed decisions about their training and education options.

1.2 The intent of this policy and procedure is to provide clear guidelines for the process for vetting the College's marketing materials. It also ensures that drafting, proofing, approval and release of marketing material in accordance with the requirements of the relevant legislative framework and meets the legislative, statutory and regulatory requirements and maintains the integrity and reputation of the Australian education industry.

2.0 Scope

2.1 This procedure applies to all marketing materials for the College courses.

2.2 This procedure applies to all the College staff and third parties undertaking marketing activities on behalf of the College.

3.0 Definitions

3.1 Marketing material – For the purpose of this policy and procedure, marketing material is referred to as any type of content, including electronic media and print resources used by the College to promote its courses. This may include brochures, advertisements, flyers, posters and banners as well as information published on the College websites and social media platforms.

3.2 Proofread – To read copy or proof for purposes of error detection and correction.

3.3 CRICOS (Commonwealth Register of Institutions and Courses for Overseas Students) – An official register of Australian education providers and the courses they are approved to offer to international students studying in Australia on a student visa.

3.4 DHA (Department of Home Affairs) – The Australian Government department responsible for immigration and border control, including the administration of student visas for international students.

3.5 ESOS Act (Education Services for Overseas Students Act 2000) – A legislative framework that protects the rights of international students studying in Australia and regulates the delivery of education services to them.

3.6 International Student – A person who holds a valid Australian student visa and is enrolled in a CRICOS registered course. onshore students under other classes of visa are not included.

3.7 National Code (National Code of Practice for Providers of Education and Training to Overseas Students 2018) – A set of nationally consistent standards that govern the protection of international students and the delivery of courses to them by CRICOS registered providers.

3.8 PRISMS (Provider Registration and International Students Management System) – An online system used by registered education providers to issue Confirmations of Enrolment (CoEs) and report changes in international student enrolments to the Department of Home Affairs.

4.0 Responsibilities

4.1 Deputy Managing Director (DMD) – Oversees the College's overall marketing operations, ensuring that all marketing and promotional activities comply with regulatory requirements. Reviews and approves key initiatives and documents as needed to maintain the standards of quality and compliance.

4.2 Designated Head Marketing (DH) or Director (D) – At the end of each year as a minimum or when required, identifies the 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. Manages the Agent Compliance with Representative Agreement Action Plan to ensure compliance with National Code Standard 1 and Standard 7 of the National Vocational Education and Training Regulator (Compliance Standards for NVR RTO and FPPR) Instrument 2025. Updates the Action Plan on an annual basis.

4.3 Staff – Any staff including marketing staff who identifies a need for new marketing materials or a change in existing materials can submit their request to the DH or D for review and approval.

4.4 IT Senior Manager – Works with DH or D in preparing draft design of the marketing materials. IT Senior Manager also manages the College websites and any changes to the websites are vetted and approved by DH or D before the website is released for public viewing.

4.5 Group Compliance Manager (CM) – Reviews all marketing materials to ensure they contain accurate information and fully comply with regulatory requirements.

5.0 Policy Guidelines

5.1 The College will arrange publicly available and easily accessible accurate, relevant and timely information for students to enable informed decision making about the courses offered by the College.

5.2 The College 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 for International Students.

5.3 The course information is available prior to issuance and acceptance of a Letter of Offer and written in plain English language.

5.4 The Application for Enrolment Form provided to students outlines the current courses on offer. It also includes a section for students to indicate any special needs requiring support. For detailed information about the support services available, please refer to the Access, Equity and Diversity Policy.

5.5 The College will announce by email to the agents and students within reasonable timeframe the notice of changes to the College'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).

5.6 The College ensures that websites display the current course offerings, clearly showing the CRICOS codes for courses available to international students.

6.0 Procedure

6.1 At least annually, or as required, DH, D or DMD identify the need for new/updated marketing materials to be used. Any staff member who identifies potential improvements or necessary changes should notify the DH or D.

6.2 DH or D prepare a document and/or email detailing the proposed changes or design for the marketing material and send it to the IT Senior Manager. If needed, the DH or D also seeks feedback from the CM.

6.2.1 DH or D proofread the draft and request changes if necessary.

DH or D ensure the draft complies with the applicable legislative, statutory and regulatory requirements, including but not limited to:

- NVETR (Outcome Standards and Compliance Standards for NVR RTO and FPPR) Instrument 2025;
- Training package requirements as published on training.gov.au;
- Higher Education Standards Framework (Threshold Standards) 2021;
- TEQSA requirements for Higher Education courses on offer;
- The Education Services for Overseas Students (ESOS) Act 2000 and the National Code 2018;
- Relevant State and Territory regulatory requirements (e.g. Skills First, Smart and Skilled, or User Choice programs).

6.3 IT Senior Manager prepares drafts of the updated marketing material and submits them to the DH or D and the CM for review.

6.4 DH or D and the CM review the material and advise the IT Senior Manager of any required improvements or changes.

6.5 Following review and approval, DH or D inform the IT Senior Manager to finalise with the marketing material update.

6.6 DH or D update the internal folders with the revised marketing material and coordinate with the IT Senior Manager to implement any necessary website updates.

6.7 DH or D ensure that final published version of the marketing material exactly matches the approved draft. If no additional changes are required, DH or D inform the staff of the updates.

Note: The College websites are managed by the IT Senior Manager and any changes to the website are vetted and approved by DH, D or DMD before the website is released for public viewing.

7.0 Sector-Specific Marketing Requirements and Guidelines

7.1 Marketing information requirements for all courses (International and domestic):

- Provider name and RTO number (If applicable)
- Course name, course code, duration, location, and mode of delivery.
- Pre-requisites (if applicable)
- Admission requirements including English language requirement, academic requirement, age requirement and Credit Transfer/RPL (applicable only for VET and HE)
- Courses or units being offered
- Application and course commencement dates
- Provision for credit transfer and/or Recognition of Prior Learning (applicable only for VET and HE)
- Course outcomes and pathways (if applicable)
- Eligibility for registration to practise (if applicable)
- Course fee structure
- Cancellation, withdrawal and refund policy and procedure
- Technical requirements such as minimum IT system access
- Contact emails and phone number
- Any third-party details (provider name and/or RTO number) if exist any third part arrangement to deliver training and assessment for the organisation

7.2 Marketing information requirements for CRICOS courses (including VET, HE, ELICOS and High School):

7.2.1 Information stipulated by the Education Services to Overseas Students (ESOS) Act required in marketing materials (written and/or electronic):

- Provider name and CRICOS code number
- Course name, course CRICOS code, duration, locations, and mode of delivery
- Admission requirements including English language requirement, academic requirement, age requirement and Credit Transfer/RPL (applicable only for VET and HE)
- Course fee structure
- Course outcomes and pathways (if applicable)
- Any third-party details (provider name, RTO number and/or CRICOS code number) if exist any third part arrangement to deliver training and assessment for the organisation

Types of marketing materials may include:

- Every page of the website that is pertinent to international students
- Application for Enrolment Form
- Genuine Student Assessment Form (GSA)
- Letterhead or footers used in letters making offers to students, promoting courses or for other marketing purposes
- Marketing tools, such as banners, Brochures, PowerPoint presentations, flyers, etc.

- Removable section of pull out or tear away sections of promotional material
- Advertisement and promotions for programs for international students in an Australian or foreign media, including social media

7.2.2 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.

7.2.3 The College will only promote CRICOS registered courses if:

- The promotion is about courses delivered solely by the College or in partnership with a third party, the College's Provider Code and that of the third party (if applicable) must be listed.
- Where any material contains a pull out or tears away section, the removable section should also comply.
- The College 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.

7.3 Marketing information requirements for Government-Funded Courses (Domestic Students)

Courses eligible for funding by the 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 include 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 the College subcontracts all the delivery and assessment and issues the qualifications or otherwise.
- Under third party arrangements, the College RTO number and the third party's RTO number will be displayed clearly on all marketing materials including respective websites.
- **Important note:** Marketing and course information must comply with the specific funding guidelines and policy requirements of the respective State or Territory. The College must ensure all promotional materials align with the current eligibility criteria, obligations, and branding requirements relevant to the applicable funding body.

8.0 Guidelines on external usage of the College details and logo

8.1 Third parties, educational partnerships, representatives and agents must not use the College details and logo without prior authorisation of DH or DMD.

8.2 If a third party, educational partnership, representatives and agents intends to use the College details and logo on their website, social media, advertisement materials or brochures and other marketing materials need to have an authorisation of DH or DMD. For representatives or agents, the MM will inform them that they need to submit a formal written request for this approval.

8.3 MM forwards the written request as well as the design of the advertisement material to DH for consideration and approval.

The third party and educational partnerships must adhere to the College brand guidelines.

8.4 The MM informs the representative or agent of the decision regarding the use of the College's details and logo, as well as any required amendments of the advertisement material (if applicable).

8.5 DH advises in writing once the advertisement material is approved for use by the representative or agent and requests copy of the final design.

9.0 References

9.1 National Vocational Education and Training Regulator (Compliance Standards for NVR RTO and FPPR) Instrument 2025

9.2 Higher Education Standards Framework (Threshold Standards) 2021

9.3 National Code of Practice for Providers of Education and Training to Overseas Students 2018

9.4 Education Services for Overseas Students (ESOS) Act 2000

9.5 NRT Logo Specifications

9.6 VET Student Loans (VSL) Program Guidelines, Department of Employment and Workplace Relations (DEWR)

9.7 VET Student Loans Act 2016

9.8 Smart and Skilled Operating Guidelines, NSW Government – Training Services NSW

9.9 Skills First Program Guidelines, Department of Jobs, Skills, Industry and Regions (Victoria)

9.10 User Choice Policy and Guidelines, Department of Employment, Small Business and Training (Queensland)

10.0 Appendices

10.1 Application for Enrolment Form

10.2 Offer Letter and Student Agreement

10.3 Genuine Student Assessment Form (GSA)

10.4 Selection Appointment Monitoring and Termination of Representative Policy and Procedure

10.5 Student Selection and Admission Policy and Procedure

10.6 Course Credit (RPL/CT) Application Form_VET

10.7 Skills Recognition Tool Kit _VET

10.8 Student Handbook_VET

10.9 Student Handbook_HE

10.10 Student Handbook_AOE

10.11 Student Handbook_AIHS

10.12 Student Selection and Admission Policy and Procedure

Schedule 1

Academies Australasia Institute (AAI)
Academies Australasia Polytechnic (AAPoly)
Australian College of Technology (ACT)
Clarendon Business College (CBC)
Supreme Business College (SBC)
Skills Training Australasia (STA)
Academies Australasia Hair and Beauty (AAHB)
Benchmark College (BNC)
Vostro Institute of Training Australia (VOSTRO)
Australian International High School (AIHS)
Academy of English (AOE)
Discover English (DE)
Language Links International (LLI)