

Purpose

The RTO is committed to marketing and advertising its training and assessment services in an accurate, ethical and responsible manner.

The training provider's marketing practices provide accurate and factual information to allow prospective students to make informed decisions.

Compliance

- This policy relates to the following 2015 SNR standards: 4.1, 5.1, 5.2, 5.3, 5.4
- NRT Logo Specifications
- This policy relates to the following ESOS National Code National Code of Practice for Providers of Education and Training to Overseas Students 2018
 - [Standard 1: Marketing information and practices](#)¹
 - [Standard 2: Recruitment of an overseas student](#)²
- This manual has been written in line with the following: National Code of Practice for Providers of Education and Training to Overseas Students 2018 ('National Code'). National Standards and user guides; Australian Qualifications Framework, First Edition July 2011; Education Services for Overseas Students Act 2000; Australian Government Australian Skills Quality Authority ('ASQA') Users Guide to the Standards for Registered Training Organisations (RTOs) 2015 ('User's Guide').

Strategy

Prior to enrolment students are provided with relevant information that informs them about the training, assessment and support services that will be provided, including their rights and responsibilities as a student, so as the student can make an informed decision prior to course commencement. The following documentation is provided to clients prior to course commencement:

- International Student Prospectus
- Enrolment Application Form
- Letter of Offer and Written Agreements
- International Student Handbook
- Organisational Website

Each Student is provided with a copy of the International Student Prospectus and a Letter of Offer, which outlines the services and the Terms and Conditions of Enrolment.

Marketing information is provided to students prior to enrolment and is provided through the following channels:

- International Education Agents
- Perth College of Business & Technology Website: <https://pcbt.wa.edu.au/downloads/>

Scope

This policy applies to any external contractors or RTO staff that develop or produce marketing material for the RTO. The Marketing Manager of PCBT is responsible for approving marketing material.

¹ <https://internationaleducation.gov.au/regulatory-information/Documents/National%20Code%202018%20Factsheets/Standard%201.pdf>

² <https://internationaleducation.gov.au/regulatory-information/Documents/National%20Code%202018%20Factsheets/Standard%202.pdf>

Material Development Process

The RTO will market and advertise their products and services in an ethical manner.

The RTO will only market and advertise recognised training products and services if the RTO is listed on the National Register to issue the qualifications.

The RTO markets and advertises via the following methods:

Social Media (Facebook, Instagram & Twitter), website, brochures and flyers, emails and at relevant industry expos etc.

Where applicable, use of any state / territory logos must be approved prior to being used in advertisements and marketing. These logos will be used in accordance with the relevant authority's rules and regulations.

A client's written permission must be gained before the RTO can use information about that individual in any marketing materials. Where advertisements refer to another person or organization, written permission will be sought prior to use.

The RTO only uses images obtained from photo library subscription or Free Loyalty photos, as well as photos of its students/graduates who have provided consent to PCBT to use.

All marketing and advertising materials must be approved by the Marketing Manager.

All marketing and advertising materials must meet the requirements as below (See Marketing & Advertising Checklist for more information):

- accurately represents the services it provides and the training products on its scope of registration;
- includes its RTO Code (TOID);
- includes the legal registered entity as per the national register;
- refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained;
- uses the NRT Logo only in accordance with the conditions of use specified in Schedule 4 of the 2015 Standards or the NRT Logo Specifications;
- makes clear where a third party is recruiting prospective learners for the RTO on its behalf;
- distinguishes where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on its behalf by a third party;
- distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered by the RTO;
- includes the code and title of any training product, as published on the National Register in accordance with the conventions for referencing AQF qualifications;
- only advertises or markets a non-current training product while it remains on the RTO's scope of registration;
- only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised;
- where advertising a full qualification training package requirements are accurately reflected;
- clearly identifies entry requirements where applicable;
- does not guarantee that:
 - o a learner will successfully complete a training product on its scope of registration; or
 - o a training product can be completed in a manner which does not meet the requirements of Clause 1.1 and 1.2 of the 2015 SNRs or outside of an approved LAS; or
 - o a learner will obtain a particular employment outcome where this is outside the control of the RTO.

Additional requirements where marketing is for CRICOS purposes:

- includes RTO and course CRICOS codes are clearly identified
- not give false or misleading information or advice in relation to:
 - o claims of association between providers
 - o the employment outcomes associated with a course
 - o automatic acceptance into another course
 - o possible migration outcomes, or

- o any other claims relating to the registered provider, its course or
- o outcomes associated with the course.

In Summary

The Marketing Manager will ensure that all advertising and marketing is:

- Accurate and factual
- Accurately represents the services provided
- Accurately represents the Institute's scope of registration
- Includes the RTO and CRICOS ID
- Only refers to a person or organisation with their consent
- Uses the NRT logo in accordance with the conditions of use specific in Schedule 4 of these standards
- Identifies where a third party is recruiting prospective learners on behalf of the Institute
- Identifies where training and assessment is being provided on behalf of another Institute
- Identifies where training and assessment is being provided by third party
- Distinguishes between national recognised training and other training
- Includes the code and title of each training product as per training.gov.au
- Includes the CRICOS code of each training product as per CRICOS register
- Includes accurate information about licensed or regulated outcomes

Where marketing or advertising material is unable to provide all of the information above (e.g. a one page flyer may not include a breakdown of units of competency or complete entry requirements), potential students will be directed to a source where all the relevant information can be found, e.g. the RTOs website, Student Handbook, etc. see Enrolment Policy and Procedure for more detailed information about what information a student MUST be provided with prior to enrolment.

Storage of Material

- A copy of all awards is recorded In the Student Management System.
- Marketing material is stored in \\SERVER\PCBT User Data\2016\Forms - 2016\2016 may updated forms

Website

The RTO's website will retain and provide up to date and accurate information in regards to:

- The RTO's scope of delivery as per the National Register
- Complaints and Appeals Policies & Forms
- Student and RTO Obligations (through the Student Handbook)
- Fees including course fees, enrolment application fee, material fees and any other charges (OSHC, Enrolment fee), Charges & Refund Policy
- Quality Indicator Data
- Entrance requirements and pre-requisites
- Course structure and delivery mode
- Qualification Code and Title or Unit Code and Title
- Break down of units (for full qualifications only)
- Payment terms, including timing and amount of fees and any non-refundable deposit or administration fee
- Re-assessment fees (where applicable)
- Visa requirements

The website will comply with the Advertising and Marketing policy.

Process for approving Marketing and Advertising Materials
 Formal Marketing Materials, Updates or Creation of Website pages

For approval of marketing materials please see below:



SUMMARY OF CHANGES	
OCTOBER 2021	Version 1.2 – Minor changes, add Version control.
JUNE 2021	Version 1.1 – Minor changes to processing marketing materials
2016	Version 1.0 – Major changes followed by introduction of Standards 2015