

Marketing & Advertising Policy & Procedure

1. Policy

- 1.1 Gippsland Institute of Technology marketing and advertising policies, procedures and practices are ethical, factual and accurate.
- 1.2 Gippsland Institute of Technology marketing material is current, accurate, factual, comprehensive and written in plain English.
- 1.3 Gippsland Institute of Technology name and RTO number, CRICOS number are clearly identified on all materials including electronic materials.
- 1.4 Gippsland Institute of Technology ensures that it or its representatives does not give false or misleading information/ advice to prospective students. For instance, in relation to training and assessment, facilities, fees, employment outcomes, course outcomes, automatic acceptance into other courses or associations with other providers.
- 1.5 Gippsland Institute of Technology ensure that its marketing practices, strategies and information is consistent with the requirements of Australian Consumer Law.
- 1.6 The CEO is responsible for implementing this policy and reviewing its effectiveness in compliance with regulatory guidelines.
- 1.7 This policy is implemented in compliance with the requirements of the Standards for Registered Training Organisations (RTO's) 2015 Standards 4 and 5 and the National code of practice 2018, Standards 1 and 2.

2. Procedure

- 2.1 Gippsland Institute of Technology obtains prior written permission from any person or organisation for use of any marketing or advertising material which refers to that person or organisation (including photographs), and abides by any conditions of that permission. Copies of permission are stored in the marketing materials file along with the advertising/ marketing materials.
- 2.2 Gippsland Institute of Technology accurately represents to prospective students training products and services that lead to AQF Qualifications or Statements of Attainment and ensures that advertised outcomes are consistent with these qualifications.
- 2.3 All advertising material is cross referenced with course details listed on the Scope of registration, course content, relevant training package, course training and assessment strategy and relevant policies and procedures e.g. Fees and refunds. All materials are reviewed for compliance with relevant legislation as part of the Version Control process.
- 2.4 Course codes, titles, CRICOS codes, currency of the training product, recognition of prior learning/ Credit transfer arrangements, descriptions of delivery and assessment, content, entry requirements (English language, academic, visa, age and other) pathways (further study and employment) , workplace delivery and/ or assessment, work placement arrangements (if applicable), delivery modes and hours, locations where training and assessment will take place, scheduled duration (term time and holidays) information is consistent with the sources listed in item 2.3.
- 2.5 Gippsland Institute of Technology also provides current, factual and accurate information to prospective and current students on:
 - campus locations and facilities, equipment and learning resources available to students,
 - details of any arrangements with another provider,
 - person or business who will provide the course or part of the course,
 - indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course,

- cancellation and refund policies
 - the grounds on which the overseas student's enrolment may be deferred, suspended or cancelled
 - the ESOS framework, including official Australian Government material or links to this material online
 - where relevant, the policy and process the registered provider has in place for approving the accommodation, support and general welfare arrangements for younger overseas students
 - accommodation options and indicative costs of living in Australia.
- 2.5 Gippsland Institute of Technology advertises AQF qualifications only if they are included in the Scope of registration and does not state or imply that services are within that scope if they are not. If Gippsland Institute of Technology is delivering training and assessment on behalf of, or in conjunction with another RTO, Gippsland Institute of Technology will make it clear in its marketing materials what RTO is issuing the qualification/ Statement of attainment.
- 2.6 Gippsland Institute of Technology marketing and advertising material identifies training and assessment services leading to AQF qualifications and/or Statements of Attainment separately from any other training/assessment services.
- 2.7 Separate headings are used to distinguish between different types of courses in advertising/ pre-enrolment material.
- 2.8 Gippsland Institute of Technology only uses logos of bodies to which it is affiliated in accordance with each body's conditions of use. The AQF/ NRT logos are only employed in accordance with the relevant guidelines. The guidelines are located in the marketing folder on the network for reference.
- 2.9 The RTO number, name, logo and CRICOS numbers will be used in all advertising materials.
- 2.10 Contact details will be provided on all advertising/ marketing materials.
- 2.11 Advertising and marketing materials include;
- International student handbook
 - Power point presentations
 - Course information sheets
 - Newspaper, promotions and press releases
 - Business directories / Yellow Pages
 - Website
- 2.12 Pre enrolment information includes:
- International student handbook
 - Letters
 - Written agreement (international)
 - Letter of offer (international)
 - Website
 - Course information sheet/ flyers
 - Power point presentations
- 2.13 In the event of Gippsland Institute of Technology outsourcing recruitment or marketing activities to a third party the RTO will ensure that prospective students are made clear of the arrangement and that they will be enrolling with Gippsland Institute of Technology.
- 2.14 Gippsland Institute of Technology ensures any marketing materials clearly communicate to prospective students if the Gippsland Institute of Technology is delivering training and assessment on behalf of

- another RTO or where training and assessment is being delivered on Gippsland Institute of Technology by a third party.
- 2.15 Gippsland Institute of Technology only advertises or markets a non-current training product while it remains on our scope of registration.
- 2.16 Gippsland Institute of Technology only advertises or markets that a training product on our scope of registration enables 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.
- 2.17 Gippsland Institute of Technology includes details about any VET Student Loan program, government funded subsidy or other financial support arrangements associated with the provision of training and assessment (if a VET Student Loan program, government funded subsidies or other financial support arrangements associated with the provision of training and assessment arrangements are in place).
- 2.20 Gippsland Institute of Technology marketing practices, materials and communications with students do not guarantee that:
- a learner will successfully complete a course on its scope of registration
 - a course can be successfully completed by a prospective student if the course is not appropriate for a student's learning requirements
 - a learner will obtain a particular employment outcome where this is outside the control of the RTO
 - any migration outcome from undertaking any course offered by Gippsland Institute of Technology. Furthermore, the marketing materials, practices and communications will not provide advice on migration.
- 2.21 Gippsland Institute of Technology does not actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).
- 2.22 Course marketing materials clearly indicate that prospective students must satisfy any relevant entry requirements prior to being accepted into a course.
- 2.23 The International student handbook clearly indicates to prospective students that to successfully complete a course the student must demonstrate competency against all assessment criteria.

3. Version Control

- 3.1 All promotional materials are reviewed by the CEO before publishing to ensure compliance with this and the Version Control policy and procedure.
- 3.2 The CEO refers to all appropriate sources of information before placing advertisements and or producing marketing materials/ pre enrolment information.
- 3.3 Promotional materials are reviewed in compliance with the Continuous improvement policy and procedure.
- 3.4 The CEO will review marketing materials twice per year and complete the marketing materials review form.
- 3.5 Corrective action will be taken where appropriate as a result of the review.

Documents to be employed when implementing this policy and procedure:

- Marketing materials review form
- Marketing materials
- International student handbook
- Pre enrolment information/ documentation
- Gippsland Institute of Technology website
- AQF/ NRT logos guidelines
- Training packages
- Scope of registration
- Version Control policy and procedure

Revision history

Creation/ Revision Date	Comment	Created/ Revised by
1/11/20	Policy and procedure created	CEO