

# Marketing Information and Practices Policy

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| <b>Category</b>          | Marketing Information and Practices   |
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| <b>Approved By</b>       | General Manager   |
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| <b>Policy Base</b>       | <ul style="list-style-type: none"> <li>• ESOS Act 2000</li> <li>• National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code), Standard 1</li> <li>• Australian Consumer Law</li> </ul> |
| <b>Related Documents</b> | <ol style="list-style-type: none"> <li>1. Marketing Information Compliance Form</li> <li>2. Student Transfers Policy and Procedure</li> <li>3. Website</li> <li>4. Student Handbook</li> </ol>  |

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## Purpose

These policies and procedures are in place to ensure the marketing information and practices of Ambridge Institute (“the Institute”) comply with the ESOS Act 2000, the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code) and Australian Consumer Law.

## Scope

This document applies to all staff involved in marketing information and practices at the Institute.

## Definitions

**Marketing Materials** refer to promotional materials, advertising and display materials that provide customers with information in regards to the Institute’s courses and services.

**Advertising Materials** refer to booklets, brochures, catalogues, video content and audio content that are designed to inform to stimulate interest to recruit overseas students or to recruit perspective overseas students.

**Marketing Information** refers to content used in the Marketing and Advertising Materials.

**Social Media** as per the Oxford Dictionary refers to ‘Websites and applications that enable users to create and share content or to participate in social networking’.

**The National Code** refers to the National Code of Practice for Providers of Education and Training to Overseas Students 2018.

**Standard for Registered Training Organisations 2015** refers to standards developed by ASQA to assist RTOs to understand their obligations under the revised Standards for RTOs 2015.

**National Vocational Education and Training Regulator (NVETR) Act 2011** refers to the regulatory framework that encourages and promotes a VET system that is appropriate to meet Australia's social and economic needs.

**ESOS Act 2000** refers to the Education Services for Overseas Students Act 2000.

**PRISMS** refers to the Provider Registration and International Student Management System.

**CRICOS** refers to the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

## Policy

### 1. Marketing Information and Practices

- a) The Institute's marketing information will not contain any false or misleading details of its courses and education services in regards to the recruitment of overseas students or perspective overseas students. That also includes any information provided to education agencies working with the Institute, which will be in accordance with the National Code Standard 4 and with Australian Consumer Law.
- b) The Institute will not provide any false or misleading information on its courses, education services and its association with any other persons or organisations. That includes:
- i. any arrangements the Institute has for the delivery of the course in which the student intends to enrol or may apply to enrol.
  - ii. any prerequisites such as English language proficiency or Academic requirement to enter a particular course.
  - iii. any other information relevant to the Institute, its courses or outcomes associated with those courses.
  - iv. the Institute will not claim any migration outcomes from undertaking any course offered for overseas students.
  - v. the Institute will not guarantee a successful education assessment outcome for any future or current students.
  - vi. the Institute will not guarantee a successful entry to the Institute's pathway providers. to provide or offer courses for overseas students to undertake, the Institute will include the CRICOS registered name and registration number in any written or online materials that are distributed or publicly available to fulfil ESOS requirements.
  - vii. the Institute will not actively recruit students where this conflicts with the National Code Standard 7 (Overseas Student Transfers).

### 2. Use of Content Permission

- a) The Institute will obtain written permission from any person or organisation used as a source of comment, testimonial or picture, for any marketing and/or other material and will always abide by the conditions of that permission.
- b) The Institute will obtain approval from the General Manager/ Designated Officer to use any marketing information before it is made public. This approval is granted when the General Manager/ Designated Officer signs the completed *Marketing Information Compliance Form* and/or material.
- c) Approval records together with the approved *Marketing Information Compliance Form* is stored on the intranet J:\AmMarketing\Marketing materials

### 3. Social Media Marketing

- a) The Institute recognises any platform that consists of tools such as websites and applications that allow people to create and share information/content in social networking. That includes and is not limited to social networks, media sharing networks, bookmarking and content curation networks, corporate networks, blogging networks, micro-blogging networks, discussion forums, wikis, and sharing economy websites.
- b) Only the authorised person at Ambridge Institute is able to respond to the public on behalf of the Institute.
- c) The authorised person will abide by the National Code 2018 Standard 1 as well as this entire policy when responding to or posting any information related to the Institute and its relevant people such as the Institute's students and staff members.
- d) Any comments made by the authorised person during work, as well as non-work hours through social media must:
  - i. Not undermine the public's confidence in the Institute.
  - ii. Act impartially.
  - iii. Act professionally without bias.
  - iv. Carry common sense.
- e) When social media is used at the Institute, all staff must:
  - i. Be respectful of the opinions of others at all times.
  - ii. Not use it to benefit their self-interest
  - iii. Not engage in any inappropriate and unlawful material including bullying, embarrassment, and of a sexual nature.
  - iv. Not infringe on other's intellectual property rights.
- f) A breach of this policy, by a student or staff member may result in suspension and/or termination.

### 4. Recruitment of International Students

- a) The Institute will not actively recruit international students in conflict with the National Code Standard 7 (Overseas student transfers).
- b) The Institute will take reasonable steps to avoid a situation where Ambridge Institute conflicts with the National Code Standard 7. Reasonable steps are in accordance with the Institute's *Student Transfers Policy and Procedure*. They include, but are not limited to:
  - i. Checking PRISMS to see if the student is currently enrolled in another CRICOS program.
  - ii. Contacting the student or student's agent to confirm the student's status with the current/previous registered provider.
  - iii. Verify the student has completed the first 6 months in his/her school course (for under 18 students) or the first 6 months of his/her principal course as per the Institute's *Overseas Student Transfers Policy and Procedure*.
  - iv. Ensure a Letter of Offer from the new registered provider is attached when the student requests to withdraw/transfer from the Institute.
  - v. Before granting a student transfer request, the Institute will review any compassionate and compelling reasons that are provided in the request, and make a decision in accordance with the Institute's *Student Transfers Policy and Procedure*.

## 5. Australian Consumer Law

- a) The Australian Consumer Law (“ACL”) protects customers who are purchasing products and services within Australia.
- b) The product and services that the ACL guarantees are:
  - Goods or services that are less than AUD40,000, or
  - Goods or services that are greater than AUD40,000 for personal, domestic or household use of consumption, or
  - Business use vehicle or trailer used for the transporting of goods on public roads.
- c) In the unlikely event the Institute is unable to deliver a course in full, students have the right to receive a refund on the unused portion of pre-paid tuition fees. Refer to the Institute’s *Cancellation and Refund Policy and Procedure*.

## Document Control

The policies and procedures, and the form included in this document are approved and implemented by the Institute. This document will be electronically available to Institute staff in protected format (PDF file) in the designated folder. Any ongoing changes made to this document are recorded below.

| Version   | Authorised By   | Description of the change   | Approved Date | Effective Date |
|-----------|-----------------|---|---------------|----------------|
| Version 1 | General Manager | Updated the entire policy and procedure as per the National Code 2018 | 10 June 2019  | 10 June 2019   |
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