



# Marketing Policy

## **PURPOSE:**

1. This policy has been developed to satisfy the requirements of the Standards for Registered Training Organisations (SRTOs 2015) and National Code.

Perth Technical College Pty Ltd (**PTC**) trading as Australian Technical College Western Australia (**ATCWA**) will ensure that high standards and ethics are used to achieve its marketing and delivery of training services to clients. ATCWA will also ensure the marketing of services is undertaken in a professional manner to maintain the integrity and reputation of the training industry.

All marketing material produced by ATCWA will abide by this practice at all times.

## **SCOPE:**

2. At ATCWA the Business Development Manager (BDM) and Marketing Officer are responsible for the development of all marketing materials in accordance with the procedure listed. Prior to the commencement of any marketing campaign, the BDM of ATCWA must review and approve the associated materials.

## **PROCEDURE:**

### **Domestic Marketing**

3. ATCWA and its consultants agree to operate in accordance with the national protocol for marketing and advertising its services.
4. To achieve this:
  - a) We will accurately represent our services to prospective clients
  - b) We will ensure at all times that full details or special conditions applying to our services will be communicated to our clients
  - c) Any advertisements referring to our status or course contents will be defined clearly and without misrepresentation
  - d) We will identify nationally recognised training products with distinction from other products or services and advertise or market them accordingly
  - e) All names and titles of courses and training will comply with endorsed classifications and be advertised or marketed accordingly
  - f) Only nationally recognised training products within the ATCWA scope of registration will be promoted and marketed as such



g) We will not use any information about a client, unless written permission has been sought

5. Marketing or promotional literature and general media advertising will not:
  - a) Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided
  - b) Make claims to approval or recognition that are inaccurate or use misleading or false comparisons of courses with others provided by competitors
  - c) Make misleading statements concerning the qualifications or experience of staff
  - d) Make misleading or false statements about the prospects of employment following the course
  
6. The following statements will only be used in respect of training and/or assessment within its scope of registration:
  - a) Nationally Recognised Training
  - b) Registered by ASQA to issue the following qualifications
  
7. ATCWA markets all its courses with honesty and integrity. Course objectives, costs and expectations are clearly communicated to participants prior to commencement. Misleading or false information will not be included in any marketing material, nor will comparisons be drawn between other organisations.

### **Course Information**

8. All participants will be provided with the following information:
  - a) Admission procedure and criteria
  - b) Required competencies
  - c) Assessment procedure
  - d) Course costs
  - e) Refund policy
  - f) Grievance procedure
  
9. On completion of training courses, participants reaching the required standard of competencies will receive an appropriate certificate.

### **International Marketing**

10. ATCWA and its consultants / agents agree to operate in accordance with the national protocol for marketing and advertising its services.
  
11. To achieve this, ALL marketing material must:



- a) Clearly identify ATCWA's Name and CRICOS number in written marketing and other material for students, including electronic form, and
- b) Not give false or misleading information or advice in relation to:
  - i. Claims of association between providers
  - ii. The employment outcomes associated with a course
  - iii. Automatic acceptance into another course
  - iv. Possible migration outcomes, or
  - v. Any other claims relating to ATCWA, ATCWA's courses or outcomes associated with ATCWA's courses.

## **Recruitment**

12. ATCWA aims to recruit international students through:
  - a) Education Agents,
  - b) Website Advertising,
  - c) Print Media, and
  - d) Exhibitions and Events
13. ATCWA must not knowingly recruit or enrol ANY student wishing to transfer from another registered provider's course prior to the student completing six months of his or her principal course of study except where:
  - a) The original registered provider has ceased to be registered or the course in which the student is enrolled has ceased to be registered
  - b) The original registered provider has provided a written letter of release
  - c) The original registered provider has had a sanction imposed on its registration by the Australian Government or state or territory government that prevents the student from continuing his or her principal course, or
  - d) Any government sponsor of the student considers the change to be in the student's best interest and has provided written support for that change.
14. ATCWA Prior to accepting a student, or an intending student, for enrolment in a course, must provide, in print or through referral to an electronic copy, current and accurate information regarding the following:
  - a) The requirements for acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required and whether course credit may be applicable
  - b) The course content and duration, qualification offered if applicable, modes of study and assessment methods
  - c) Campus locations and a general description of facilities, equipment, and learning and library resources available to students
  - d) Details of any arrangements with another registered provider, person or business to provide the course or part of the course



- e) Indicative course-related fees including advice on the potential for fees to change during the student's course and applicable refund policies
- f) Information about the grounds on which the student's enrolment may be deferred, suspended or cancelled
- g) A description of the ESOS framework made available electronically by DEST, and
- h) Relevant information on living in Australia, including:
  - i. Indicative costs of living
  - ii. Accommodation options, and
  - iii. Where relevant, schooling obligations and options for school-aged dependants of intending students, including that school fees may be incurred.

### **Education Agents**

- 15. ATCWA uses Education Agents and must enter into a written agreement with each Education Agent it engages.
- 16. ATCWA must not accept students from an Education Agent or enter into an agreement with an Education Agent if it knows or reasonably suspects the education agent to be:
  - a) Engaged in, or to have previously been engaged in, dishonest practices, including the deliberate attempt to recruit a student where this clearly conflicts with the obligations of registered providers under Standard 7 (Transfer between registered providers)
  - b) Facilitating the enrolment of a student who the education agent believes will not comply with the conditions of his or her student visa
  - c) Using Provider Registration and International Students Management System (PRISMS) to create Confirmations of Enrolment for other than a bona fide student
  - d) Providing immigration advice when not authorised under the Migration Act 1958 to do so.

### **Process: Domestic and International**

- 17. ATCWA marketing materials must be developed and reviewed using the Marketing Material Checklist, to ensure it meets ATCWA's quality guidelines.
- 18. ALL Marketing Material Checklist's must be logged in the Marketing Materials Register, along with samples of the materials, in order to track and review effective marketing strategies.
- 19. New and Revised marketing materials are to be forwarded to ALL Education Agents, to ensure that ATCWA's materials are up to date and do not mislead potential student's about ATCWA's courses and services.