



## **Marketing Information and Practices Policy and Procedure**

### **Purpose**

To ensure the marketing and promotion of the courses and services provided by United Colleges of Australia (UCA) is conducted in an ethical way and is consistent with Australian Consumer Law, the Standards for RTOs 2015 (SRTO 2015) and National Code of Practice for Providers of Education and Training to Overseas Students 2018 (ESOS National Code 2018). The promotional materials must be accurate and not include false or misleading information.

### **Scope**

This policy applies to all marketing operations of UCA and the representation of education agents when recruiting students on behalf of UCA.

### **Policy**

UCA will market their courses and services in a professional and accurate way and will maintain the integrity and reputation of the education industry as per the ESOS Act and NVETR Act requirements.

The UCA Marketing Manager will take all reasonable steps to ensure that the information included in the marketing materials is accurate. The Marketing Manager will ensure the materials are developed and designed in compliance with the relevant SRTO and ESOS National Code requirements. The Marketing Manager ensures the implementation of the procedure below in support of the policy and ensure that any promotional material, practices and changes are communicated to all education agents representing UCA.

### **Procedure**

This procedure should be followed for any marketing materials prepared by UCA. This includes publications in print and publications available online. The procedure covers the steps of creating the UCA marketing materials and the related procedure that marketing practice should follow.

#### **Marketing Material Development, Design and Distribution**

When marketing materials are developed and designed, either electronic or on paper, they will be read and reviewed (using the UCA Marketing Material Accuracy Checklist), by the Marketing Manager to ensure that information is accurate and not misleading.

#### *Steps of creating marketing material*

1. The PEO is responsible for initiating the development of marketing materials or the editing of existing materials and delegating the task accordingly.
2. The Marketing Manager reviews draft copies of all marketing material to ensure they meet the compliance requirements of the ESOS National Code and SRTO. The UCA Marketing Material Accuracy Checklist must be completed.



3. The Marketing Manager will send the reviewed draft to the PEO together with the completed UCA Marketing Material Accuracy Checklist.
4. Once the PEO has approved the material, the Marketing Manager is responsible for ensuring the effective distribution of the new material, the removal of old material and for informing all staff members of the changes.

### **ESOS and SRTO requirements on marketing materials**

All UCA marketing material must satisfy the ESOS and SRTO requirements, which include:

- The clear display of RTO and CRICOS codes and the full name of the provider, namely, United Colleges of Australia Pty Ltd
- Accurate information of the courses leading to the issuance of AQF certification documents on its scope of registration
- Accurate information about the courses which include:
  - The qualifications associated with each course,
  - The code and title of the courses as published on the National Register,
  - Any third-party arrangement of the delivery of a course,
  - Any work-based training required as part of the course, and
  - The entry requirements for the course.
- A clear distinction between courses recognised by ASQA and those recognised by other bodies (industry groups) or without recognised status
- The use of the Nationally Recognised Training and other appropriate logos on relevant qualifications or awards only when those awards are within the scope of the Institute's registration
- No claim or guarantee of an immigration outcome from undertaking any courses offered, and/or a successful assessment outcome

### **Marketing Manager**

The Marketing Manager ensures that:

- UCA will not recruit any overseas student where the student has not completed six months of their principal course except under circumstances as described in the Overseas Student Transfers Policy and Procedure
- A trainer's or student's written consent is obtained before UCA uses information about that individual in any marketing materials and will abide by any conditions the trainer/student places on the use of that information.
- The marketing team understands this policy and procedure and is up to date of any changes to it, and



- The marketing team adheres to the procedure and all the marketing be in compliance with the regulatory and legislative requirements.

## Definitions

SRTO:	Standards for Registered Training Organisations 2015
ACL:	The <b>Australian Consumer Law</b> sets out consumer rights that are called consumer guarantees. These include rights to a repair, replacement or refund as well as compensation for damages and loss and being able to cancel a faulty service.
ESOS Act:	Education Services for Overseas Students Act 2000
National Code:	National Code of Practice for Providers of Education and Training to Overseas Students 2018
ASQA:	Australian Skills Quality Authority
NVETR Act:	National Vocational Education and Training Regulator Act 2011
Education Agent:	Act as intermediaries between prospective students and institutions
RTO:	Registered Training Organisation
CRICOS:	Commonwealth Register of Institutions and Courses for Overseas Students
AQF:	Australian Qualifications Framework

## Document Control

Policy Owner:	UCA
Endorsed By:	PEO
Person Responsible for Implementation:	Marketing Manager
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