



# Marketing Information and Practices Policy and Procedure

## Purpose

To ensure the marketing and promotion of the courses and services provided by Wall Street College (WSC) is conducted ethically and is consistent with Australian Consumer Law, the Standards for RTOs 2015 (RTOs 2015), and the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (The 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 WSC and the representation of education agents when recruiting students on behalf of WSC.

## Policy

WSC will ensure that all marketing of training activities will be conducted with integrity, accuracy, and professionalism, avoiding vague, misleading, or ambiguous statements and is consistent with Australian Consumer Law.

WSC ensures any marketing, advertising and associated materials provided to students accurately represents the services it provides and the training products on its scope of registration. Thus includes responsibility for its third-party education agents.

All information that is provided to prospective students is accurate, professional, and in plain English. Emails, websites, brochures and flyers are the predominant forms of advertising conducted by the college.

WSC will take all reasonable steps to ensure the accuracy of information included in marketing materials and ensure that no false or misleading information is provided regarding:

- Any third party program delivery arrangements the college may have from time-to-time that relate to a course in which a student intends and/or may enrol themselves;
- Any work-based training a student is required to undertake as part of the course;
- Prerequisites—including English language proficiency—for entry to the course; and
- Any other information relevant to the registered provider, its courses, or outcomes associated with those courses.

WSC will ensure that the use of any logos, including but not limited to the Nationally Recognised Training (NRT) and Australian Qualifications Framework (AQF) logos, is in accordance with the conditions of specific use and ensures the inclusion of the title and code of any training product, as published on the National Register, referred to in that information.



WSC will ensure that the CRICOS registered name and registration number is included in any written or online material that it disseminates or makes publicly available for the purposes of:

- Providing or offering to provide a course to an overseas student;
- Inviting a student to undertake or apply for a course, or indicating it is able or willing to provide a course to overseas students.

WSC will distinguish between nationally recognised training and assessments leading to the issuance of AQF certification documentation and any other training or assessment delivered by WSC. WSC will ensure it includes its RTO code where an inference is made that nationally recognised training is offered and will only refer to another person or organisation in its marketing material if the consent of that person or organisation has been obtained.

WSC will make clear where a third party is recruiting prospective learners for the RTO on its behalf and distinguishes where it is delivering training and assessment on behalf of another RTO or where training and assessment are being delivered on its behalf by a third party.

WSC will include the title and code of any training product, as published on the national register, in any marketing or advertising materials and only advertises or markets a non-current training product while it remains on the RTO's scope of registration.

In the case of WSC implementing VET Student Loans, or any other government-funded subsidies, or financial support arrangements, the college will address this on its marketing materials and provide details of any costs associated and any debt that will be incurred.

WSC will not:

- Claim or represent that the completion of any course offered by the college will result in or secure a migration outcome.
- Guarantee a successful education assessment outcome for the student or intending student;
- Guarantee that a student will be issued with a qualification or statement of attainment.
- Claim that a student will be eligible for any licence or accreditation as a result of WSC training and/or assessment unless the issuer of that licence or accreditation has confirmed this to be the case.
- Guarantee the learner will obtain a particular employment outcome where this is outside the control of the RTO.
- Guarantee the training product can be completed in a manner that does not meet the requirements of the VET Quality Framework.

WSC will ensure that marketing materials are:

- consistent with its training and assessment strategies,
- reviewed and approved by an appropriate person before publication, and

monitored to ensure their accuracy and currency.

The provider ensures Tuition Protection Scheme (TPS) policy is addressed in marketing and advertising materials

## Procedure



This procedure should be followed for any marketing materials prepared by WSC. This includes publications in print and publications available online. The procedure details the steps for creating WSC 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 hardcopy, they will be read and reviewed (using the WSC Marketing Material Accuracy Checklist), by the Marketing Manager to ensure that information is accurate and not misleading.

#### Steps for creating marketing material:

1. All prospective advertising and marketing activities are discussed by the PEO and Marketing Manager/Marketing staff. This meeting will establish the need for the activities and the type of material to be produced.
2. The Marketing Manager will create the draft version of the marketing materials.
3. The draft version of the marketing materials is then submitted to the PEO for review and comment.
4. Once the review has taken place, the draft material is returned to the Marketing Manager for revision and adjustment.
5. The revised version of the marketing material is then resubmitted to the PEO for final approval.
6. If no further adjustments are required, the marketing materials will be reviewed and approved by the CEO as per the requirements of the advertising and marketing checklist.

### **Marketing Manager**

The Marketing Manager ensures that:

- WSC 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 WSC 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 with relation to any changes to it, and
- The marketing team adheres to the procedures detailed in the Policy and that all marketing materials and activities are created/conducted 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:	Wall Street College Pty Ltd
Endorsed By:	CEO
Person Responsible for Implementation:	Marketing Manager
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