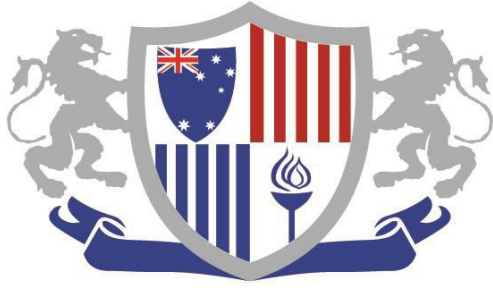


Australis



Academic, Innovative, Tenacious & Empowerment

Australis Institute of Technology and Education

ABN: 17 120 701 91, RTO ID: 91630, CRICOS ID: 03173K

Sydney Campus: Level 2, 25 George Street, Parramatta, NSW 2150

Gold Coast Campus: Suite 1A, 9 Bay Street, Southport, QLD 4215

Cairns Campus: Level 1&2, Palm Court, 34 Lake Street, Cairns QLD 4870

Phone: +61 2 9633 1222 Fax: +61 2 9633 1888

Email: info@australisinstitute.nsw.edu.au

Website: www.aite.edu.au

Marketing Information and Practices National Code Standard 1

Issue Date: 11 Dec 2017	Review Date: 25 Jan 2024	Authorised by: PEO	Version 2.0
Level 2, 25 George Street, Parramatta, NSW 2150 Phone: +61 2 9633 1222 Fax: +61 2 9633 1888 Email: info@australisinstitute.nsw.edu.au Web: www.aite.edu.au			
ABN 17 120 701 911	RTO ID: 91630	CRICOS ID: 03173K	



TABLE OF CONTENTS

Version Control	1
Purpose	4
Application / Scope	4
Principles	4
Requirements – general	4
Procedures	5
Definitions	7
Policy and Procedures Responsibilities, Review and Linkages	8



VERSION CONTROL

CRICOS Provider Code: 03173K



Marketing Policy	
Version: 2.0 Date: 22 August 2019	Approved By: PEO
Contact Officer: Priscilla marketing.syd@australisinstitute.nsw.edu.au	Next Review: August 2025



Purpose

This Marketing Policy for Australis Institute of Technology & Education (AITE) outlines acceptable and unacceptable contents of advertisements, websites and promotional materials published or distributed by the Institute.

Applications/Scope

The policy applies to all campuses of Australis Institute of Technology & Education (AITE).

Principles

1. All Promotional Material intended to be used by AITE must comply with the requirements set out in this Policy, Standard 1 of the National Code of practice 2018, and Standard 1 of the RTO Standards.
2. No Promotional Material may be used without the prior written consent of the Chief Executive Officer or his nominated delegate.
3. The registered provider uphold the integrity and reputation of Australia's education sector by ensuring the marketing of courses by registered providers or persons acting on their behalf, is not false and misleading and all the matters would be dealt with in Australian Consumer Law which prohibits false or misleading claims about products or services and which may be applicable to overseas students in certain circumstances.
4. This standard ensure that AITE is not giving international students false or misleading information about courses, or outcomes associated with those courses.
5. As a general guideline, all information provided in Promotional Materials must be accurate. No claims should be made by AITE which cannot be substantiated. AITE should avoid negative advertising in respect to other universities or registered training organisations.
6. AITE ensure that it will not secure a migration or education assessment outcome for the international student.

Requirements – general

1. Promotional Material should provide information on the types of courses offered, their entry criteria, their duration, content as well as AITE's contact details.
2. Promotional Material must be accurate and must not make exaggerated claims or false or misleading statements or statements that are likely to mislead the public.
3. Australis Institute of Technology & Education's name and CRICOS provider code must be clearly identified on all material used to market the provider and its courses to students in the following marketing materials:
 - information about courses for overseas students including course outlines if used to market courses and recruit students;
 - the homepage of AITE's website and pages relating to international student services;
 - information about living in Australia if it is used as a tool to market to and recruit students and if it has been produced for or by the provider for the purpose of marketing to and recruiting students;
 - an advertisement for courses for international students in an Australian or foreign newspaper;
 - materials that promote and advertise courses with AITE;



CRICOS Provider Code: 03173K

- a letterhead, signature block or footer used in letters making offers to students, promoting courses or for other marketing purposes;
- emails that are sent to students offering enrolment or informing students of courses.
- Letter of Offer and other International Application forms;
- any material contains a pull out or tear-away section, the removable section should also comply.

These materials would **not** generally be required to include Australis Institute of Technology & Education's name and the CRICOS provider number:

- envelopes;
- conventional business cards that give provider contact details only;
- job advertisements unless they are used to promote studying with a provider;
- Student handbooks that are distributed after the student has enrolled with a provider;
- general information that is relevant to domestic students only;
- any other information that does not market courses to overseas students;
- tourist brochures which provide information about life in Australia; and
- links to useful external websites, such as Tourism Australia.

4. Marketing material should reflect the provider as a skilled professional in its field and be honest and accurate.
5. AITE must not promote and market a course while an application for CRICOS registration is awaiting or when a particular course is superseded.
6. AITE should provide the following fee information to each student:
 - the total amount of all fees including course fees, administration fees, materials fees and any other charge;
 - payment terms, including the timing and amount of fees to be paid and any non-refundable deposit/administration fee;
 - the Institute's refund policy;
 - the payment dates/schedules.
7. AITE staff may only use the officially supplied AITE's logo in advertising and promotional materials.
8. AITE's logo may not be edited, cropped or printed in a colour other than the original provided.
9. All Promotional Material must show clearly that AITE is advertising its own services. No Promotional Material may say, imply or give the impression that the advertising is on behalf of AITE.
10. AITE ensures all training products will be correctly advertised and will include qualification and unit codes so that prospective clients will know exactly what courses are being enrolled.
11. AITE must ensure its marketing and advertising of AQF and VET qualifications to prospective clients is ethical, accurate and consistent with its scope of registration.
12. AITE must use the NRT logo only in accordance with its conditions of use.

Procedures

Step 1

Draft the Promotional Material and email it to the CEO or his nominated delegate together with a memorandum or letter setting out the context and purpose of the Promotional Material.



CRICOS Provider Code: 03173K

Step 2

CEO or his nominated delegate will consider the Promotional Material and discuss the material with the Compliance Manager, Marketing Department and/or relevant stakeholders e.g. agents.

Step 3

CEO will advise whether the material is approved (along with any amendments) or rejected based on the feedback received from relevant stakeholders.

Step 4

If approved, AITE may use the Promotional Material on such terms and conditions set out in the approval correspondence from the CEO.

AITE will respond to any request within 20 working days from receipt of the Promotional Material. CEO will use its best endeavours to process urgent applications as required. AITE will review the marketing promotional materials at the end of each calendar year.



DEFINITIONS

eCoE	electronic Confirmation of Enrolment
Course	A full-time registered program of education or training registered on CRICOS for the attainment of a testamuror certificate. Defined as course in the ESOS Act.
Student	A person who holds an Australian Student Visa, and is an 'overseas student' as defined by the ESOS Act.
Letter of Offer	Agreement between the education provider and the student.
Entry Requirements/ Criteria	Official documents required to join a course(s) with the education provider.
Application for Admission:	An application by an International student to apply for the Australis Institute of Technology & Education program.
CRICOS:	Commonwealth Register of Institutions and Courses for Overseas Students
National Code:	The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students
Program/Course:	A full-time registered program of education or training registered on CRICOS for the attainment of a testamuror certificate. Defined as Course in the ESOS Act.
Prospective Student:	A person who is a non-Australian citizen and who is resident in another country or in Australia who makes enquiries about AITE's courses and studying at AITE in Sydney.



CRICOS Provider Code: 03173K

POLICY AND PROCEDURES RESPONSIBILITIES, REVIEW AND LINKAGES

Approved by:	PEO/Principal	Date Effective:	22 August 2019
Date of Next Review:	August 2025	Document No:	Version 2.0
Custodian:	AITE's Compliance Manger		
Supporting Documents, Procedures & Forms:	Australis Institute's Website Promotional Materials		
References & Legislation:	National Code of Practice for Providers of Education and Training to Overseas Students 2018 Standard 1 of the RTO Standards		