



Marketing Information and Practices

Purpose

This policy is in place so that **Institute of Intellect Blending** ensures the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent (in accordance with Standard 4), is not false or misleading, and is consistent with Australian Consumer Law.

Institute of Intellect Blending will ensure, when seeking to enter into written agreements with overseas students or intending overseas students, any marketing undertaken, or advice given to students either by the company or on its behalf is not false or misleading. This includes:

- its association with any other persons or organizations the registered provider has arrangements with for the delivery of the course in which the student intends to enroll or may apply to enroll
- prerequisites—including English language proficiency—for entry to the course
- any other information relevant to the registered provider, its courses or outcomes associated with those courses.
- not claiming to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by the registered provider
- not guaranteeing a successful education assessment outcome for the student or intending student.

Institute of Intellect Blending will clearly identify its CRICOS registered name and CRICOS registration number on all marketing information and documentation, including written or online material, disseminated or made 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.

This will include:

- the website
- company stationary (Business Card, Letter Heads etc)
- all marketing information

Institute of Intellect Blending will not actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers) and will ensure there is a consistent approach in the marketing and promotion of its training services.



This policy should ensure processes associated with marketing and promotions are carried out with integrity and accuracy to clients.

Policy

The policy applies to the ethical, promotion, marketing and advertising of the organisation's training and assessment services both in the electronic and print media.

Service / Product promotion will be by way of student agents, verbal networking, general networking amongst industry professionals, web media and any other form determined as appropriate by the organisation.

The PEO, or their delegate, is responsible for ensuring that promotional materials, representations and services to be provided, are consistent with the ability of the business, including scope of registration and scale of operation, to meet the required standard expected of the business and the client.

All staff are required to discuss any proposed marketing activities with the PEO, or their delegate, prior to any promotion being commenced.

The PEO, or their delegate, is responsible for the overall design and dissemination of marketing and advertising materials.

Procedure

- Prior to the commencement of any proposed marketing activities all marketing and advertising material must be discussed with the PEO, or their delegate.
- Marketing materials are drafted and checked using the Marketing and Advertising Checklist - International for compliance against the:
 - ELICOS Standards 2018
 - National Code 2018
 - ASQA's Guidelines
- Marketing material is approved by the PEO, or their delegate, prior to being published in / on any media.
- Written authority must be received from any person(s) or/and organisation prior to using them within any promotional activity.
- Copies of relevant documentation will be held in a marketing file.
- Feedback from stakeholders, including the DOS, agents and students, will be used to inform changes to marketing material. Feedback will be taken from staff meetings, student surveys and discussions with students and teachers.



Marketing Information and Practices Checklist

The following checklist should be used for all promotional and marketing items in print and electronic media or any other media and for items such as information brochures, stationery and recruiting agent's material when related to VET & ELICOS Courses. **Institute of Intellect Blending** must use this checklist in conjunction with their Marketing Information and Practices Policy.

Please check the following:

- Advertised outcomes are consistent with the organisation's goals and needs.
- Advertising contains only courses on Institute of Intellect Blending's scope.
- Advertising contains only courses approved and listed on the CRICOS Register
- The CRICOS code must be stated
- The CRICOS Number must be stated
- Permission obtained for references

Written permission must be obtained from a person or organisation, for use of any marketing or advertising material which refers to that person or organisation and abides by any conditions of that permission (attach copy if required).

- No misleading, deceptive or unconscionable conduct (Trade Practices Act, ESOS Act)
- Advertising is checked to ensure it doesn't contradict existing material.

Any existing materials advertising superseded information should be withdrawn or updated to ensure consistency.

- Advertising materials approved by PEO
- Copy of advertising materials kept on file for future reference
- Materials distributed (where relevant) to Educational Agents



Course / College information given to students or intending students must include:

- all requirements for acceptance into a course, including the minimum level of English language proficiency
- course content and duration, qualification types, modes of study and assessment methods
- campus location and a general description of facilities, equipment, and learning and library resources available to students
- course-related fees including advice on the potential for fees to change during the student's course and applicable refund policies
- information about the grounds on which the student's enrolment may be deferred, suspended or cancelled
- a description of the ESOS framework made available electronically by DET
- relevant information on living in Australia, including:
 - cost of living
 - accommodation options



Related National Code Standard 1

Standard 1

Marketing information and practices

- 1.1 The registered provider must ensure that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent (in accordance with Standard 4), is not false or misleading, and is consistent with Australian Consumer Law.
- 1.2 The registered provider must, in seeking to enter into written agreements with overseas students or intending overseas students, not provide any false or misleading information on:
 - 1.2.1 its association with any other persons or organizations the registered provider has arrangements with for the delivery of the course in which the student intends to enroll or may apply to enroll
 - 1.2.2
 - 1.2.3 any work-based training a student is required to undertake as part of the course
 - 1.2.4 prerequisites—including English language proficiency—for entry to the course
 - 1.2.5 any other information relevant to the registered provider, its courses or outcomes associated with those courses.
- 1.3 The registered provider must not:
 - 1.3.1 claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by the registered provider
 - 1.3.2 guarantee a successful education assessment outcome for the student or intending student.
- 1.4 The registered provider must include its CRICOS registered name and registration number in any written or online material that it disseminates or makes publicly available for the purposes of:
 - 1.4.1 providing or offering to provide a course to an overseas student
 - 1.4.2 inviting a student to undertake or apply for a course, or
 - 1.4.3 indicating it is able or willing to provide a course to overseas students.
- 1.5 The registered provider must not actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).