



Marketing Information and Practices

Purpose & Scope

This policy applies to that Institute of Intellect Blending (IIB) marketing and promotional resources. These include (but are not limited to) brochures, flyers, posters, advertisements, power point presentations, course guides, website content, and all other forms of promotional documentation. IIB 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.

This policy satisfies the requirements of Standards 1, 2 and 4 of the *National Code of Practice for Providers of Education and Training to Overseas Students 2018*, Standards 4 and 5 of the *VET Standards for Registered Training Organisations (SRTOs) 2015*, the NRT logo specifications and state contracts and guidelines as relevant.

The purpose of this policy is:

- To ensure all IIB publications and marketing materials are consistent with IIB's overall brand presentation;
- To meet the various compliance requirements imposed by legislation;
- To minimise duplication and inconsistent information in published marketing materials;
- To ensure timely publication of materials;
- To ensure marketing resources are ethical, accurate and unambiguous

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

This policy outlines the request, review and approval process for the publication of marketing materials and outlines the materials that must be available to students prior to enrolment for them to make an informed decision to study at IIB.

Mandatory Requirements

IIB must include the following in all marketing materials aligned with CRICOS courses.

- The registered provider's name: International Institute Brisbane Pty Ltd
- Trading name: Institute of Intellect Blending
- ABN: 59 606 923 764
- Contact details:
Web: www.iib.edu.au
Email: admin@iib.edu.au
Tel: 02 8072 7651
- RTO:41282
- CRICOS: 03526A
- Address: Level 1, 436-450 Kent Street Sydney, NSW 2000

IIB 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

Course flyers

Marketing material with detailed course information must include the IIB trading name and contact details, and where accredited AQF courses are mentioned, the following must be included:

- Qualification Codes
- Qualification Name/Title
- CRICOS Course Codes (courses offered to overseas students)

Note: For vocational accredited AQF qualifications, Marketing material must address the following:



- Training and assessment services that lead to AQF qualifications and/or statements of attainment must be listed separately from other training and assessment services to ensure accredited and non-accredited training is separated.
- The NRT logo must be employed only in accordance with the conditions and use as specified in the NRT Logo Specifications requirement (downloadable from asqa.gov.au).
- State Training Authority names and logo share to be used in accordance with each respective Style and Use Guides.
- Where a third party is providing services on behalf of IIB, this is to be stated along with the nature of the services.

Pre-enrolment Information

IIB, including any third parties providing services on its behalf, must provide current and accurate information in print and/or online to prospective students. This information must include:

- Course Entry requirements
- English language entry levels
- Availability of Course Credit
- Qualification awarded, course content, duration, modes of study, assessment methods
- Information about vocational placement
- Campus location, facilities, equipment, learning and library resources
- Details of other providers or third parties delivering training for all/part of the course
- Any fees collected by the RTO or any third party including advice on the potential for fees to change
- Refund policy and procedure
- Support services provided
- Information on the grounds on which a student's enrolment may be deferred, suspended or cancelled
- Description of the ESOS framework
- Relevant information on living in Australia for international students including the indicative cost of living, accommodation options, and where relevant, schooling obligations and options for school-aged dependents of intending students, including that school fees may be incurred.

Written agreement

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.

IIB 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.

Marketing Material Review and Approval Process

The PEO, or their delegate, is responsible for the final approval of all marketing and promotional/ advertising materials for IIB, prior to the request being processed by the IIB Marketing Manager.

The following process must be followed when designing and developing all marketing and promotional resources:

- Any IIB staff member may propose a promotional resource be developed, providing the draft design, the reasons for the materials, the use and purpose of the material, the numbers required and approximate cost if known.
- Marketing materials are drafted and checked using the Marketing and Advertising Checklist 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.
- Written permission must be obtained from any person whose photo is to be used in the promotional resource before using the information about that individual or organisation in any marketing materials. (*IIB Talent Release Form* or other form of written authorisation is required).
- Copies of relevant documentation will be held in a marketing file.
- Brief templates are located in the Marketing Resource Library on SharePoint. Select a brief template to reflect the nature of the Marketing Material needed.



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Web www.iib.edu.au Email admin@iib.edu.au

- 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.

Pro-forma and supporting documents

- IIB Talent Release Form
- IIB Marketing Materials Compliance Checklist