



## MARKETING POLICY

**VERSION NUMBER:** 4.024FEB2021JRAYNEJPAULE

**AUTHORIZED BY:** James Rayne, Principal Executive Officer

**MODERATED BY:** James Rayne, Principal Executive Officer

**VALIDATED BY:** Jhanae Paule, Administrative Coordinator

**SCOPE:** Global College Australasia

**AIM:** To ensure that:

- A. All marketing and sales are carried out in an accurate, ethical and moral manner and meets all governing legislation and regulations.
- B. Accurate and unambiguous information regarding the registered training organisation's services and performance are made available.
- C. GCA's CRICOS registered name and number is included in all written and online materials.

**PURPOSE:** This policy has been developed to satisfy the requirements of:

- A. The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018, known as 'the National Code 2018' Standards 1 and 4
- B. Standards for Registered Training Organisations (RTOs) 2015 – Standards 4 and 5
- C. Education Services for Overseas Students Regulations 2001
- D. Education Services for Overseas Students Act 2000
- E. Australia Skills Quality Authority regulatory requirements
- F. Australian Qualification Framework (AQF) and its Policies

**EFFECTIVE DATE:** 25<sup>th</sup> FEB 2021

**AUDIENCE:** This policy applies to all staff and external parties undertaking activities on behalf of Global College Australasia and its wholly owned subsidiaries.

This policy extends to:

- A. The marketing specialist, *and*
- B. The marketing officer, *and*
- C. The marketing manager, *and*
- D. The chief marketing officer.



## POLICY STATEMENT

Global College Australasia ensures that in seeking to enter into written agreements with overseas students or intending overseas students, all information provided to students and stakeholders about services, courses, units and qualifications delivered is comprehensible accurate.

This is regardless of whether the information is provided by Global College Australasia, its agents, brokers, online directories or other third parties. All information given makes clear distinction between nationally recognised training and non-recognised training.

- 1.1 Global College Australasia marketing information will enable informed choice for students by ensuring that all information is detailed, accurate and satisfies the requirements of the Standards and National Code by complying with the Standards, Global College Australasia ensures consumer protection laws are adhered to.
- 1.2 Global College Australasia's advertising is factual and ethical and does not misrepresent Global College Australasia's training and assessment, requirements, outcomes, products and other services.
- 1.3 Details of the requirements for acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience is clear, thorough and factual.
- 1.4 Any requirement for work-based training required during the duration of the course will be outlined clearly and thoroughly.
- 1.5 Information about whether course credit may be applicable will be outlined in a clear, factual and thorough manner.
- 1.6 Global College Australasia will always ensure that full details or special conditions applying to our services will be communicated to our clients.
- 1.7 Global College Australasia will include the CRICOS registered name and registration number in all written or online materials disseminated or made publicly available for:
  - A. providing or offering a course to an overseas student
  - B. inviting any student to undertake or apply for a course, or
  - C. indicating provision of a course to overseas students
- 1.8 All marketing information for nationally recognised training:
  - A. Must clearly include the CRICOS registered name and registration number in any written or online material .
  - B. Will identify Global College Australasia with its National RTO Code.
  - C. Includes the code and full name of all relevant Training Products, complying with endorsed classifications to be advertised or marketed accordingly inclusive of unit, module, qualification, skill set or accredited course(s), so there is no confusion for students about the outcome.
  - D. Course objectives, costs and expectations are clearly communicated to participants prior to commencement.
  - E. Include relevant cost information including all costs, any debts that may be occurred, or any loss of entitlement from the student undertaking the course (such as loss of entitlement for further government funded programs or student loan schemes).



**1.9** Course Information will include:

- A.** Admission procedure and criteria
- B.** Required competencies
- C.** Assessment procedure
- D.** Course costs
- E.** Refund policy
- F.** Grievance procedure
- G.** Funding entitlements / information
- H.** Consumer rights (e.g. cooling-off periods)
- I.** Venue
- J.** Length of training
- K.** Holidays and course breaks
- L.** Mode/s of delivery
- M.** Third party arrangements
- N.** Entry requirements

**2.0** Global College Australasia will obtain prior written permission from any person or organisation used as a source of comment, testimonial or picture, for any marketing and/or other material and will always abide by the conditions of that permission.

**2.1** Global College Australasia will not:

- A.** Enroll any student who has not been released on PRISMS (Transfer restriction) by their registered training provider. Conditions apply.
- B.** Guarantee or make unrealistic claims or inferences that a student will be issued with a qualification or statement of attainment.
- C.** Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided.
- D.** Make misleading statements concerning the qualifications or experience of staff.
- E.** Give false or misleading comparisons with other education providers and training products.
- F.** Not give false or misleading information or advice in relation to claims of association between providers, or any other persons or organisations the registered provider has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enrol.
- G.** Give any other false or misleading information or advice regarding the training product or any associated outcomes.
- H.** Guarantee or infer assurance of any employment or migration outcome as a result of training and/or assessment.
- I.** Guarantee or infer promise that a student will be automatically accepted into another course.



- J.** Claim that a student will be eligible for any license or accreditation as a result of training and/or assessment unless it is a license outcome guaranteed by the issuer of the license or accreditation.
- 2.2** Global College Australasia marketing materials must be developed and reviewed using the Marketing Material Checklist, to ensure it meets Global College Australasia's quality guidelines.
- 2.3** All Marketing Material Checklist's must be logged in the Marketing Materials Register, along with samples of the materials, in order to track and review effective marketing strategies. New and Revised marketing materials are to be forwarded to all Education Agents, to ensure that Global College Australasia's materials are up to date.
- 2.4** Global College Australasia will ensure the correct use of National and State training logos.
- 2.5** Global College Australasia will include the Nationally Recognised Training logo and the Australian Qualifications Framework logo appropriately in accordance with the Conditions for usage of National and State training logos, as specified in Standards for Registered Training Organisations.
- 2.6** The person representing GCA, as per nominated in audience section, must follow all GCA procedures and policies relevant to marketing, enrolment and recruitment of a prospective student.