



Advertising and Marketing Policy

Purpose

The purpose of this policy and procedure is to ensure that all advertising and all marketing collateral produced by Greenwich English College Pty Ltd is accurate, ethical, and complies with all legislative and regulatory requirements, including consumer law and the ESOS framework, and more specifically the National Code, the ASQA Standards for Registered Training Organisations 2015 and the National ELICOS Standards.

Scope

To cover all staff involved in the design, development, production and approval of any advertising or marketing material produced by Greenwich English College Pty Ltd.

Policy

Greenwich English College Pty Ltd is committed to a policy of ethical and truthful advertising and marketing of its products and services for training and assessment and any associated activities.

All advertising and marketing collateral will be developed to accurately communicate the nature and benefits of the products and services of Greenwich English College Pty Ltd.

All advertising and marketing collateral will be approved by the General Manager before it is published either in print or digitally.

All advertising and marketing collateral must clearly identify Greenwich English College Pty Ltd and/or one of its registered trading names, its RTO number and CRICOS provider code

Marketing or promotional literature (including any materials produced on behalf of Greenwich English College Pty Ltd) and general media advertising will not:

- Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided;
- Make claims to approval or recognition that are inaccurate or use misleading or make false comparisons of courses with others provided by competitors;
- Make misleading statements concerning the qualifications or experience of staff;
- Make misleading or false statements about the prospects of employment following the course.
- Make misleading claims about acceptance into other courses or migration pathways
- Make guarantees of automatic acceptance into other courses or guarantees about migration outcomes
- Give false or make misleading information on any work-based training on overseas student is required to undertake as part of the course;

Greenwich English College Pty Ltd will ensure that all marketing and promotional materials:

- Include RTO Code
- CRICOS registered name and registration number
- Include NRT logo (in accordance with conditions of use in Schedule 4 of Standards for RTO's 2015)
- Only include course that are on the scope of registration
- Do not guarantee completion of the course
- Only refer to persons or organisations with prior consent
- Include disclosure of third parties delivery training on their behalf.

The following statements will only be used in respect of training and/or assessment within its scope of registration:

- Nationally Recognised Training;
- ASQA Recognised Training;
- Registered by ASQA to issue the following qualifications;

Greenwich English College Pty Ltd will ensure that prior to acceptance of any enrolment, current and accurate information has been made available to the student. This information will include:

- the requirements for acceptance into the course(s), including the minimum level of English language proficiency, educational qualifications or work experience required and whether course credit may be applicable
- the course content and duration, qualification offered if applicable, modes of study and assessment methods
- campus locations and a general description of facilities, equipment, and learning and library resources available to students
- details of any arrangements with another registered provider, person or business to provide the course or part of the course
- indicative 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 DEST, and
- relevant information on living in Australia, including:
- indicative costs of living
- accommodation options, and
- where relevant, schooling obligations and options for school-aged dependants of intending students, including that school fees may be incurred.

When recruiting overseas students, Greenwich English College will ensure that the marketing and promotion of its courses and education service is not false or misleading and is consistent with Australian Consumer Law.

References

National Code 2018

Standards for Registered Training Organisations 2015

National Vocational Education and Training Regulator Act 2011

National ELICOS Standards 2018

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Authorising Officer: _____ Date: _____ Review Date: _____

This policy is to be reviewed twelve (12) months from this date.