



Advertising and Marketing Procedure

Procedure

In the creation, development, approval, production and publishing of any and all advertising or marketing collateral Greenwich English College Pty Ltd and any involved partner organisations will adhere to the letter of principles set out in the Advertising and Marketing Policy.

In order to ensure this happens, each party will ensure that Greenwich English College Pty Ltd has:

- Accurately represented services, campuses, and outcomes to prospective students and other stakeholders;
- Ensured at all times that full details including any special conditions applying to our services will be communicated to prospective students and other stakeholders;
- Accurately and clearly represented the institution's status, all course content, fees, and terms and conditions of enrolment;
- Accurately identified nationally recognised training products with distinction from other products or services;
- Accurately identified all names and titles of courses and training and complied with endorsed classifications;
- Only promoted and marketed nationally recognised training products within the Greenwich English College Pty Ltd scope of registration;
- Not used any information about a third party, including students of Greenwich English College Pty Ltd, unless written permission has been sought as per the Terms and Conditions of Enrolment and the Privacy and Confidentiality Policy;
- Not made claims of guaranteed automatic acceptance to other courses or untruthful claims about potential pathways;
- Not made claims about possible migration outcomes;
- Had drafts of any advertising or marketing materials proof read for clarity and accuracy;
- Had final versions approved by the General Manager of Greenwich English College Pty Ltd prior to its production, publishing and use;
- Not given false or misleading information on any work-based training an overseas student is required to undertake as part of their course; and
- Not marketed or promoted its course and education that is false or misleading and is consistent with Australian Consumer Law.

Posting of marketing material

1. All advertising or marketing material is produced in draft form by the delegated staff member, this is done in line with a planned marketing strategy;
2. The draft will be proof read by an appropriately skilled, designated staff member, such as a senior member of the academic or marketing team;
3. The proofed and appropriately amended draft is then forwarded to the General Manager of Greenwich English College Pty Ltd for approval;
4. Upon authorisation by the General Manager, and after any amendments have been made and authorised, the material is saved and filed or sent for print production;
5. The advertising and/or marketing material can then be disseminated;
6. An electronic copy of the final approved version will be placed on Greenwich English College Pty Ltd files.

References

Standards for Registered Training Organisations 2015

National Vocational Education and Training Regulator Act 2011

Authorising Officer: _____ Date: _____ Review Date: _____

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