

## VMR24 MARKETING POLICY AND PROCEDURE

### Abbreviations:

<b>AQF</b>	Australian Qualifications Framework
<b>ASQA</b>	Australian Skills Quality Authority (ASQA)
<b>ATMC (The Company)</b>	Australian Technical and Management College
<b>CEO</b>	Chief Executive Officer
<b>CRICOS</b>	The Commonwealth Register of Institutions and Courses for Overseas Students
<b>TOID</b>	A Training Organisation ID
<b>VET</b>	Vocational Education and Training
<b>VTG</b>	Victorian Training Guarantee

### 1 Purpose

- 1.1 Australian Technical & Management College (ATMC) will market its services in an ethical and responsible manner.
- 1.2 Marketing and promotional activities will maintain the integrity and reputation of the industry and the Institution.
- 1.3 Specifically, all material for release will be edited with care and approved by the Head of VET Studies, the Head of Marketing and the CEO.

### 2 Responsibility

- 2.1 The Head of VET Studies, Head of Marketing and Sales and Business Analyst are responsible for the implementation of this policy and procedure, and to ensure relevant staff members are aware of its application and implement its requirements.
- 2.2 The IT Team and Graphic Designer are responsible for the application of this policy and procedure.

## Policy

### 3 Advertising Scope

- 3.1 The Marketing Team – with the Graphic Designer and IT Teams assistance – will ensure the website advertises ATMC’s scope correctly.
- 3.2 The Graphic Designer - with the Marketing Team’s input – will ensure marketing and promotional materials advertise ATMC’s scope correctly
- 3.3 ATMC will only advertise courses listed on ATMC’s scope of registration with the regulator, as identified on [training.gov.au](https://training.gov.au)
- 3.4 All advertised courses must include the title and code of any training product as published on [training.gov.au](https://training.gov.au)
- 3.5 Any non-current qualifications can only be advertised while the qualification remains on ATMC’s Scope (as per [training.gov.au](https://training.gov.au))
- 3.6 Refer to Transition and teach-out arrangement for details of removing advertising related to non-current qualifications.
- 3.7 The Development, Approval & Publishing steps are outlined in the Document Release Cycle.

#### 4 Developing Marketing and Promotional Materials

- 4.1 The Graphic Designer will develop marketing and promotional materials for all qualifications on scope currently being offered based on the Training and Assessment Strategy and other information provided by the VET Management Team.
- 4.2 The Graphic Designer will ensure all marketing and promotional materials are developed in line with this policy.
- 4.3 When advertising courses, ATMC will:
  - 4.3.1 Include the Training Provider legal entity and/or trading name;
  - 4.3.2 Include the Training Provider Training Organisation ID (TOID);
  - 4.3.3 Use the Nationally Recognised Training (NRT) logo only as per specifications in Schedule 4 of the Standards for Registered Training Organisations (SRTO) 2015;
  - 4.3.4 Act with honesty, accuracy, integrity and responsibility;
  - 4.3.5 Abide by the [Equal Employment Opportunity](#) Legislation
  - 4.3.6 Abide by [Australian Consumer Law](#)
  - 4.3.7 Distinguish clearly between training and assessment leading to an Australian Quality Framework (AQF) certification, and any other non-AQF training delivered by ATMC.
  - 4.3.8 Provide the following information in the qualification Course Guides:
    - 4.3.8.1 Any entry requirements or pre-requisites the applicant must meet
    - 4.3.8.2 Any workplace training or assessment that must be completed as part of the course or qualification
    - 4.3.8.3 Estimated duration
- 4.4 When advertising courses, ATMC will not:
  - 4.4.1 Engage in false or misleading practices or make misleading claims regarding associations or comparisons with other education providers, or the quality or outcomes of the training.
  - 4.4.2 Take advantage of potentially vulnerable prospective students
  - 4.4.3 Guarantee that a learner will successfully complete a course or qualification
  - 4.4.4 Guarantee that the completion of a course or qualification will lead to an employment outcome
  - 4.4.5 Guarantee that a course or qualification can be completed in a way that contradicts the training package requirements
  - 4.4.6 Claim that a delivered training product will enable learners to obtain a licensed or regulated outcome unless this has been confirmed by the relevant industry regulator
  - 4.4.7 Refer to another person or organisation without formal and recorded consent from the person or organisation.

#### 5 Approval

- 5.1 Once developed, all marketing and promotional materials will be reviewed by a VET Studies Team Member using the Checklist for Marketing Materials
- 5.2 Once marketing and promotional materials successfully meet Checklist for Marketing Materials standards, materials will go to the Head of Marketing for approval.

## 6 Publishing

- 6.1 The Head of Marketing will be responsible for publishing approved marketing and promotional materials to the website and distributing to Business Development Representatives
- 6.2 The VET Management Team will update the approved course date, location, duration, and fee information in [VETenrol](#)

## 7 Revision

- 7.1 If and when the delivery of a course is changed in a way that requires the modification of marketing and promotional materials, Action list - change to fees courses or bundles is to be completed by VET Management Team and Compliance to ensure all relevant materials contain up-to-date information.

## 8 Auditing

- 8.1 The Marketing and Compliance Teams will schedule regular website and marketing audits to ensure all marketing and promotional materials and website information comply with this policy and procedure.
- 8.2 Minor website audit checklist is used on a monthly website audit basis and Marketing materials compliance checklist is used for a more comprehensive audit of all marketing materials.
  - 8.2.1 Refer to the Audits policy for further information on the audit process.

## 9 Agent Advertising

- 9.1 When promoting ATMC courses, education agents with written agreements with ATMC must abide by the following requirements for all marketing and promotional material, or any materials used to recruit students for ATMC.
- 9.2 ATMC's legal entity name, TOID number, (and CRICOS number when advertising courses to international students) must clearly identified
- 9.3 Materials must make it clear that the agent is recruiting prospective students on ATMC's behalf
  - 9.3.1 For further information on agent agreements and agent monitoring, refer to Managing Agents and Agent Monitoring and Termination Procedure

## 10 Specific Requirements

- 10.1 Skills First:
  - 10.1.1 ATMC will abide by the [Skills First Quality Charter](#)
  - 10.1.2 ATMC will only advertise funding for courses and qualifications within its funded Scope.
  - 10.1.3 ATMC will provide accurate information relating to:
    - 10.1.3.1 Training requirements
    - 10.1.3.2 Financial requirements
    - 10.1.3.3 Training hours
    - 10.1.3.4 Assessment requirements
    - 10.1.3.5 Expected outcomes
  - 10.1.4 ATMC will acknowledge government funding by prominently displaying on all Course Guides or other promotional material for Skills First funded courses that 'This training is delivered with Victorian and Commonwealth Government funding'
  - 10.1.5 ATMC will publish in a prominent location on its website and keep up to date standard fees; including fees for tuition, materials, student services, or any other fees.
    - 10.1.5.1 Fee information will be given the caveat 'The student tuition fees as published are subject to change given individual circumstances at enrolment'

- 10.1.6 ATMC will publish a summary from its latest registration audit in a prominent location on its website, showing the date, scope, and outcomes.
- 10.1.7 ATMC will only use State or Department logos or trademarks with express written approval
- 10.1.8 ATMC will abide by the Online Delivery Restriction List
- 10.1.9 ATMC does not use any brokering agents for Skills First students. If this changes, this policy will be revised to contain standards around marketing requirements for brokers.
- 10.2 International Students
  - 10.2.1 ATMC will include its CRICOS registered name and registration number in all marketing and promotional material
  - 10.2.2 ATMC will not guarantee that the undertaking of a course or qualification will secure a migration outcome.
  - 10.2.3 Prior to enrolling an international student, ATMC will make available the following information through the indicated sources (Website, application form, Student Handbook):

Supplied Information	Flyer	Course Guide	VETenrol
Entry requirements (including level of English proficiency, qualifications, work experience)	✓	✓	
The CRICOS course code	✓	✓	✓
Mode(s) of study for the course	✓	✓	
Course duration and holiday breaks	✓	✓	
Campus locations and facilities	✓	✓	✓
Tuition and non-tuition fees	✓		✓
Grounds for deferring, suspending, or cancelling an enrolment		✓	
<a href="#">The ESOS Framework</a>		✓	
Accommodation and indicative costs of living in Australia		✓	

## 11 Subcontracting

- 11.1 ATMC does not subcontract any training or assessment activities to any other parties.
  - 11.1.1 If this changes, this policy will be revised to contain standards around marketing requirements for subcontractors.

## 12 Procedure

Procedure	Responsible
1 Advertising Scope	
1.1 The VET Management Team will indicate to the Graphic Designer what courses are to be advertised on the website	VET Management Team Graphic Designer
1.2 The Graphic Designer and the IT Team will build course information pages based on guidance provided by the VET Management Team	Graphic Designer IT Team
2 Development	
2.1 The Graphics Designer will develop Course Flyers for each course delivered on scope based on guidance provided by the VET Management Team	VET Management Team Graphic Designer
<ul style="list-style-type: none"><li>The Graphic Designer will develop materials based on the Training and Assessment Strategy and this document</li></ul>	
3 Approval	
3.1 Developed materials sent to the VET Management Team for review	VET Management Team Head of Marketing Compliance Manager
<ul style="list-style-type: none"><li>VET Management Team use Checklist for Marketing Materials to complete review</li></ul>	
<ul style="list-style-type: none"><li>If materials pass VET Management Team Review, continue to Step 3.2</li></ul>	
<ul style="list-style-type: none"><li>If materials do not pass VET Management Team Review, go back to Step 2 Development</li></ul>	
3.2 Materials that pass the VET Management Team sent to Compliance Manager for approval	VET Management Team Compliance Manager
<ul style="list-style-type: none"><li>If materials approved, continue to Step 4 Publishing</li></ul>	
<ul style="list-style-type: none"><li>If materials not approved, go back to Step 2 Development</li></ul>	
4 Publishing	
4.1 Approved materials sent to the Head of Marketing to publish to the website	Head of Marketing
4.2 Published materials distributed to Business Development and Recruitment Officers	
4.3 VETtrak Occurrence Descriptions will be updated to reflect course date, location, duration, fee information in VETenrol	Head of Marketing
5 Revision	
5.1 Whenever course information is updated, the VET Management Team will complete Action list - change to fees courses or bundles to ensure all relevant information sources are updated accordingly	VET Management Team Graphic Designer IT Team
<ul style="list-style-type: none"><li>The Action List will be coordinated by the VET Management Team, but tasks will be allocated to the Graphics Designer and IT Teams as required</li></ul>	
<ul style="list-style-type: none"><li>Modification of published marketing and promotional materials will follow Step 2 Development - Step 4 Publishing</li></ul>	

Procedure	Responsible
<b>6 Auditing</b>	
6.1 The Head of Marketing will audit information provided on the website, and published marketing and promotional materials every 6 months. See Audits Policy for further information	Head of Marketing

### 13 Definitions

<b>AQF</b>	The framework for regulated qualifications in the Australian education and training system, as agreed by the Commonwealth, State and Territory ministerial council with responsibility for higher education
<b>ASQA</b>	The national vocational education and training regulator
<b>CRICOS</b>	A register of Australian education providers that recruit, enrol and teach overseas students
<b>Entry Requirement</b>	Requirements an applicant must meet in order to be enrolled in a qualification
<b>ESOS</b>	The Education Services for Overseas Students Act 2000 (ESOS Act) and related legislation is designed to protect the interests of Students coming to Australia on Student visas. The legislation aims to protect and enhance Australia's reputation for quality education, to provide tuition protection and support the integrity of the Student visa program
<b>Non-Current Qualification</b>	A qualification that has been Superseded or Deleted and is past its teach-out period
<b>Pre-Requisite</b>	Requirements a student must meet before being awarded a qualification or unit
<b>Scope</b>	The qualifications, skills sets, accredited courses, or units of competencies an RTO is registered to assess and issue VET qualifications or Statements of Attainment
<b>Skills First Quality Charter</b>	A Charter detailing what the Training Provider must do to satisfy the Victorian Department of Education's expectations
<b>Student</b>	An individual who is receiving, responding to and processing information in order to acquire and develop competence. This incorporates the processes of preparing and presenting for assessment
<b>TOID</b>	A unique ID given to a Training Organisation upon registration. Also known as a Provider Number or RTO Code
<b>TGA (<a href="http://Training.gov.au">Training.gov.au</a>)</b>	Training.gov Australia – The official national register of information on VET in Australia
<b>Training and Assessment Strategy</b>	The document which details the Training Provider's plan to deliver training and assessment of a particular course, and for each cohort within that particular course
<b>Training Product</b>	Any qualification, skill set, accredited course, or unit delivered by ATMC
<b>VETenrol</b>	The online application system used by ATMC
<b>VTG</b>	A Government initiative to provide subsidised training to eligible Students.

## Related Policies and Documents

- Document Release Cycle
- Checklist for Marketing Materials
- Marketing materials compliance checklist
- Action list - change to fees courses or bundles
- Audits Policy
- Managing Agents
- Agent Monitoring and Termination Procedure

## Legislation

[Australian Consumer Law](#)

[Australian Qualifications Framework](#)

[Education Services for Overseas Students Act 2000](#)

[Equal Employment Opportunity](#)

[National Code of Practice 2018](#) – Standard 1, 2.1

[Skills First Quality Charter](#)

[Standards for Registered Training Organisations \(RTOs\) 2015](#) – Clauses 4.1, 5.1, 5.2, 5.3

[Standard VET Funding Contract](#) – Skills First Program – Schedule 1, Clause 1

[Training.gov.au](#)

## Version Control

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