

## Advertising and Marketing Policy

Australian Sovereign College will ensure that marketing and advertising of Australian Nationally Recognised qualifications to prospective students is ethical, accurate and consistent with its scope of registration.

This complies with:

- Standard 4 of the Standards for Registered Training Organisations 2015 which requires that accurate and accessible information about an RTO, its services and performance is available to inform prospective and current students and clients.
- The conditions of use for the Nationally Recognised Training (NRT) Logo.
- Standard 1: Marketing information and practices, National Code of Practice for Providers of Education and Training to Overseas Students 2018

All staff with responsibility to prepare advertising and marketing materials are to be fully conversant with the requirements detailed in this document.

### Authorisation

All advertisements and marketing material must be approved by the Chief Executive Officer before it is released. No staff member of Australian Sovereign College is authorised to approve the use of any advertisements or marketing material.

### Advertisements and promotional information

Advertisements and promotional material used by Australian Sovereign College must uphold the integrity and reputation of Australia's education industry by ensuring the marketing of courses and services is not false or misleading. This is applicable for marketing that is used both domestically and internationally. The following guidelines are to be followed when preparing advertisements and promotional information.

Australian Sovereign College must:

- Include a direct reference to Australian Consumer Law.
- Only advertise those qualifications or units of competency that are listed as current on the Australian Sovereign College scope of registration.
- Identify qualifications in advertising by their full code and title as they appear in the training package and not to represent these qualifications or units of competency in any other way.
- Provide accurate information about the courses being advertised and the outcomes associated with those courses.



- Provide accurate information about any work-based training a student is required to undertake as part of the course.
- Provide accurate information about any prerequisites for entry to the course (including English language requirements applicable to overseas students);
- Maintain a clear distinction between nationally endorsed training being offered and other training being offered by Australian Sovereign College.
- Use the NRT logo only in accordance with the Standards for Registered Training Organisations, Schedule 4.
- Identify Australian Sovereign College in any marketing material by its full RTO code (including CRICOS provider number) and legal name.
- Clearly distinguish where training and assessment is being delivered on behalf of Australian Sovereign College by any third-party organisation.
- Include details about any government funded subsidy or other financial support arrangements associated with the provision of training and assessment.
- Monitor closely the advertising and marketing being provided by any third-party organisation on behalf of Australian Sovereign College.

Australian Sovereign College must not:

- Provide false or misleading information in relation to course requirements when seeking to enter into a written agreement.
- Provide any guarantees to students about the successful completion of training or any employment outcome that is outside of the control of Australian Sovereign College.
- Integrate or confuse in any way training that is nationally endorsed with training that is not accredited.
- Refer to another person or organisation in any marketing material without obtaining prior consent and approval.
- Recruit students if it conflicts with its obligations under Standard 7 (Overseas Student Transfer) of the National Code of Practice for Providers of Education and Training to Overseas Students 2018.
- Provide approval for any third-party organisation to advertise on behalf of Australian Sovereign College unless it is appropriately specified with limitations within a written and signed agreement with the third-party organisation.

- commit to securing migration or education assessment outcomes for overseas students.

### **Marketing non-accredited training**

When Australian Sovereign College is promoting the non-accredited training, it must clearly distinguish between nationally recognised training and that which is not nationally recognised. The NRT logo must not be used in association with non-accredited training. Practices where nationally endorsed and non-accredited training are combined within a brochure, or a website are to be avoided. Ideally it is best to separate these course offerings into different areas of our website in order to make a clear distinction.

### **Stationery, business cards, building signage, training resources.**

The NRT logo is not to be used on Australian Sovereign College products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, coffee cups, USB sticks and packaging around products. The NRT logo must also not be incorporated into or on the cover of learning and assessment resources supplied by Australian Sovereign College. This includes PowerPoint presentations.

### **NRT Logo Colours**

Where the NRT logo is reproduced in one colour, it should preferably be in GREEN PMS 343 or, where this is not suitable, it may be reproduced in black. In some situations, the background colour may clash, or the logo may not be prominent. In those situations, the black logo may be reversed out to display in white.

### **Delivery of standalone units of competency**

Where Australian Sovereign College has qualifications on its scope of registration, the core units of competency and the listed (named) elective units of competency may be offered and delivered as standalone units of competency. This means that whilst these units of competency are not individually listed on the Australian Sovereign College scope of registration, they are approved by ASQA for delivery as standalone units and Australian Sovereign College does not need to seek approval for the delivery of these units of competency. Australian Sovereign College is entitled to publish advertising that promotes these standalone units of competency as individual courses.

### **Informing students of their rights and obligations**

It is a mandated requirement within the Standards for Registered Training Organisations for Australian Sovereign College to inform students prior to their enrolment about their rights and obligations, about the services to be provided and about the payment of fees, other charges and refund arrangements. Whilst this requirement relates to the marketing and advertising of training, it is addressed in policy arrangements detail within the Enrolment Policy provided within this policy manual.



## Management Responsibility

The Marketing Manager is responsible for overall implementation of this policy. Marketing Manager has overall responsibility for developing and updating all marketing materials.

CEO has overall responsibility for approving this policy.

## Legislative / Statutory Requirement

- National Vocational Education and Training Regulator Act 2011 (Cth)
- The ESOS Act 2000
- The National Code 2018
- ADMA Direct Marketing Code of Practice
- Competition and Consumer Act 2010
- Trade Practices Act 1974 (Cth)
- The Australian eMarketing Code of Practice 2005
- Privacy Act 1988 (Cth)