

## MARKETING INFORMATION AND PRACTICES POLICY

### PURPOSE

Nurse Training Australia (NTA) recognises that accurate and ethical marketing and recruitment is critical to our success as an organisation. Marketing is the first step in establishing a formal relationship between the student and our College.

Good marketing service means we will meet our obligations to students, prior to enrolment in order for them to make informed choices about their education options. We will:

- Ensure our marketing is professional, accurate and upholds the integrity of Australian education and training as a CRICOS provider;
- provide accessible and accurate information about the College, our programs, fees, facilities, services and resources and performance;
- provide course information, fee information and related terms and conditions;
- provide an application process, offer of a place and agreement that accurately and simply sets out the terms and conditions and obligations of all parties;

### References

Standard 4	Clauses 4.1 Accurate and accessible information about an RTO, its services and performance is available to inform prospective earners and clients.
Standard 5	Clauses 5.1 -5.4 Each learner is properly informed and protected.
Schedule 4	Conditions of use of NRT Logo
NC 2018 Standard 1	Marketing Information and Practice
NC 2018 Standard 2	Recruitment of an Overseas Students
ESOS Act	Section 107 that provides further information on CRICOS provider number on material including in electronic form

## PROCESS

### Our marketing and pre-enrolment information

The primary information source is the website and marketing materials.

Examples of marketing material used for recruitment purposes could include:

- information about courses for overseas students including course flyers (in English and other languages)
- introductory posters promoting the College for agent offices and student marketing events (in English and other languages)
- introductory marketing handouts for student events (in English and other languages)
- other marketing materials that promote and advertise courses with our provider (including cards which may be considered more advertisements than conventional business cards)
- newspaper advertisements for courses for domestic or international students in an Australian or foreign newspaper (in English and other languages)
- the homepage of our website and pages relating to both domestic and international student services
- The College social media presence such as a Facebook site (where we are recruiting)
- information about living in Australia if it is used as a tool to market to and recruit students and if it has been produced for or by the provider for the purpose of marketing to and recruiting students
- the College letterhead, signature block or footer used in letters making offers to students, promoting courses or for other marketing purposes; and
- The College emails and signature blocks that are sent to students offering enrolment or informing students of courses.
- The equally important source for this information is our staff who communicate through email and phone with any person involved or enquiring about our College, the courses and services (as on scope of registration and registered on CRICOS)

### ESOS Act Section 107

This section provides further information on including the registered name and CRICOS provider number on material including in electronic form that:

- makes an offer to overseas students or intending overseas students
- invites an overseas student or intending overseas student to undertake or apply to undertake a course, or
- holds itself out as able or willing to provide a course.

### **What is NOT included as marketing material?**

We note here that the following materials would **not** generally be required to include the registered provider's name and the CRICOS provider number:

- envelopes
- conventional business cards that give provider contact details only
- job advertisements unless they are used to promote studying with a provider
- Student handbooks that are distributed AFTER the student has enrolled with a provider
- any other information that does not market courses to overseas students
- tourist brochures and links to useful external websites, which provide information about life in Australia such as Tourism Australia.

**We have quality assurance checks on all information.**

We have staff training and performance monitoring for marketing and course advisors and student services staff.

### Explanation Table

The following table itemises specifics from the Standards for RTO's 2015 and the National Code 2018.

There are **related checklists and procedures** to confirm the location of information and provision of that information

Standard/ consideration	Explanation
<b>Legal entity, Trading name and RTO code CRICOS Provider Number</b>	<p>We provide details of our organisation and the RTO National Provider number – from the National Register (TGA) and the CRICOS provider number</p> <p>The “legal entity” is our ASIC registered company name – Care Plus Training Pty Ltd</p> <p>The ASIC registered Trading name is Nurse Training Australia and we use the abbreviation NTA.</p> <p>The name and RTO code /CRICOS number will be on the website, marketing materials and the certificates.</p> <p>The name and RTO code /CRICOS number will be on formal electronic communications used in marketing by staff and agents.</p> <p>Where the material has a tear out section used for marketing, this section must comply and have the codes and numbers</p>
<b>NRT Logo</b>	<p>Use of NRT logo or other logos and terminology</p> <p>We will use approved logos and accurate nomenclature (naming) and the website, in marketing materials and promotions. Placement of logos will be checked to follow guidelines and conditions of use. We will refer to:</p> <ul style="list-style-type: none"> <li>• “Nationally Recognised Training” and the NRT logo following Standards for RTO's 2015 Schedule 4 and guidelines or fact sheets from the regulator</li> <li>• Courses, qualifications and units of competency codes and titles follow ASQA and AQF guidelines</li> <li>• We will call the RTO an “approved provider” or “RTO” following guidelines.</li> </ul>
<b>Education Agents Third party marketing</b>	<p>The College markets through education agents. There is a separate policy and procedure for education agents. They are third party agreements. Third party marketing materials (used by agents) will be prepared within conditions set down in agreements with our College.</p> <p>Where we are in a third party arrangement and are the RTO we will:</p> <ul style="list-style-type: none"> <li>• Specify acknowledgement of our RTO/CRICOS in the agreement</li> <li>• Monitor the marketing to ensure our RTO is identified correctly</li> </ul>
<b>Third party marketing Partnering information where we are NOT the RTO and do NOT have the course on scope</b>	<p>Where we enter into partnering with another RTO to offer their course that is not on our scope, then marketing materials will be prepared within conditions set down in agreements with that provider and partner (if and when we work such an arrangement.)</p> <p>Where we are the partner RTO in a third party arrangement with another RTO – on our website we will:</p> <ul style="list-style-type: none"> <li>• Specify acknowledgement of the Partner RTO in the agreement</li> <li>• Ensure our marketing identifies the Partner RTO as the provider and</li> <li>• Ensure that our RTO does not represent we have the course on scope</li> </ul>
<b>General information</b>	<p>The website and International Student Handbook or Local Student</p>

<b>about the College</b>	handbook will include: <ul style="list-style-type: none"> <li>• Information on College location and travel access</li> <li>• A general description of College facilities and equipment for students</li> <li>• Who to contact for assistance and support at the College</li> <li>• The learning and library resources available to students</li> </ul>
<b>Relevant information about studying and living in Sydney for OS students</b>	The website will have additional information for overseas students on living in Sydney including: <ul style="list-style-type: none"> <li>• Indicative costs of living</li> <li>• Accommodation options</li> <li>• Where relevant, schooling obligations and options for school-aged dependants of intending students, including that school fees may be incurred</li> <li>• Links to Study in Australia website and Study NSW for further information</li> </ul>
<b>Relevant links to ESOS framework for OS students</b>	The website will have additional information for overseas students and a link to the ESOS framework information on the AEI website and the ESOS Framework fact sheet (for intending students). We also refer intending students to the Framework information on their letter of offer.
<b>Course information</b>	The website, marketing material and communications with students will provide accurate course information including: <ul style="list-style-type: none"> <li>• AQF codes, qualification titles, unit of competency titles</li> <li>• Course modes of delivery and assessment information and course length (duration) including CRICOS duration</li> <li>• Modes of delivery</li> <li>• Work placement arrangement (if included in the course)</li> <li>• Expected locations for course delivery and work placement (if included in the course) (must be undertaken in the same state)</li> <li>• The course information will include more about these items and will go through a quality assurance check, approval process and version control.</li> </ul>
<b>License outcomes Regulated outcomes</b>	The RTO will be able to prove that the RTO or its trainers are confirmed by the industry regulator where we advertise that units lead to a license or registration and approval through an external regulator (such as WorkCover, Office of Liquor and Gaming OLGR)
<b>Guarantees (No false or misleading information)</b>	The website, marketing material and communications with students will: <ul style="list-style-type: none"> <li>• Be clear and accurate about the details of the program as per the approved marketing material (as per the TAS document)</li> <li>• Make no assurance that enrolment and payment means the student will successfully complete the course</li> <li>• Make no assurance that completion guarantees a particular employment outcome (a job)</li> <li>• Make no assurance that completion means automatic acceptance into another course (unless this is an arranged pathway within our College)</li> <li>• Make no assurance related to possible migration outcomes</li> <li>• Make false claims of associations between providers, universities or higher education providers</li> <li>• Make any other false or misleading claims relating to the College or the outcomes of the course</li> </ul>
<b>Transfer between providers</b>	The website, marketing material and communications with students will not actively recruit a student where this clearly conflicts with its

	obligations under National Code 2018 Standard 7 (Transfer between registered providers) These restrictions also apply to courses taken before the principal course in a package of courses.
<b>Requirements for acceptance into a course</b>	The course information and communications will include entry requirements: (as in the TAS) the minimum level of English language proficiency, educational qualifications or work experience required and whether course credit may be applicable.
<b>Funding support</b>	For domestic students, where there is funding associated with the student and courses offered, we will make this clear in the website and marketing material and communications and will provide details that are accurate and factual.
<b>Fees and terms</b>	The website, Local Student Handbook, International Student Handbook and FAQ's, application process, letter of offer and enrolment forms and terms and conditions plus communications will consistently provide: <ul style="list-style-type: none"> <li>• All relevant fees that must be paid to the College</li> <li>• Payment terms and conditions including deposits and refunds</li> <li>• Refunds terms and the refund process (including amounts collected by education agents on behalf of the College)</li> <li>• Learners rights as a consumer and any cooling off period</li> <li>• The statement that "This agreement, and the availability of complaints and appeals processes, does not remove the right of the student to take action under Australia's consumer protection laws".</li> </ul> The fees and terms and conditions will include more than these items and will go through a quality assurance check, approval process and version control.
<b>Learners rights and obligations Support services</b>	The website, Local Student Handbook, International Student Handbook and related FAQ's, Letter of offer, enrolment forms and terms and conditions plus communications up to and including course induction will consistently provide: <ul style="list-style-type: none"> <li>• Students rights and obligations</li> <li>• The education support services provided by the College</li> <li>• The student support services provided by the College</li> </ul> See the details in these reference documents that go through a quality assurance check, approval process and version control.
<b>RTO's obligations Education and Support services</b>	The website, Local Student Handbook, International Student Handbook and related FAQ's and terms and conditions plus communications up to and including course induction will consistently provide: <ul style="list-style-type: none"> <li>• The RTO's obligations especially but not limited to changes to courses and services</li> <li>• Education and support services offered to participants</li> </ul> See the details in these reference documents that go through a quality assurance check, approval process and version control.
<b>Complaints and Appeals</b>	The website, Local Student Handbook, International Student Handbook and related FAQ's, terms and conditions plus communications up to and including course induction will consistently provide: <ul style="list-style-type: none"> <li>• Details of the complaints process and how to appeal that decision</li> <li>• Details of the assessment appeals process</li> <li>• Reference to the Training Complaints Hotline</li> <li>• Reference to the Overseas Student Ombudsman</li> </ul>

<b>Non-accredited training</b>	Where we market non-accredited courses, we will differentiate this marketing information or website information from the accredited training and ensure there is no use of NRT logo
<b>Use of images</b>	Where marketing materials feature images and quotes from course participants and staff, this will be authorized with written permission and comply with copyright legislation. Examples are a photo or testimonial or examples of work produced by that person that will appear in brochures or on our website. We will abide by the conditions of that permission.

## QUALITY ASSURANCE OF MARKETING AND PRE-ENROLMENT INFORMATION

The Director has oversight of the marketing through the website and marketing material and related information that is accessible pre-enrolment or prior to course commencement.

### Approvals process

The Marketing Manager will approve all marketing material before it goes to print or goes live on the website.

The Marketing Manager will approve and monitor the information about the College and services and courses on social media with the course advisors and day to day staff who are communicating with learners and clients through this medium.

### Monitoring process

The Administration and Compliance Manager will supervise the communications between students and the Office staff at the course enquiry, application and enrolment stages.

This is covered in more detail in the Course and Student Administration policy and procedures.

This communication will be captured in the student management system database including notes.

### Documented process for reviews of marketing information and materials

The RTO uses website checklists and marketing checklists when we review information at regular intervals.

The corrective actions if needed are recorded on these forms and in notes in the quality assurance register.

Where significant changes are required to marketing and pre-enrolment information for accuracy or compliance, this is recorded in the registers and version changes and reported to management.

All materials are archived and new materials tracked with version control.