P.22V02 Marketing & Promotional Material Policy

1. Policy

This policy/procedure supports ‘Standard 1 – Marketing information and practices’ of the ‘National Code of Practice for Registration Authorities & Providers of Education & Training to Overseas Students 2007’.

Technical Education Development Institute will ensure that marketing of the educational and training services is professional, accurate, Up to date, and maintains the integrity and reputation of the industry.

- Marketing information and practices must be professional and ethical.
- Institute name and CRICOS code must be clearly identified on all material used to market the provider and its courses to students.
- Information or advice given to students must not be false or misleading.
- Marketing information must include Institute cannot enrol a student wishing to transfer from another provider before the student has completed six months of his or her principal course except in circumstances outlined in Standard 7 of The National Code. These restrictions also apply to courses taken before the principal course in a package of courses.
- Institute will not state or imply that courses other than those within the Scope of Registration are recognised by the registering authority.
- Institute will recruit students at all times in an ethical and responsible manner consistent with the requirements of courses.
- Institute will ensure that application and selection processes are explicit and defensible and equity and access principles are observed.
- Marketing Material Conforming Normal Operating Hours (0800 Hours to 2200 Hours).

2. Procedure

The following procedure ensures that all marketing materials and practices for Technical Education Development Institute are authorised by an appropriate person before implementation.

The Marketing Manager of Institute will advise prospective students of:
- its Scope of Registration;
- application processes and selection criteria;
- fees and costs involved in undertaking training;
- fee refund policy.
- qualifications to be issued on completion of courses;
- competencies to be achieved during training;
- assessment procedures including recognition of prior learning;
- literacy and numeracy requirements;
- grievance procedure;
- staff responsibilities;
- facilities and equipment; and
- Student support services.
- Ensure that Institute name and CRICOS number in written marketing and other material for students, including electronic form such as website downloads.
- Ensure that no false or misleading information or advice in relation to
  i. Claims of association between providers.
  ii. The employment outcomes associated with a course.
  iii. Automatic acceptance into another course
  iv. Possible migration outcomes associated with the course.
• Authorise all new marketing information and practices.

• Ensure that Institute will not actively recruit students from another RTO that have not completed six (6) months of their primary studies with that RTO (Standard 7 requirements) through the use of promotional material.

• Where the Marketing Manager has approved a new document or practice the appropriate implementation plan will developed to ensure all old versions are replaced and staff made aware of the changes.

• The Marketing Manager will also ensure any promotional material or practices and changes developed are communicated to all agents and representatives of Institute.