

Marketing and Student Recruitment Policy

1. Purpose

The purpose of this policy and procedure is to ensure that prospective and current learners are properly informed and protected when making decisions regarding their learning needs, choice of training products, training organisation, fees, delivery methods, contract and agreements and consumer rights.

This policy will to ensure that RGIT complies with the requirements of Standard 5 of the Standards for RTOs 2015 for the marketing and monitoring of the Institute's marketing activities.

2. Responsibility

The Marketing Manger will be responsible for the implementation of this policy and to ensure that the staffs are aware of its application and procedures.

3. Scope

This policy applies to all activities related to marketing and recruitment of students by the Institute, its authorised marketing agent and Third Party Provider.

4. Policy

RGIT will provide students with information prior to commencement of services including any third party arrangements affecting the delivery of training and/ or assessment. This will to occur regardless of the manner in which the student has been engaged, and whether the student was initially engaged by the RGIT itself, or by a third party.

4.1 Marketing and Advertising

- The Institute will ensure the marketing of its courses by agents and Third Party is undertaken in a professional manner and maintains the integrity and reputation of the industry and the Institution as a registered training provider.
- The Institute will:
 - a. clearly identify its name and RTO Code in written marketing and other materials for students, including in electronic forms
 - b. not give false or misleading information or advice in relation to:
 - ✓ claims of association between providers which include information in marketing materials and website;
 - ✓ the employment outcome associated with a course;
 - ✓ automatic acceptance into another course and pathways;
 - ✓ any other claims relating to the Institution, its course or outcomes associated with the course.
- All provider partner or Third Parties will forward marketing materials such as brochure and flyer prior to printing for RGIT's final review and approval.

4.2 Ethical Marketing Practices

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- RGIT will obtain written permission from our students before information about that student can be used within any of the Institute's advertising or marketing materials. This includes websites, newspapers, magazines, brochures, flyers, radio and television advertising
- RGIT will at all times accurately represent all of its training and assessment services to all prospective clients
- RGIT will ensure that all clients are provided with full details of any conditions in any contractual arrangements related to advertising and marketing.

4.3 Accurate and Clear Marketing

RGIT, its marketing agents and third party will ensure that:

- Only those AQF qualifications that are on the Institute's scope of registration will be advertised;
- Advertisements will clearly delineate nationally recognised training products separately from others;
- Students have adequately inform about any loan or debt incur by enrolling into the VFH course
- Correct names of all Training Packages/courses on the Institute's scope of registration will be used; and
- All units of courses with duration of study

Marketing agents or marketing collateral will not:

- a. Offer any inducements to prospective students;
- b. target any vulnerable students or group who cannot complete the course;
- c. fill up enrolment form for prospective students;
- d. conduct Language, Literacy and Numeracy (LLN) test for the students;
- e. enrol students at the first instance of visit;
- f. encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided;
- g. make any claim to approval or recognition that is inaccurate, or use misleading or false comparisons of courses provided by RGIT's competitors;
- h. make any misleading statements concerning the qualifications or experience of its staff;
- i. make misleading or false statements about the prospects of employment following the course;

2.0. Student Engagement Before Enrolment

RGIT will must ensure that each learner is fully informed and protected and are able to make an informed decisions about studying with RGIT Australia.

Prior to accepting a student for enrolment or commencement of the course, RGIT will provide in print, or through referral to an electronic copy, current and accurate information regarding the following:

- a. entry requirements for acceptance into a course, including Language, Literacy and Numeracy (LLN), educational qualifications or work experience required and whether course credit may be applicable
- b. course content and duration, qualification offered if applicable, modes of study and assessment methods

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- c. campus locations and a general description of facilities, equipment, and learning resources available to students
- d. details of any arrangements with the Third Party, person or business to provide the course, or part of the course
- e. indicative course-related fees, including advice on the potential for fees to change during the student's course, and applicable refund policies
- f. information about the grounds on which the student's enrolment may be deferred, suspended or cancelled
- g. information about the services it will provide to students, along with the rights and obligations of both the students and RGIT.
 - i. RGIT's obligations to the students, including that RGIT is responsible for the quality of the training and assessment in compliance with the Standards for Registered Training Organisation 2015, and for the issuance of the AQF certification documentation.
 - ii. the student's rights, including:
 1. details of RGIT's complaints and appeals process as required by Standard 6 of the Standards for Registered Training Organisation 2015, and
 2. if RGIT, or a third party delivering training and assessment on its behalf, closes or ceases to deliver any part of the training product that the learner is enrolled in
 - iii. the learner's obligations:
 1. in relation to the repayment of any debt to be incurred under the VET FEE-HELP scheme arising from the provision of services
 2. any requirements that RGIT requires the learner to meet to enter and successfully complete their chosen training product, and
 3. any materials and equipment that the learner must provide, and
 - iv. information on the implications for the learner of government training entitlements and subsidy arrangements in relation to the delivery of the services.

5.0 Acknowledgement of National Recognition

RGIT Australia may use the following terms, as per the guidelines issued by relevant authorities.

- Nationally Recognised Training (NRT)
- Registered by ASQA to issue the following qualifications.

6.0 Use of AQF and NRT Logos

- The NRT logo will be used on AQF qualifications and Statements of Attainment.
- The AQF logo will be used in AQF qualifications but not in Statements of Attainment.
- The AQF and NRT logos will not be used on any training and assessment services that do not lead to AQF qualifications and/or Statements of Attainment.

7.0 Obligation for agents and Third Party

It is mandatory that agents working for RGIT or Third Party delivering on behalf of the Institute will:

- assist and comply with all contractual obligation mentioned in contract agreement;

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- Cooperate with Regulatory Authority for any compliance requirements including sharing requested information;
- provide RGIT with detailed marketing information (marketing strategies, staff details, geography, etc.) on regular basis;
- abide by instructions provided by the Institute;
- use only approved marketing materials by the Institute;
- share any marketing related complaint raised by the students with the institute;
- not collect tuition fees in its behalf
- not further subcontract its services.

8.0 Monitoring

- RGIT will monitor the whole range of marketing activities of its agents and Third Parties through different approaches in accordance with the Partner Selection and Monitoring Policy. The monitoring could be desk auditing, student survey, real time monitoring in the field.

9.0 Review history

| Revision | Date | Description of modifications |
|----------|---------------|---|
| 1 | June 2008 | Original |
| 2 | June 2009 | No changes made. |
| 3 | December 2010 | Minor formatting |
| 4 | December 2011 | Annual Review |
| 4.1 | May 2012 | Domain change |
| 5 | December 2012 | Overall editing and update |
| 5.1 | July 2013 | Overall editing |
| 6.0 | January 2015 | Updated against Standards for RTOs 2015 and separated from international students recruitment |

Reference: Standards for RTOs 2015 (Standard 5)