

# 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 ensures that RGIT Australia complies with the requirements of Standards for RTOs 2015 and National Code 2018 for monitoring the marketing and recruitment of students for RGIT Australia.

## 2. Responsibility

The Marketing Manager will be responsible for the implementation and update of this policy and to ensure that the marketing staff members and agents are aware of its application and procedures.

## 3. Scope

This policy applies to all activities related to marketing and recruitment of both domestic and international students by the Institute and its authorised marketing agents.

## 4. Policy

RGIT Australia will uphold the integrity and reputation of Australia's education industry by ensuring the marketing of its courses and services is not false or misleading. RGIT Australia will recruit responsibly by ensuring students are appropriately qualified for the course for which they seek enrolment, including having the necessary English language proficiency, educational qualifications and work experience. Students must have sufficient information to enable them to make informed decisions about studying with RGIT Australia.

### 4.1 Marketing and Advertising

- The Institute will ensure the marketing of its courses through its own channel and by agents 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) accurately represents the services it provides and the training products on its scope of registration;
  - c) not give false or misleading information or advice in relation to (or that indicates):
    - 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;

- any guarantee that a learner will successfully complete a training product on its scope of registration
- All authorised marketing agents will forward marketing materials such as brochure and flyer prior to printing for RGIT's final review and approval.

## 4.2 Ethical Marketing Practices

- RGIT will obtain written consent from its students before using their information for 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 students;
- 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 Australia and its authorised marketing agents 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 and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered by RGIT Australia;
- Correct names of all Training Packages/courses on the Institute's scope of registration will be used;
- All units of courses with duration of study.

Authorised marketing agents or marketing collateral will not:

- Offer any inducements to prospective students;
- target any vulnerable students or group who cannot complete the course;
- fill up enrolment form for prospective students;
- enrol students at the first instance of visit;
- encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided;
- make any claim to approval or recognition that is inaccurate, or use misleading or false comparisons of courses provided by RGIT's competitors;
- make any misleading statements concerning the qualifications or experience of its staff;
- make misleading or false statements about the prospects of employment following the course;

## 5. Student Engagement Before Enrolment

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

Prior to accepting a student for enrolment or commencement of the course, RGIT Australia will provide

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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) pre training review prior to the enrolment into a course of studies to ensure that the training and assessment provided by RGIT Australia is able to meet the student's individual needs
- c) course content and estimated duration, expected location of delivery, qualification offered if applicable, any work placement arrangements, modes of study and assessment methods,
- d) campus locations and a general description of facilities, equipment, and learning resources available to students
- e) details of any arrangements with the Third Party, person or business to provide the course, or part of the course (if any)
- f) indicative course-related fees, including advice on the potential for fees to change during the student's course, and applicable refund policies
- g) information about the grounds on which the student's enrolment may be deferred, suspended or cancelled
- h) information about the services it will provide to students, along with the rights and obligations of both the students and RGIT Australia.
  - i. RGIT Australia'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 National Code 2018, 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 closes or ceases to deliver any part of the training product that the learner is enrolled in.
  - iii. the learner's obligations:
    1. any requirements that RGIT requires the learner to meet to enter and successfully complete their chosen training product including Pre Training Review (PTR), and
    2. any materials and equipment that the learner must provide

## 6. 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.

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## 7. Obligations for Authorised Marketing Agents

It is mandatory that agents working for RGIT Australia will:

- assist and comply with all contractual obligation mentioned in contract agreement;
- 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;
- No further subcontract of its services.

## 8. Monitoring

RGIT will monitor the whole range of marketing activities of its agents and Third Parties through different approaches Engaging Education Agents Policy and Procedures. The monitoring could be desk auditing, student survey, real time monitoring in the field.

## 9. 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     |
| 6.2      | January 2018  | Updated header and footer, minor formatting               |
| 6.3      | May 2018      | Removed VFH related items                                 |
| 6.4      | July 2018     | Minor changes to incorporate both domestic and            |
| 7.0      | August 2018   | Updated, included PTE, removed the mention of Third Party |
| 7.1      | May 2020      | Updated header and footer, minor formatting               |