

POLICY:	MARKETING AND PROMOTIONAL MATERIAL
NVR Ref:	Standard 2
IBI Ref:	IBI-2- M1
Purpose	<p>To ensure that the Institute provides marketing services that are professional and accurate, and that the organisation maintains integrity and reputation as an RTO delivering qualifications to ASQA Standards.</p> <p>The Institute will ensure that all Marketing and Promotion Materials of its education and training services is undertaken in a professional manner that maintains the reputation of the industry and other registered providers in Australia as well as the requirements of the regulator (ASQA) and Skills Victoria.</p>
Scope	<p>To achieve a high standard of service, the Institute will:</p> <ul style="list-style-type: none"> • Clearly identify with its registered provider name and RTO number in written marketing and other promotional materials to stakeholders, including electronic forms and • Not deliver false or misleading or deceptive information or advice in relation to: <ul style="list-style-type: none"> - claims of association between providers; - the employment outcomes associated with a qualification; - automatic acceptance into another course; - any other claims relating to the Institute and its course outcomes. - Pricing or refunds • Not recruit students where this is clearly in conflict with its obligations under ASQA Standards, Skills Victoria Service Agreement and related regulations and compliance requirements.
Definitions	<p>Marketing and Promotion Materials means for the purpose of this Policy and Procedure, marketing and promotional material is defined as printed or electronic matter originated and produced by the Institute internally or via contractors that is intended wholly or in part for an external audience. It does not include classroom support materials, internal only letters or memoranda, or other materials for internal use only.</p>
Responsibilities	<p>The CEO and the Chief Marketing Officer have a responsibility to ensure that:</p> <ul style="list-style-type: none"> • all prepared marketing materials and publications are authorised prior to being issued; • all materials clearly state if there is a national AQF outcome; • if there is a national AQF outcome (either a formal qualification and/or a statement of attainment) then the following will apply: <ul style="list-style-type: none"> - use of the correct national code - use of the correct national name - use of the national logo for nationally recognised training.

PROCEDURE:	MARKETING AND PROMOTIONAL MATERIAL
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Action/Method	<ul style="list-style-type: none"> • IBI Marketing and Promotional Materials shall disclose <ul style="list-style-type: none"> - Course Fees & Charges; - Course Code; - Description of each Course should correspond exactly as it appears with the relevant registration bodies and reflect the course content. - Course information is to be informative and current. • A draft layout of Marketing and Promotional Materials is to be provided by the Chief Marketing Officer and Designer to the CEO before being released to the general public to be audited against the criteria set out in the – IBI <u>Marketing & Promotional Materials Compliance Checklist (see Annexure B)</u>. • A list of the Marketing and Promotion Materials will be maintained in the format and criteria as set out in the <u>IBI Marketing & Promotional Materials Register (see Annexure A)</u>. This register shall be reviewed by the CEO annually. • All course-related publications are to be reviewed at the end of each qualification by the CEO. • All course information will be reviewed for accuracy and compliance to relevant regulatory requirements. • If any changes are required, the CEO will arrange for the relevant staff member to prepare a draft reflecting such changes, and submit for approval to the CEO. • Upon completion of the approval process, the CEO will be responsible for ensuring changes are reflected in the electronic and hard copy masters. • The new document version numbers will be adjusted and recorded by the Manager Quality Improvement, who will ensure all old versions are destroyed. <p><u>Procedure</u></p> <p>The Procedure will be published on the IBI’s website and disseminated to IBI stakeholders through regular briefing sessions conducted by the Manager Quality Improvement.</p> <p>The aim of the procedure is to provide a mechanism for the Institute to:</p> <ul style="list-style-type: none"> • Guide and coordinate marketing and promotional activity for the recruitment of students. • ensure that these activities are of an appropriate standard and consistent with the Institute’s Strategic Business Plan; • ensure that attendance at international exhibitions is coordinated and managed in a cost efficient and effective manner and

	<ul style="list-style-type: none"> • Ensure that all Institute promotional material for students complies with the VET Quality Framework and Skills Victoria acknowledgements.
<p>Action/Method (cont)</p>	<p>The CEO and/or designated officer will establish and periodically review procedures for the coordination of all marketing and promotional activities for the recruitment of international students by the Institute.</p> <p>In the Institute’s marketing and promotion for students, all information and promotional material provided for the Institute will be accurate and complete, at all times, complying with legal requirements, including the Standards for Registered Training Organisations (RTOs) 2015 and Skills Victoria. (training.gov.au)</p> <p>At all times, only courses registered in the Commonwealth Register of Courses are permitted to be promoted and offered to prospective students.</p> <p>All materials must be verified by the CEO.</p> <p>All advertising must be arranged in consultation with the CEO.</p> <p>The CEO will:</p> <ul style="list-style-type: none"> • Establish performance criteria for monitoring the efficiency and effectiveness of the Institute’s Marketing activities and expenditure and provide an annual report on performance against targets.
	<p>The CEO will ensure all Institute publications for markets are accurate, consistent with the VET Quality Framework and the Skills Victoria Agreement.</p>
<p>References</p>	<ul style="list-style-type: none"> • Relevant Acts and Regulations (VET Quality Framework and Skills Victoria) • Scope of Registration • Advertising Practices Policy <p>Records Management, Maintenance and Security Procedure</p>
<p>Related Policies</p>	<p>Advertising Practices Policies and Procedures</p>

VERSION CONTROL

Review/ amendment history

Policy Approved by: Chief Executive Officer

Responsible Officer: Chief Executive Officer

Next Policy Review Date: April 2017

Version	Date	Details
1.0	July 2014	Policy issued
2.0	Dec 2014	Updated to reflect Standards for Registered Training Organisations (RTOs) 2015
3.0	April 2015	Updated to reflect NVR 2015 Standards
4.0	April 2016	No material changes

Annexure A

IBI Marketing and Promotional Materials Register

Preparation Date	Date Published	Job Number	Course(s)	Media	Size (hwx) mm	Photo Licence	Operator	Sign Off

Annexure B

IBI Marketing Materials Checklist

Item	Date Published	RTO Legal Name (ABN) - TOID	Course Codes – Training Package	Gov Funding	Pricing & refund Statement	Refer – Pre Enrolment Info	Photo Licence	Signed Off By