

<b>Institution</b>	Universal Institute of Technology
<b>Policy Name</b>	Marketing
<b>Policy Number</b>	ADM001
<b>Policy Governance</b>	Executive Management Group (EMG)
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<b>References:</b>	SRTO 4, 5 ESOS NC Standard. 1, 2

## 1 Purpose

This policy has been developed to ensure that all UIT stakeholders understand how the marketing and advertising of training and assessment products and services must be conducted, the procedure for and actions required in relation to any marketing activities, to maintain currency and accuracy of marketing and to safeguard the use of the NRT and AQF logos. To ensure that all marketing and sales are carried out in an accurate, ethical and moral manner and meets all governing legislation and regulations. This includes the provision of accurate and unambiguous information regarding UIT’s services and performance.

## 2 Policy

Universal Institute of Technology (UIT) will ensure that its marketing and advertising of all AQF and VET Accredited qualifications and those on CRICOS are conducted in an ethical and accurate manner and is consistent with its scope of registration and ESOS legislation. This is regardless of whether the information is provided by UIT, its agents, brokers, online directories or other third parties. UIT 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. Any non-accredited training will also be marketed in line with this policy. All information given makes clear distinction between nationally recognized training and non-recognized training. By complying with the Standards, Universal Institute of Technology ensures Australian Consumer laws are adhered to.

### 3 Responsibility

The CEO is responsible for UIT's adherence to the National Standards for Registered Training Organisations and ESOS/NCP2018.

### 4 Definitions

- **Marketing Material** – any print or electronic material, including materials used on social media for promoting UIT or any of UIT's training and assessment products or services.

### 5 Guidelines

- UIT will ensure the marketing of its education and training services is undertaken in a professional manner and maintains the integrity and reputation of the industry and registered providers. Therefore, all statements made in any advertising or marketing materials will be:
  - accurate and unambiguous;
  - only about the services UIT offers;
  - designed to clearly delineate accredited courses from non-accredited courses;
  - designed so as to not detract from the good reputation and interests of the Australian education industry or other educational institutions nor make negative comparisons and/or derogatory statements about them.
- UIT will:
  - ensure that UIT's Legal Entity Name and UIT's Trading Name if relevant, ABN , TOID and CRICOS Number appear on all UIT written or online marketing and other required materials, including in electronic form or makes publicly available for the purposes of;
    - providing or offering to provide a course to an overseas student
    - inviting a student to undertake or apply for a course, or
    - indicating it is able or willing to provide a course to overseas students.
  - Only advertise or market that a training product it delivers will enable learners to obtain a licensed or regulated outcome where it has been confirmed by the industry regulator in the jurisdiction in which it is being advertise.
  - Include details of any VSL, government- funded subsidy or other financial support arrangements associated with UIT's provision of training and assessment.

- distinguishes where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on its behalf by a third party
  - distinguishes between nationally recognised training and assessment leading to the issuance of AQF [Australian Qualifications Framework] certification documentation from any other training or assessment delivered by the RTO
- UIT will not
  - guarantee that a learner will be issued with a qualification or statement of attainment; or guarantee a learner will successfully complete a training product on its scope of registration;
  - guarantee that any employment outcome will result from training and/or assessment at UIT;
  - guarantee that a training product can be completed in a manner which does not meet the requirements of Clause 1.1 and 1.2;
  - claim that a learner will be eligible for any licence or accreditation as a result of your training and/or assessment, unless the issuer of that licence or accreditation has confirmed this to be the case.
  - claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by UIT.
  - give false or misleading information or advice in relation to:
    - association with any other persons or organisations UIT has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enroll
    - any work- based training a student is required to undertake as part of the course
    - prerequisites- including English language proficiency- for entry to the course
    - the employment outcomes associated with a course
    - automatic acceptance into another course
    - possible migration outcomes, or
    - any other information relevant to UIT, its course or outcomes associated with the course

- In addition, the promotional material will reflect the commencement period and holiday period to which the promotional material relates.
- UIT will not actively recruit a student where this clearly conflicts with where registered providers must assess requests from students for a transfer between registered providers prior to the student completing six months of the principal course of study in accordance with their documented procedures.
- All marketing must ensure the consistent and positive brand message for UIT.
- All marketing materials must be compliant against SRT0 4 and National code 2018 Standard1 – Marketing information and practices and Standard 2- Recruitment of an overseas student.
- UIT will only market those AQF and VET qualifications that it currently holds on the Scope of Registration.
- UIT will use the NRT logo only in accordance with the conditions of use as outlined at: [https://www.asqa.gov.au/sites/g/files/net3521/f/NRT\\_logo\\_specifications\\_NEW.pdf](https://www.asqa.gov.au/sites/g/files/net3521/f/NRT_logo_specifications_NEW.pdf)
- UIT will adhere to Conditions for the use of the Australian Qualifications Framework Logo which are found at: <https://www.aqf.edu.au/sites/aqf/files/aqf-logo-conditions-for-use-july-2011-reissued-may-2012.pdf>
- UIT will accurately represent training products and services by:
  - accurately representing to prospective students training products and services that lead to AQF qualifications or statements of attainment, and that advertised outcomes are consistent with these qualifications;
  - only promoting AQF qualifications that are included in UIT's scope of registration;
  - identifying training and assessment services leading to AQF qualifications and/or statements of attainment separately from any other training/assessment services;
  - providing advice to customers on these products and services to ensure clarity of understanding;
  - providing accurate advice on pathways to another qualification and employment opportunities after successful course completion;
  - regularly reviewing and updating marketing material so it is accurate and consistent with scope of registration.
  - Publish the list of its recruitment agents( third party) on UIT's website and update it regularly

- In accordance with National Code 2.1, UIT will develop its marketing materials, including its website, to ensure that the following information is provided to overseas students prior to enrolment:
  - the requirements for acceptance into a course, including the minimum level of
    - English language proficiency, educational qualifications or work experience required
    - and whether course credit may be applicable;
  - the course content and duration, qualification offered, modes of study and assessment methods;
  - campus location and a general description of facilities, equipment, and learning and library resources available to students;
  - details of any arrangements with another registered provider, person or business to provide the course or part of the course (where applicable);
  - indicative course-related fees including advice on the potential for fees to change during the student's course and applicable refund policies;
  - information about the grounds on which the student's enrolment may be deferred, suspended or cancelled;
  - a description of the ESOS framework made available electronically by the relevant department of education;
  - relevant information on living in Australia, including:
    - indicative costs of living;
    - accommodation options; and
    - where relevant, schooling obligations and options for school-aged dependants of intending students, including that school fees may be incurred.
- All marketing materials will meet Australian standards or laws in relation to copyright, identity ownership and privacy.
- When developing international marketing materials for international students, UIT will ensure that all material is consistent with the cultural and regulatory systems of the countries in which it is used.
- All marketing materials containing any form of "offer", will contain an expiry date and be version controlled.
- UIT will ensure that advertising/marketing material will clearly separate AQF courses from any other courses offered.
- All codes and titles of courses of any training product as published on the national register.

- The CEO shall ensure that the NRT logo is only utilised within respect to its accredited training and assessment services and those services relevant to its scope of registration.
- All participants will be provided with the following information through relevant marketing materials:
  - Admission procedure and criteria
  - Required competencies
  - Assessment procedure
  - Course costs
  - Refund policy
  - Complaints procedure
- Third party information that is used in UIT’s marketing will have written permission from the third party on the use of this information by the college.
- The content of UIT’s website (consisting of all words, images, etc. within the domain [www.uit.edu.au](http://www.uit.edu.au) is managed by CEO.
- UIT’s marketing or advertising material must also be consistent with its training and assessment strategies, including any variations or additions for courses delivered to overseas students.
- If any reference to another person or organisation (such as testimonials or photos) is used) in marketing or advertising material, UIT will gain consent from the person or organisation before making that reference public. This applies to displaying any photos of other training or educational institutions on UIT website, which can lead people to believe UIT operates those facilities.

## 6 Procedures

- **MATERIAL DEVELOPMENT**
  - Approval to develop new materials or make amendments to current materials must be obtained from the Director of Marketing.
  - Materials will be developed as per the brief approved by the Director of Marketing.
  - A clearly defined “Draft” document will be submitted for review amongst relevant stakeholders and constructive feedback given back to Director of Marketing.
  - Content changes are actioned and a final draft is submitted to relevant stakeholders for sign off.
  - Upon approval a final draft is created, prepared for publication and authorised by the Director of Marketing.
  - Signed hard copies of all final approved materials will be stored in the approved materials register.

- **ADVERTISING IN NON-ENGLISH PRESS**

- All non-English advertising must be checked by a native speaker for accuracy of information and interpretation. This must be recorded on the Approved marketing materials register.

- **MATERIAL USE**

- All UIT staff is contracted to the condition that they must use only the range of authorised client information when providing information to clients and prospective clients to ensure clear understanding. This ensures consistency and accuracy of information. Whether the information is being used in face-to-face communication or being electronically/manually transmitted to clients, it is the only material that is to be used.
- All UIT staff will ensure any printed materials submitted to clients and prospective clients is appropriate and the current version so as to ensure ethical and accurate representation of UIT's products and services.
- Whenever changes are made to any marketing materials, all internal and external stakeholders will be informed of the changes through written communication (i.e. Email). The revised documents/ access details will be then be distributed accordingly and old material will be removed from circulation.
- All UIT staff are responsible for reporting any errors or inaccuracies discovered in any of UIT's marketing materials to Director of Marketing immediately.

- **UIT WEBSITE UPDATE**

- Approval to add new content to the website must be obtained from the Director of Marketing.
- Materials will be developed as per the brief approved by the Director of Marketing /Marketing Manager.
- A clearly defined "Draft" document of the new content will be submitted for review amongst relevant stakeholders and constructive feedback given back to the Director of Marketing.
- Proposed changes to the website will be actioned and a final draft is submitted to relevant stakeholders for sign off to ensure accuracy and consistency.
- Upon approval, the website will be updated as authorised by the Director of Marketing.

- **UIT SOCIAL MEDIA UPDATE**

- Approval to add new content to the social media sites must be obtained from the Director of Marketing /Marketing Manager.
- Updates will be developed as per the brief approved by the Director of Marketing /Marketing Manager.
- Photos of any of UITs activities that may be published must be approved for use.
- Any comments, posts and queries by readers must be scrutinised and approved and offensive comments must be brought to the Marketing Manager's attention and removed immediately.
- All content must be updated regularly.
- All queries must be responded to promptly and appropriately.

## **7 Training And Assessment Services**

- Content of training and assessment services or products can only be changed through the approval of the CEO or Academic Manager.
- This policy does not provide scope for changes or modifications to training and assessment services or products.

## **8 Joint Advertising**

- Educational Agents
  - All joint advertising with UIT registered educational agent may use the agent's branding if they will be the recipients of any enquiries.
  - All joint advertising must be approved by the Director of Marketing in conjunction with the CEO.
- Other Institutions or Agencies
  - All joint advertising with other institutions or agencies should have the UIT logo in a prominent position based on our involvement.
  - All joint advertising with other institutions or agencies should be approved by the Director of Marketing in conjunction with the CEO.

## 9 Special Situations

The Director of Marketing may approve advertising in special situations as they become required.

## 10 Related Policies

- ADM007 Records Management Policy
- ADM008 Compliance with legislation Policy and Procedure
- ADM017 Version Control Policy and Procedure
- UIT code of practice/Conduct
- Privacy Policy and Procedure
- CEO Duty Statement
- Director of Marketing Duty Statement

## 11 Related Documents

- AD39 Marketing Release Checklist
- Permission to use photos and works and logos for marketing
- Website/Social Media update register
- Marketing and advertising authorization form
- Marketing and Advertising Materials Checklist
- Approved marketing materials register
- Version control register
- All marketing and advertising materials

***The following materials require UIT's name, TOID and CRICOS number:***

- All training materials
- Course brochures
- Student handbook
- Website (every page)
- Social media sites such as Facebook and Twitter
- Email
- Print ads
- Flyers
- Posters

- Any part of marketing that may be separated or pulled out from the marketing materials
- Letterheads
- Signature blocks