

MARKETING AND PROMOTIONAL MATERIAL USE POLICY AND PROCEDURE

1. Purpose

The purpose of this policy and procedure is to ensure the marketing of LIBERTY INSTITUTE OF HEALTH AND EDUCATION Pty Ltd trading as LIBERTY INSTITUTE OF HEALTH AND

EDUCATION's education and training services are undertaken in a professional manner and maintains the integrity and reputation of the VET industry and registered providers according to 'Standard 1 – Marketing information and practices of the National Code 2018' and Clause

4.1 of Standards for Registered Training Organizations 2015.

2. Responsibility

The RTO/Training Manager of the LIBERTY INSTITUTE OF HEALTH AND EDUCATION will be responsible for the accurate implementation of this policy and procedures. However, in absence of RTO/Training Manager, the CEO will directly manage the marketing department.

3. Scope

This policy applies to all marketing activities related to and recruitment of prospective students/learners by the college and its authorized marketing agents.

4. Key policy requirement

- LIBERTY INSTITUTE OF HEALTH AND EDUCATION ensures that marketing of its education and training services is professional, ethical, accurate and maintains the integrity and reputation of the VET industry.
- LIBERTY INSTITUTE OF HEALTH AND EDUCATION will develop and implement required procedures and tools to implement this policy.
- LIBERTY INSTITUTE OF HEALTH AND EDUCATION's name, RTO Code will be clearly identified on all material used to market the provider and its courses to students.
- LIBERTY INSTITUTE OF HEALTH AND EDUCATION will not give false or misleading information or advice in relation to claims of association between providers, the employment outcomes associated with a course, automatic acceptance into another course, or any other claims relating to the registered provider, its course or outcomes associated with the course.
- LIBERTY INSTITUTE OF HEALTH AND EDUCATION will honour commitments it makes in every kind of marketing material and it promotes training or qualifications that are currently on the scope of registration.
- LIBERTY INSTITUTE OF HEALTH AND EDUCATION will abide by all relevant consumer protection laws that apply in any jurisdiction where it operates.

5. Procedure

The following procedures ensure the use of marketing materials and practices at

LIBERTY INSTITUTE OF HEALTH AND EDUCATION is authorised by an appropriate person before implementation.

- LIBERTY INSTITUTE OF HEALTH AND EDUCATION will designate a person who shall ensure that all marketing information and practices are conducted in a professional manner and maintains the integrity and reputation of the industry and registered providers. This CEO will assume this responsibility until a dedicated Training Manager is recruited.
- The CEO shall authorise all new marketing information and practices to be reviewed and quality and compliance check,
- A marketing material checklist should be completed for all marketing material and should be sent to CEO for approval.
- Prior to accepting a student, or an intending student for enrolment in a course, LIBERTY INSTITUTE OF HEALTH AND EDUCATION will provide, in print or through referral to an electronic copy, current and accurate information regarding the following:
 - ✓ the requirements for acceptance into a course, including the minimum level of educational qualifications or work experience required and whether course credit may be applicable
 - ✓ the course content and duration, qualification offered if applicable, modes of study and assessment methods
 - ✓ campus locations 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
 - ✓ 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
 - ✓ 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

The CEO shall ensure:

- all materials used by the college for marketing and promoting contains the legal entity of the RTO, provider code (if applicable). Examples of marketing materials used for recruitment purposes could include-
 - ✓ Information about courses for overseas students including course outlines if used to market courses and recruit students.
 - ✓ Homepage of the college website and pages relating to student services.
 - ✓ Information about living in Australia if it is used as a tool to market to and recruit students and if it has been produced for or by the RTO for the purpose of marketing to and recruiting students.
 - ✓ An advertisement for courses for students in an Australian or foreign newspaper.
 - ✓ Materials that promote and advertise courses with the RTO (including cards which may be considered more advertisements than conventional business cards).
 - ✓ A letterhead, signature block or footer used in letters making offers to students, promoting courses or for other marketing purposes;

- ✓ Emails that are sent to students offering enrolment or informing students of course
- The following materials would not generally be required to include the RTO's name and the provider number:
 - ✓ Envelopes.
 - ✓ Conventional business cards that give provider contact details only.
 - ✓ Job advertisements unless they are used to promote studying with a provider. Student handbooks that are distributed after the student has enrolled with a provider.

LIBERTY INSTITUTE OF HEALTH AND EDUCATION Will:

- ✓ only advertises or markets a non-current training product while it remains on the RTO's scope of registration
- ✓ only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised
- ✓ does not guarantee that a learner will successfully complete a training product on its scope of registration, or a training product can be completed in a manner which does not meet the requirements of clause 1.1 and 1.2, or a learner will obtain a particular employment outcome where this is outside the control of the RTO.
- Not allow false or misleading information to be present.
- Where the CEO has approved a new document or practice the appropriate implementation plan will develop to ensure all old versions are replaced and staff made aware of the changes.
- The CEO will also ensure any promotional material or practices and changes developed are communicated to all representatives (including agents) and representatives of the College.

Regular monitoring is carried out on all currently approved material, particularly online material, to ensure it remains consistent with the RTO's scope of registration and **LIBERTY INSTITUTE OF HEALTH AND EDUCATION Will:**

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- LIBERTY INSTITUTE OF HEALTH AND EDUCATION will ensure that the marketing or advertising material provides accurate and factual information about the organization's training products and services that lead to AQF qualifications or Statement of Attainment, to prospective client's as well as ensure that the advertised outcomes are consistent with these qualifications.
- Prior to enrolment or the commencement of training and assessment, whichever comes first, LIBERTY INSTITUTE OF HEALTH AND EDUCATION provides, in print or through referral to an electronic copy, current and accurate information that enables the learner to make informed decisions about undertaking training with the RTO and at a minimum includes the code, title and currency of the training product to which the learner is to be enrolled, as published on the national register. In addition, the College also provides the learner with estimated duration, expected locations at which it will be provided, expected modes of delivery name and contact details of any third party that will provide training and/or assessment, and related educational and support services to the learner on the RTO's behalf and any work placement arrangements.
- LIBERTY INSTITUTE OF HEALTH AND EDUCATION shall also bear its obligations to the learner, including that the RTO is responsible for the quality of the training and assessment in compliance with these Standards, and for the issuance of the AQF (Australian Qualifications Framework) certification documentation
- LIBERTY INSTITUTE OF HEALTH AND EDUCATION will fully abide by the protection of learner's rights by providing access to LIBERTY INSTITUTE OF HEALTH AND EDUCATION's complaints and appeals process as required by the Standard of SRTOs 2015.
- Where the RTO collects fees from the individual learner, either directly or through a third party, the RTO provides or directs the learner to information prior to enrolment or the commencement of training and assessment, whichever comes first, specifying:
 - ✓ all relevant fee information including:
 - ✓ fees that must be paid to the RTO
 - ✓ payment terms and conditions including deposits and refunds.
 - ✓ the learner's rights as a consumer, including but not limited to any statutory cooling-off period, if one applies
 - ✓ the learner's right to obtain a refund for services not provided by the RTO in the event the:
 - i) arrangement is terminated early
 - ii) the RTO fails to provide the agreed services.
- LIBERTY INSTITUTE OF HEALTH AND EDUCATION will require to publish its legal name, RTO (if applicable) to social media and other platform for social media marketing purposes.