

ETHICAL MARKETING AND ADVERTISING POLICY AND PROCEDURES

Purpose

1. The Lan-Grove Office Training Centre Pty Ltd trading as The Sydney Business and Travel Academy (SBTA) and The Sydney English Language Academy (SELA) herein known as “The Academy” will ensure that it will uphold the integrity and reputation of Australia’s education industry by ensuring the marketing of its course and services is not false or misleading and is consistent with Australian Consumer Law. The Australian Consumer Law is existing legislation administered by the Australian Competition and Consumer Commission.

2. Policy Statement

The Academy will ensure that it will develop marketing and advertising material which is both ethical and accurate and that all stakeholders are provided with clear and factual information, whether this is done directly (including through the website) or by a third party, including an education agent or broker if applicable. Marketing and advertising material will include all marketing and advertising activities whether produced or delivered:

- ❖ In hardcopy produced commercially or internally printed
- ❖ Via electronic media
- ❖ Via website
- ❖ Verbally by any of our stakeholders

3. Policy Principles

The Academy will ensure that information, whether disseminated directly or on its behalf, is both accurate and factual, and:

- ❖ Accurately represents the services it provides and the training products on its scope of registration;
- ❖ includes The Academy’s RTO and CRICOS codes.
- ❖ Only refer to another person or organization in its marketing material only if the consent of that person or organization has been obtained;
- ❖ Uses the NRT (Nationally Recognised Training) logo in accordance with the conditions of use.
- ❖ Inform prospective students if a third party is recruiting prospective learners on behalf of The Academy;
- ❖ Distinguish 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 Academy;
- ❖ Include the title and code of any training product, as published on the National Register, referred to in that information
- ❖ Only advertise or market a non-current training product while it remains on The Academy’s scope of registration

- ❖ Only advertise or market 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
- ❖ Include details about any VET (Vocational Education and Training) FEE-HELP, government funded subsidy or other financial support arrangements associated with The Academy's provision of training and assessment, and
- ❖ Will 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 from the Standards for RTOs listed below where this is outside the control of The Academy:

Clause 1.1

The Academy's training and assessment strategies and practices, including the amount of training they provide, are consistent with the requirements of training packages and VET accredited courses and enable each learner to meet the requirements for each unit of competency or module in which they are enrolled.

Clause 1.2

For the purposes of Clause 1.1, The Academy will determine the amount of training they provide to each learner with regard to:

- a) the existing skills, knowledge and the experience of the learner
- b) the mode of delivery; and
- c) where a full qualification is not being delivered, the number of units and/or modules being delivered as a proportion of the full qualification.

4. Marketing and Advertising Procedure

To ensure The Academy maintains compliance with Clause 4.1 of the Standards for RTOS and Standard 1 of the National Code of Practice 2018 and is conducted in a systematic and consistent manner, it will ensure that:

- a) All marketing material is approved by the Principal and signed off prior to being published. Examples of marketing and advertising material includes:
 - ❖ Electronic material on the website;
 - ❖ Social media such as Facebook, Utube, Twitter, etc;
 - ❖ Course information and prospectus
 - ❖ Course application forms
 - ❖ Flyers and brochures;
 - ❖ Correspondence and templates such as emails, letters and Written Agreements;
- b) All marketing and advertising material will be version controlled to demonstrate the latest version being used and kept in the "Marketing Register".
- c) Outdated copies will also be kept in the "Marketing Register" and marked as "non-current".
- d) All images, recordings and other marketing information will be stored as per the Privacy Act 1988 affording the individual the highest degree of security.
- e) The Principal will review its third party's websites, social media and any marketing material to ensure it complies with this policy on an ongoing basis;

- f) The Principal will review The Academy’s social media websites to ensure it meets compliance with this policy and procedure;
- g) All third parties are kept up to date with The Academy’s Marketing and Advertising policy;

4 RESPONSIBILITY

- ❖ Principal
- ❖ Marketing team
- ❖ All staff

5. ASSOCIATED DOCUMENTS

- ❖ Student Handbook
- ❖ Training and Assessment Strategies
- ❖ Privacy Policy
- ❖ Website and Social Media
- ❖ Course flyers
- ❖ Course information packs

6. RELATED STANDARDS

- ❖ Standards 4.1 from the Standards for RTOs
- ❖ Standard 1 and 2 from the National Code 2018
- ❖ ESOS Act 2000
- ❖ Australian Consumer Law
- ❖ Privacy and Personal Information Protection Act 1998 No 133 (NSW)
- ❖ Privacy Act 1988 (Cwlth)
- ❖ Privacy Amendment (Enhancing Privacy Protection) Bill 212 (Cwlth)

Approved by: Jane Koch

Signature: *Jane Koch*

Date: 12/1/2018

Version	Created by:	Date created	Reason for update	Implementation date
1	Jane Koch, CEO	2/11/2015		2015
2	Jane Koch, CEO	Dec 2015	Updated to reflect Standards	Dec 2015
3	Jane Koch, CEO	2/3/2016	Updated for Plain English	2/3/2016
4	Jane Koch, CEO	8/01/2018	Updated to reflect changes to Standards to RTOs and National Code of Practice 2018	12/01/2018