

SC3: Marketing and Advertising Policy

Policy

1. Marketing information

- SHIC ensures the information provided to students about its services, courses, units and qualifications delivered is accurate and factual, regardless of whether the information is provided by the RTO, its brokers, online directories, agents or other third parties. All information clearly distinguishes between non-recognised training and nationally recognised training.
- SHIC's marketing information will enable informed choice for students by ensuring the information is detailed, accurate and complies with the requirements of the Standards, the ESOS Act and the National Code 2018.
- All marketing information for nationally recognised training:
 - Identifies SHIC with its National RTO Code, legal entity and/or trading name.
 - Identifies SHIC with its CRICOS Registered Name and Registration Number.
 - Will only include the Nationally Recognised Training logo in accordance with its Conditions of Use outlined in Schedule 4 of the Standards.
 - Includes the full name and code of the relevant Training Product whether it is a unit, module, qualification, skill set or accredited course so there is no confusion for students about the outcome.
 - Will be consistent with SHIC's training and assessment strategies.
 - Will include clear and accurate information consistent with the National Code including associations with any other persons or organisations the registered provider has arrangements with for the delivery of the course, 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 and any other information relevant to the registered provider, its courses or outcomes associated with those courses.
 - Include relevant cost information including all costs, any debts that may be occurred, or any loss of entitlement from the student undertaking the course (such as loss of entitlement for further government funded programs or student loan schemes).

2. Protection of consumer rights

- SHIC ensures consumer protection laws are adhered to through the following mechanisms:
 - Providing a cooling off period where required to do so by law.
 - Having all students sign a *Student Agreement* in acknowledgement of the Terms and Conditions of Enrolment.
 - Having a clear and detailed *Fees and Refund Policy* which is published on our website and also outlined in the *Student Handbook* and on the *Student Agreement*.
 - Having a *Complaints and Appeals Policy* which any student or member of the public can access at any time to make a complaint about any of SHIC's products, services, staff or decisions.
- Course information provided prior to enrolment will provide the individual with detailed information about fees in line with Clause 5.3 of the Standards and National Code Standard 2.

SC3: Marketing and Advertising Policy

- Prior to enrolment or the commencement of training SHIC provides to each individual current and accurate information that enables the individual to make informed decisions about undertaking training with SHIC .
- Course information provided prior to enrolment will provide the individual with detailed information about fees in line with Clause 5.3 of the Standards and Standard 2 of the National Code.
- SHIC website includes a list of the education agents with whom SHIC has an agreement.
- SHIC, nor any of its agents , will not:
 - Guarantee a successful education assessment outcome, including that a student will be issued with a qualification or statement of attainment.
 - Guarantee any employment outcome as a result of training and/or assessment unless guaranteed employment has been arranged.
 - Claim to secure any migration outcomes based on completing a course with SHIC .
 - Claim that a student will be eligible for any license or accreditation as a result of training and/or assessment unless it is a license outcome guaranteed by the issuer of the license or accreditation.
 - Give any other false or misleading information or advice in relation to itself, its course or outcomes associated with the course.
 - Knowingly recruit or seek to enrol an international student before they have completed six months of their principal course of study.

3. Advertising and promotional materials

- SHIC's advertising is always factual and ethical and will not misrepresent SHIC's training and assessment, products and other services.
- All advertisements and promotional materials for (both written and online) will:
 - Identify SHIC with its National RTO Code (for Nationally Recognised Courses).
 - Identify SHIC with its CRICOS Registered Name and Registration Number (for courses listed on its CRICOS registration).
 - Include the full name and code of the relevant Training Product to be delivered, whether it is a unit, module, qualification, skill set or accredited course so there is no confusion for students about the outcome.

4. Marketing & Promotional Publications Review

- Annually SHIC follows a systematic process of monitoring and reviewing all marketing materials annually.
- Each document or publication will be reviewed to ensure:
 - Compliance with these policy and procedures.
 - The *Marketing Materials & Advertising Register* is up to date.
 - Consistency with SHIC's CRICOS & RTO scope of registration.
 - Course information for nationally recognised training is reviewed using the *Course Marketing and Advertising Checklist*.

SC3: Marketing and Advertising Policy

- Course promotion for nationally recognised training is consistent with approved and current Training & Assessment Strategies.

5. Marketing permissions

- SHIC will obtain prior written permission from any person or organisation used as a source of comment, testimonial or picture, for any marketing and/or other material and will always abide by the conditions of that permission.
- Records of permissions will be stored on the *Permissions Register*.

Document Control

| | |
|-----------------------------------|--|
| Document No. & Name: | SC3-I - Marketing and Advertising P&P V1.1 |
| Quality Area: | SC Students & Clients |
| Author: | RTO Advice Group Pty Ltd |
| Status: | Approved |
| Approved By: | CEO |
| Approval Date: | 1 Feb 2024 |
| Review Date: | 1 Feb 2025 |
| Standards (SRTOs): | Clause 4.1, 5.1, 5.2 and 5.3, Schedule 4. |
| Standards (National Code): | Standards 1, 2 and 8 |