

1.0 Purpose

The purpose of this policy is to ensure that Ultimate Institute of Australia complies with the requirements of Standard 1, 2, 3 and 4 of the National Code 2007 (Amendments 2012) and Standard 4 of the Standards for RTOs 2015 for ethical marketing and advertising of its courses to prospective international students.

2.0 Related Standard

Standard 1 to 4 (The National Code 2007)
Standard 4 RTOs 2015

3.0 Scope

This policy applies to the marketing and recruitment of all international students by the Institute.

4.0 Responsibility

The CEO and the Marketing Manager will be responsible for the implementation of this policy and to ensure that the staff are aware of its application and procedures.

5.0 Requirement

5.1 Marketing and Advertising

- Ultimate Institute of Australia will ensure the marketing of its courses is undertaken in a professional manner and maintains the integrity and reputation of the industry and the institute as a registered training provider.
- Ultimate Institute of Australia will:
 - a. clearly identifies its name and CRICOS code in written marketing and other materials for students, including in electronic forms
 - b. not give false or misleading information or advice in relation to:
 - ✓ claims of association between providers
 - ✓ the employment outcome associated with a course
 - ✓ automatic acceptance into another course
 - ✓ possible migration outcomes
 - ✓ any other claims relating to Ultimate Institute of Australia, its course or outcomes associated with the course.
- Ultimate Institute of Australia will not actively recruit a student where this clearly conflicts with Standard 7 of the National Code requiring registered providers to sign a release letter if the student is transferring from another provider and has not completed six months of their principal course with their initial provider.

5.2 Ethical Marketing Practices

- Ultimate Institute of Australia will obtain written permission from our clients before information about that client can be used within any of Ultimate Institute of Australia's advertising or marketing materials. This includes but is not limited to websites, newspapers, magazines, brochures, flyers, radio and television advertising.
- Ultimate Institute of Australia will at all times accurately represent all of its training and assessment services to all prospective clients.
- Ultimate Institute of Australia will ensure that all clients are provided with full details of any conditions in any contractual arrangements related to advertising and marketing.

5.3 Accurate and Clear Marketing

Ultimate Institute of Australia will ensure that:

- Only those AQF qualifications that are on Ultimate Institute of Australia's scope of registration will be advertised.
- Advertisements will clearly delineate nationally recognised training products separately from others.
- Correct names of all Training Packages/courses on Ultimate Institute of Australia's scope of registration will be used.

Marketing or promotional literature and general media advertising will not:

- a. Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided.
- b. Make any claim to approval or recognition that is inaccurate, or use misleading or false comparisons of courses provided by Ultimate Institute of Australia's competitors.
- c. Make any misleading statements concerning the qualifications or experience of its staff.
- d. Make misleading or false statements about the prospects of employment following the course.

5.4 Student Engagement Before Enrolment

Ultimate Institute of Australia will recruit students in an ethical and responsible manner and provide information that enables students to make informed decisions about studying at Ultimate Institute of Australia.

Prior to accepting a student for enrolment in a course, Ultimate Institute of Australia will provide in print, or through referral to an electronic copy, current and accurate information regarding the following:

- a. Entry 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
- b. Course content and duration, qualification offered if applicable, modes of study and assessment methods
- c. Campus locations and a general description of facilities, equipment, and learning resources available to students
- d. Details of any arrangements with another registered provider, person or business to provide the course, or part of the course

- e. Indicative course-related fees, including advice on the potential for fees to change during the student's course, and applicable refund policies
- f. Information about the grounds on which the student's enrolment may be deferred, suspended or cancelled
- g. A description of the ESOS framework made available electronically by Department of Education and Training (DET)
- h. 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

5.5 Acknowledgement of National Recognition

Ultimate Institute of Australia may use the following terms, as appropriate:

- Nationally Recognised Training (NRT)
- Registered by ASQA to issue the qualifications on the scope of registration

5.6 Use of AQF and NRT Logos

- The NRT logo will be used on AQF qualifications and Statements of Attainment.
- The AQF logo will be used in AQF qualifications but not in Statements of Attainment.
- The AQF and NRT logos will not be used on any training and assessment services that do not lead to AQF qualifications and/or Statements of Attainment.

6.0 Resources and Forms

Student Handbook

7.0 Approval

This policy and procedure has been endorsed by the CEO and the management of the Ultimate Institute of Australia in June 2015 and will be implemented upon an approval as an RTO by ASQA.

8.0 Revision history

Revision	Date	Description of modifications
1 1.0	June 2015	Policy Created and Approved
2 1.1	August 2016	Policy updated to reflect legislative changes
3		