

Marketing and Advertising Policy and Procedure

1. Purpose

The purpose of this policy is to ensure that Vigil International College conducts its marketing and advertising activities in a manner that is ethical, accurate, and consistent with the requirements of the Standards for RTOs and National Code Standard 1. This policy aims to protect the interests of all students, stakeholders, and the broader community by ensuring transparent, accurate, and ethical promotion of our training services.

2. Policy

This policy is designed to ensure that all marketing materials and strategies accurately represent the College's training services, uphold transparency, and maintain the integrity and professionalism that supports informed decision making by prospective students and other stakeholders.

The College's marketing policy commits to:

Marketing information

The College will enable informed choice for students by ensuring the information 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 marketing information for nationally recognised training:

- Identifies the College with its RTO Code, legal entity and/or trading name and CRICOS number.
- Will only include the Nationally Recognised Training logo in accordance with its Conditions of Use outlined in Schedule 2 of the Compliance Requirements for RTOs. The NRT logo will not be used on the College products such as corporate stationery, business cards, learning and assessment resources and PowerPoint presentations.
- 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 the College's training and assessment strategies.
- Will include clear and accurate information including associations with any other persons or organisations the College has arrangements with for the delivery of the course, any work-based training a student is required to undertake as part of the course, pre-requisites (including English language proficiency) for entry to the course

- 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).
- The College's website includes a list of the education agents with whom the College has an agreement

Protection of consumer rights

The College 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 the College's website and also outlined in the Student Handbook and in the Student Agreement.
- Having a Complaints Policy and an Appeals Policy which any student or member of the public can access at any time to make a complaint about any of the College's products, services, staff or decisions.
- Course information provided prior to enrolment will provide the individual with detailed information about fees in line with Standard 2.1

Neither the College nor any of its brokers, agents or other third parties will:

- Guarantee a successful education assessment outcome, including that a student will be issued with a qualification or statement of attainment.
- Claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by the College
- Guarantee any employment outcome as a result of training and/or assessment unless guaranteed employment has been arranged.
- 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.
- Actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).

Prior to enrolment

- Prior to enrolment or the commencement of training the College provides to each individual current and accurate information that enables the individual to make informed decisions about undertaking training with the College.
- Course information will provide the individual with detailed information about fees in line with Standard 2.1

Advertising and promotional materials

The College's advertising is always factual and ethical and does not misrepresent the College's training and assessment, products and other services.

- All advertisements and promotional materials (both written and online) will:
 - Identify the College with its National RTO Code and CRICOS number
 - 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.
 - Clearly distinguish between non-recognised training and nationally recognised training

Marketing permissions

The College 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.

3. Responsibility

The CEO is responsible for the implementation of this policy and procedure and to ensure that staff, students and agents are aware of its application and that staff and agents implement its requirements.

Only the CEO is authorised to approve the use of any advertisements or marketing material.

4. Requirements

The College must

- meet the requirements of Standard 2.1 within the Standards for Registered Training Organisations (RTOs) 2025 to ensure that accurate and accessible information about its services and performance is available to inform prospective and current students and clients
- meet the Compliance Requirements for RTOs of clauses 7, 8 and 17 where the College must provide students with information prior to commencement of services including any third party arrangements affecting the delivery of training and/or assessment. That outlines the services the College will provide the learner, along with the rights and obligations of the student and the College. This is to occur regardless of the manner in which the student has been engaged, and whether the student was initially engaged by the College itself or a third party
- meet the requirements of Standard 1 Marketing Information and Practices of the National Code, 2018

- make a range of current, comprehensive and plain English information available and easily accessible to assist students in making informed decisions, including on course details, tuition and non-tuition fees;

The College must NOT provide false or misleading information in relation to course requirements when seeking to enter into a written agreement;

5. Scope

This policy and procedure applies to all advertising and marketing materials, whether online or in print, produced by the College or its agents.

6. Procedure

The College is to

- Ensure marketing materials are developed with reference to Standard 2.1, Clauses 7, 8 and 17 of the Compliance Requirements and National Code Standard 1 and are factual and accurate
- Ensure information on Course Outlines/Brochures for courses includes:
 - RTO name, Code and CRICOS number
 - the code, title and currency of the training product to which the student is to be enrolled
 - entry requirements, including educational qualifications or work experience required, LLND requirements and minimum English language proficiency levels
 - course credit arrangements
 - the training and assessment, and related educational and support services the College will provide to the student including the:
 - estimated duration, including holiday breaks
 - expected locations at which it will be provided
 - expected modes of delivery
 - facilities, equipment and learning resources available.
 - name and contact details of any third party that will provide training and/or assessment, and related educational and support services to the student on the College's behalf, and
 - study period/s and course progress/attendance requirements
 - any work placement arrangements
 - assessment methods.
 - any materials and equipment that the student must provide.
- Marketing Information Sheet Requirements and Marketing Materials Approval completed by Academic Manager are provided to CEO with the developed marketing materials for approval

- d. Marketing materials are approved by the CEO on Marketing Materials Approval Form
- e. Marketing materials approved by the CEO are entered into the Register of Approved Marketing Materials by Academic Manager or delegate
- f. The Student Handbook supports pre-enrolment information provided to the student and contains the following
 - obligations to the student, including that the College is responsible for the quality of the training and assessment in compliance with these Standards, and for the issuance of the AQF certification documentation.
 - the student's rights, including details of the complaints and appeals process required by Standards 2.7 and 2.8.
 - Fees information includes tuition and non-tuition fees and advice on the potential for changes to fees over the duration of the course.
 - Refunds policy.
- g. An annual review (audit) of all marketing materials, including the website, is undertaken to ensure accuracy of the information and that there is no false or misleading information

Procedure Summary Table

Step	Action	Responsible Person	Supporting Documents / Systems
1	Develop marketing materials referencing Standard 2.1, Clauses 7, 8, and 17 of the Compliance Requirements and National Code Standard 1.	Academic Manager / Marketing Officer	Compliance Standards, National Code 2018
2	Ensure Course Outlines/ Brochures include all required details (RTO code, CRICOS number, course details, entry requirements, assessment methods, delivery mode, etc.).	Academic Manager	Course Outline Template, Training Product Specifications
3	Complete Marketing Information Sheet and Marketing Materials Approval form.	Academic Manager	Marketing Information Sheet, Approval Form
4	Submit developed marketing materials and approval documentation to CEO.	Academic Manager	Marketing Materials Submission Pack
5	CEO reviews and approves marketing materials using the	CEO	Marketing Materials Approval Form

	Marketing Materials Approval Form.		
6	Record all approved marketing materials in the Register of Approved Marketing Materials.	Academic Manager / Delegate	Marketing Materials Register
7	Ensure the Student Handbook aligns with marketing and pre-enrolment materials and includes obligations, rights, fees, and refund policies.	Student Services / Academic Manager	Student Handbook
8	Conduct annual audit of all marketing materials, including the website, to ensure accuracy and regulatory compliance.	Academic Manager / Delegate	Marketing Audit Checklist, Website Content Log

7. Policy Implementation

This policy will be made available to all staff members and stakeholders through the internal communication channels.

8. Review and Continuous Improvement

This Policy and Procedure will undergo an annual review, or sooner if required, to ensure it remains relevant and effective in guiding the operations and strategies or as needed to reflect any changes in the regulatory environment or operational practices.

Feedback will be collated and analysed and discussed at the monthly management meetings, for noting or action with any necessary changes documented in a Continuous Improvement Form and in the Continuous Improvement Register.

Document Control

Version number:	V1	Approved by:	CEO
Approval date:	01/06/2025	Review date:	01/06/2026
Standards 2025: 2.1, Clauses 7, 8, and 17 of the Compliance Requirements and NC Standard 1			

Version Control

Version #	Changes	Approval By	Approval Date
1.0	Original Version	CEO	01/06/2025

Associated Documents

- Continuous Improvement Form
- Continuous Improvement Register
- Marketing Information Sheet Requirements
- Marketing Materials Approval Form
- Marketing Materials Approval and Permissions Register
- Marketing Material Compliance Audit Checklist.
- Student Handbook
- Student Agreement.