

Policy Name	Marketing and Recruitment Practices		
What is the purpose of this policy?	To ensure that all of Creative Education Holding's (CEH)'s current marketing information and practices are ethical, accurate and conducted with integrity and comply with current legislative requirements.		
Version	#7	Next review:	March 2021
What law applies?	<p>The National Code of Practice for Providers of Education and Training to International Students 2018: Standard 1.</p> <p>Standards for Registered Training Organisations 2015: Standard 4 - Clause 4.1 and Schedule 4.</p> <p>Australian Consumer Law.</p>		
Who is affected by this policy?	Who has rights?	Who has responsibilities?	
	<p>Students</p> <p>Education Agents</p>	Executive Chair	

Policy

CEH is committed to ensuring that all its marketing and promotion is conducted in a professional and ethical manner, and complies with the Australian Consumer Law. Therefore, all statements made in any marketing materials will be:

- accurate and not false or misleading;
- only about the services CEH offers;
- designed to clearly delineate accredited courses from non-accredited courses;
- designed so as to not detract from the good reputation and interests of the Australian education industry or other educational institutions nor make negative comparisons and/or derogatory statements about them.

Reference to marketing materials includes any promotional, advertising, marketing or like material which CEH releases for publication whether in print or electronically.

Procedure

Marketing Material

Marketing material issued by CEH must:

- uphold the reputation of Australian education and training;
- only use any third party logos according to their conditions of use (e.g. NRT logo, as specified in Schedule 4);
- contain or link to CEH's full legal name, ABN, RTO Code, and CRICOS registered number;
- accurately represent to prospective students the AQF qualifications or statements of attainment that can be obtained;
- refer to all qualifications offered by their full title, including the code of any training product, as published on the national register;
- only promote AQF qualifications that are included in CEH's scope of registration;
- make it clear where a third party is recruiting prospective students on CEH's behalf;
- distinguish where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on its behalf by a third party;
- distinguish between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered by CEH;
- only advertise or market a non-current training product while it remains on CEH' scope of registration; and
- only advertise or market that a training product it delivers will enable students 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;
- the requirements for a student to be accepted into a course, including (for overseas students) English language proficiency, educational qualifications or work experience pre-requisites, and course credit/RPL if applicable to the course;
- make information available that is comprehensive, current and in plain English to students and intending students, before they are enrolled, including:
 - the CRICOS course code, course content, modes of study for the course, including any online and/or work-based training, placements, other

community-based learning and collaborative research training arrangements, and assessment methods;

- course duration and holiday breaks, course qualification, award or other outcomes;
- campus locations and facilities, equipment and learning resources available to students;
- details of arrangements with another provider, person or business who will provide the course or part of the course;
- indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course and the registered provider's cancellation and refund policies;
- the grounds on which the student's enrolment may be deferred, suspended or cancelled;
- the Education Services for Overseas Students (ESOS) framework (which is available on the ESOS legislative framework page), including official Australian Government material or links to materials online;
- accommodation options and indicative costs of living in Australia.

Marketing material issued by CEH must not:

- make false or misleading comparisons with other education providers or courses;
- guarantee that students will successfully complete a course or that a student can complete the course in a manner that does not meet CEH' compliance requirements;
- guarantee that a student will obtain a particular employment outcome where this is outside the control of CEH;
- give false or misleading information or advice in relation to:
 - o associations with other providers or organisations;
 - o the employment outcomes associated with a course;
 - o possible migration outcomes for International students;
 - o any work-based training an overseas student is required to undertake as part of the course;
 - o prerequisites for entry into the course (including English language);
 - o any other information relevant to the registered provider and/or its courses and the outcomes associated with those courses;
- give inaccurate advice about acceptance into another course.

Approval Protocols for Marketing Materials

The Executive Chair or their delegate must approve all marketing material prior to its publication or use to ensure that it complies with this policy and procedure.

CEH will retain a copy of all marketing materials published by it.

International Education Agents

When new marketing materials are produced by CEH, relevant materials will be made available to CEH's international education agents with instructions for the agents to replace previous supplied marketing materials with the new materials.

If International agents create their own marketing materials including CEH's name and logo, they must be submitted to CEH for approval.

Third Party Permissions

CEH will obtain and record prior permission from any person for the use, in any marketing material, of any reference to/photograph of that person. CEH will comply with any conditions imposed by that person when giving permission.

Recruitment of international students in conflict with Standard 7

CEH will not actively recruit international students where this conflicts with its obligations under Standard 7 (Overseas student transfers).

Version Control

Approved by	Version #	Date
Management Committee	1	13 August 2009
Policy and Procedure Committee	2	18 March 2015
Education Operations Interface	3	1 July 2015
Policy & Procedure Committee	4	30 May 2016
Senior Management Meeting	5	29 May 2018
Senior Management Meeting	6	12 June 2019
Senior Management Meeting	7	10 March 2020

NEXT REVIEW		March 2021
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