



## Marketing and Advertising Information and Practices Policies and Procedures

|                   |   |
|-------------------|---|
| Category          | Marketing and Advertising Information and Practices   |
| Approved By       | CEO   |
| Approval Date     | 01.07.2023  |
| Next Review Date  | 30.06.2025  |
| Policy Base       | <ul style="list-style-type: none"><li>• ESOS Act 2000</li><li>• National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code), Standard 1</li><li>• Australian Consumer Law</li></ul> |
| Related Documents | <ol style="list-style-type: none"><li>1. Overseas Student Transfers Policy and Procedure</li><li>2. Website</li><li>3. Social Media</li></ol>   |



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## Purpose

These policies and procedures are in place to ensure the marketing information and practices of Swann College comply with the ESOS Act 2000, the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code) and Australian Consumer Law.

## Scope

This document applies to all staff involved in marketing information and practices at Swann College.

## Definitions

**Marketing Materials** refer to promotional materials, advertising and display materials that provide customers with information in regards to Swann College's courses and services.

**Advertising Materials** refer to booklets, brochures, catalogues, video content and audio content that are designed to inform to stimulate interest to recruit overseas students or to recruit perspective overseas students.

**Marketing Information** refers to content used in the Marketing and Advertising Materials.

**Social Media** as per the Oxford Dictionary refers to 'Websites and applications that enable users to create and share content or to participate in social networking'.

**The National Code** refers to the National Code of Practice for Providers of Education and Training to Overseas Students 2018.

**Standard for Registered Training Organisations 2015** refers to standards developed by ASQA to assist RTOs to understand their obligations under the revised Standards for RTOs 2015.

**National Vocational Education and Training Regulator (NVETR) Act 2011** refers to the regulatory framework that encourages and promotes a VET system that is appropriate to meet Australia's social and economic needs.

**ESOS Act 2000** refers to the Education Services for Overseas Students Act 2000.

**PRISMS** refers to the Provider Registration and International Student Management System.

**CRICOS** refers to the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).

## Policy

### 1. Marketing and Advertising Information and Practices

- a) Swann College's marketing information will not contain any false or misleading details of its courses and education services in regard to the recruitment of overseas students or perspective overseas students. That also includes any information provided to education agencies working with Swann College, which will be in accordance with the National Code Standard 4 and with Australian Consumer Law.
- b) Swann College will not provide any false or misleading information on its courses, education services and its association with any other persons or organisations. That includes:



- i. any arrangements Swann College has for the delivery of the course in which the student intends to enrol or may apply to enrol.
- ii. any prerequisites such as English language proficiency to enter a particular level of the program.
- iii. any other information relevant to Swann College, its courses or outcomes associated with those courses.
- iv. Swann College will not claim any migration outcomes from undertaking any course offered for overseas students.
- v. Swann College will not guarantee a successful education assessment outcome for any future or current students.
- vi. Swann College will not guarantee a successful entry to Swann College's pathway providers.
- vii. To provide or offer courses for overseas students to undertake, Swann College will include the CRICOS registered name and registration number in any written or online materials that are distributed or publicly available to fulfil ESOS requirements.
- viii. Swann College will not actively recruit students where this conflicts with the National Code Standard 7 (Overseas Student Transfers).

## 2. Staff Involvement in Swann College Promotion

- a) Swann College encourages staff involvement in building Swann College's reputation and brand quality. That is by building relationships with students, other stakeholders, getting involved in marketing projects, and being an effective conduit of information to students.
- b) Strategies that can apply in building relationship with students are:
  - i. Assist students with their learning 1-on-1.
  - ii. Have 1-on-1 conversation about their lives in Australia – challenges and happiness
  - iii. Develop an interest in their interests
  - iv. Share your stories
  - v. Have a sense of humour
  - vi. Attend student events.
- c) Strategies that can apply in building relationship with other stakeholders are:
  - i. Develop trust
  - ii. Work as a team
  - iii. Communicate well by listening and speaking clearly
  - iv. Be respectful
- d) Marketing project involvement include but not limited to:
  - i. Able to share the vision statement and its meaning to others
  - ii. Involve in creating Swann College promotion videos
  - iii. Providing testimonials
  - iv. Involve in creating student testimonials
  - v. Suggest promotional opportunities to the management team

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<sup>1</sup> <https://smallbusiness.chron.com/build-effective-working-relationships-20282.html>



- vi. Engage in social media of Swann College
  - vii. Contribute in making marketing materials
  - viii. Initiate, participate and involve in Swann College events
- e) Be an effective conduit of information to students by:
- i. Informing students of any policies and procedure changes that will affect students, **ONLY** when those changes are made official.
  - ii. Informing and reminding students of upcoming events.
  - iii. Encourage students to be involved in Swann College marketing projects when required.

### 3. Use of Content Permission

- a) Swann College will obtain 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.
- b) Swann College will obtain approval from the CEO/ Designated Officer to use any marketing information before it is made public. This approval is granted when the CEO/ Designated Officer signs the completed *Marketing Information Compliance Form* and/or material.
- c) Approval records together with the approved *Marketing Information Compliance Form* is stored in the designated folder.

### 4. Social Media Marketing

- a) Swann College recognises any platform that consists of tools such as websites and applications that allow people to create and share information/content in social networking. That includes and is not limited to social networks, media sharing networks, bookmarking and content curation networks, corporate networks, blogging networks, micro-blogging networks, discussion forums, wikis, and sharing economy websites.
- b) Only the authorised person at Swann College can respond to the public on behalf of Swann College.
- c) Only the authorised person (Internal or other external organisations) with the approved content may market, promote or/and advertise Swann College.
- d) The authorised person will abide by the National Code 2018 Standard 1 as well as this entire policy when responding to or posting any information related to Swann College and its relevant people such as Swann College students and staff members.
- e) Any comments made by the authorised person during work, as well as non-work hours through social media must:
  - i. Not undermine the public's confidence in Swann College.
  - ii. Act impartially.
  - iii. Act professionally without bias.
  - iv. Carry common sense.
- f) When social media is used at Swann College, all staff must:
  - i. Be respectful of the opinions of others at all times.
  - ii. Not use it to benefit their self-interest



- iii. Not engage in any inappropriate and unlawful material including bullying, embarrassment, and of a sexual nature.
- iv. Not infringe on other's intellectual property rights.
- g) A breach of this policy, by a student or staff member may result in suspension and/or termination.

## 5. External Party

Swann College recognises the needs and collaboration requirement when marketing, promoting and/or advertising the service offered by Swann College. Any external organisation wishes to promote Swann College using hardcopies, online/softcopies or through social media approval from the relevant representative from Swann College is required before being published and/or distributed.

## 6. Recruitment of International Students

- a) Swann College will not actively recruit international students in conflict with the National Code Standard 7 (Overseas student transfers).
- b) Swann College will take reasonable steps to avoid a situation where Swann College conflicts with the National Code Standard 7. Reasonable steps are in accordance with Swann College's *Overseas Student Transfers Policy and Procedure*. They include, but are not limited to:
  - i. Checking PRISMS to see if the student is currently enrolled in another CRICOS program.
  - ii. Contacting the student or student's agent to confirm the student's status with the current/previous registered provider.
  - iii. Verify the student has completed the first 6 months in his/her principal course as per Swann College's *Overseas Student Transfers Policy and Procedure*.
  - iv. Ensure a Letter of Offer from the new registered provider is attached when the student requests to withdraw/transfer from Swann College.
  - v. Before granting a student transfer request to Swann College, Swann College will review any compassionate and compelling reasons that are provided in the request and make a decision in accordance with Swann College's *Overseas Student Transfers Policy and Procedure*.

## 7. Australian Consumer Law

- a) The Australian Consumer Law ("ACL") protects customers who are purchasing products and services within Australia.
- b) The product and services that the ACL guarantees are:
  - i. Goods or services that are less than AUD40,000, or
  - ii. Goods or services that are greater than AUD40,000 for personal, domestic or household use of consumption, or
  - iii. Business use vehicle or trailer used for the transporting of goods on public roads.
- c) In the unlikely event Swann College is unable to deliver a course in full, , students have the right to receive a refund on the unused portion of pre-paid tuition fees. Refer to Swann College's *Cancellation and Refund Policy and Procedure*.



## Procedure

### 1. Marketing and Advertising Information and Practices (Internal)

| STEPS | PROCEDURE  | RESPONSIBILITY     |
|-------|--|--------------------|
| 1     | Identify the required marketing/advertising materials or activities and inform the CEO.  | Marketing Officer  |
| 2     | Prepare required marketing/advertising materials by: <ul style="list-style-type: none"> <li>Ensuring marketing information is not false or misleading.</li> <li>Using the <i>Marketing Information Compliance Form</i> to ensure regulatory requirements are met.</li> </ul> | Marketing Officer  |
| 3     | Submit prepared marketing material for approval.   | Marketing Officer  |
| 4     | Provide feedback using the <i>Marketing Information Compliance Form</i> (if any).  | Marketing Director |
| 5     | Make changes to the marketing information as per the feedback received and resubmit the document for approval.   | Marketing Officer  |
| 6     | Review amended material to ensure changes have been incorporated <ul style="list-style-type: none"> <li>Provide feedback and/or final approval.</li> </ul>   | Marketing Director |
| 7     | Once approved, distribute the marketing/advertising material to the relevant department/personnel for use in the recruitment of overseas students.   | Marketing Director |
| 8     | Save the approved <i>Marketing Information Compliance Form</i> and the approved marketing information in the designated G drive marketing folder G:\Marketing\Publications\2019 Flyers   | Marketing Director |

### 2. Marketing and Advertising Information and Practices (External)

| STEPS | PROCEDURE   | RESPONSIBILITY        |
|-------|---|-----------------------|
| 1     | Swann College is informed by an external organisation of the intent to market, promote or/and advertise Swann College.  | External Organisation |
| 2     | Review the proposed marketing, promotion or/and advertising materials/ideas as per the <i>Marketing Information Compliance Form</i> or/and <i>Marketing Information and Practice Policies</i> . | Marketing Director    |
| 3     | Inform the party when non-compliance is found and request it to be changed.   | Marketing Director    |
| 4     | Provide feedback using the <i>Marketing Information Compliance Form</i> (if any).   | Marketing Director    |
| 5     | Amendment made as per the feedback and send the approval request.   | External Organisation |



|   |   |                    |
|---|---|--------------------|
| 6 | Review amended material to ensure changes have been incorporated. Provide feedback to repeat the step 5 process or provide the final approval.  | Marketing Director |
| 7 | Publishes and distributes approved material. Inform Swann College of the material being live.   | External Party     |
| 8 | <p>Review the live materials whether they are being published and distributed correctly. When misinformation or mistreated action found, terminate the approval immediately by sending of a formal email. The email must include:</p> <ul style="list-style-type: none"> <li>• When and what was identified.</li> <li>• Details of the breach including the National Standard 2018 and the marketing policies of Swann College.</li> <li>• Termination of the approval.</li> <li>• Required responses from the external organisation.</li> <li>• The timeframe of the response must to be met.</li> </ul> | Marketing Director |





## (Annexure A) Marketing and Advertising Information Compliance Form

PAGE 1

**# Attach this form as a cover page when submitting marketing information for approval.**

|                                       |  |                    |  |
|---------------------------------------|--|--------------------|--|
| Material Type                         | Website <input type="checkbox"/> Advertisement <input type="checkbox"/> Brochure/Flyer <input type="checkbox"/> Other <input type="checkbox"/> ( ) |                    |  |
| Prepared By (Person and company name) |  | Approved By (name) |  |
| Submission Date                       |  | Approval Date      |  |
| Signature                             |  | Approval Signature |  |

| SECTION 1: Have you included false or misleading information in regards to:               | Yes                      | No                       |
|---|--------------------------|--------------------------|
| Claims of association between providers?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Employment outcomes associated with a course?   | <input type="checkbox"/> | <input type="checkbox"/> |
| Automatic acceptance into another course?   | <input type="checkbox"/> | <input type="checkbox"/> |
| Possible migration outcomes?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Guaranteeing a successful education assessment outcome for the student?                   | <input type="checkbox"/> | <input type="checkbox"/> |
| Description of the ESOS framework?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Does the information promote students transferring from another college to Swann College? | <input type="checkbox"/> | <input type="checkbox"/> |

**# If you answered "Yes" to any of the items in Section 1, the marketing information cannot be used.**

| SECTION 2: Use of Relevant College Information  | Yes                      | No                       |
|---|--------------------------|--------------------------|
| Have you used the NRT logo in accordance with the conditions of use (if applicable)?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you used logos of other institutes with their approval and conditions of use (if applicable)?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you used Swann College logos appropriately (with appropriate resolution to view the logo with clarity)?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you used plain English to provide accurate information?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you included the College's information (e.g. location, website, contact; description of facilities, equipment or resources)?   | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you included the CRICOS registered name and number?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you included links to information on the website (e.g. fees and charges, course outcomes, brochures, flyers etc.)?   | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you included fee information (course related fees and charges, advise that fees may change, cancellation and refund policy and procedure? (if applicable)                        | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you included requirements for acceptance into a course (if applicable)?  | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you included the course content, course duration, course name/qualification (as listed on the CRICOS register), mode of study, number of contact hours per week, course levels)? | <input type="checkbox"/> | <input type="checkbox"/> |

**PLEASE REFER TO THE FEEDBACK PROVIDED ON THE NEXT PAGE WHEN MAKING CHANGES TO THE SUBMITTED MATERIAL.**

PAGE 2



## THE FEEDBACK SECTION

|  |  |
|--|--|
| <b>1<sup>st</sup> Feedback from the CEO/ PEO/Designated Officer:</b> |  |
|  |  |
| Date of Feedback   |  |
| Signature  |  |
| <b>2<sup>nd</sup> Feedback from the CEO/ PEO/Designated Officer:</b> |  |
|  |  |
| Date of Feedback   |  |
| Signature  |  |
| <b>3<sup>rd</sup> Feedback from the CEO/PEO/Designated Officer:</b>  |  |
|  |  |
| Date of Feedback   |  |
| Signature  |  |

## Document Control



The policies and procedures, and the form included in this document are approved and implemented by Swann College. This document will be electronically available to Swann College staff in protected format (PDF file) in the designated folder. Any ongoing changes made to this document will be documented as per below.

| Version   | Authorised By | Description of the change                                      | Approved Date | Effective Date |
|-----------|---------------|--|---------------|----------------|
| Version 1 | CEO           | Created the policy and procedure as per the National Code 2018 | 01.07.2023    | 01.09.2023     |
|           |               |  |               |                |
|           |               |  |               |                |