



**EMPIRE**  
INSTITUTE OF EDUCATION

**National Code 2007**  
**Standard 1**  
**Policy & Procedure**





## Marketing Information and Practice

### Purpose

To ensure Empire Institute marketing, promotional material and training products and services are ethical, professional and maintain the integrity of the industry at all times, in line with the national Standards for NVR Registered Training Organisations (SNR) and ESOS National Code 2017.

### Scope

The scope of this policy covers the marketing operations by the Marketing Director of Empire Institute of Education (EIE).

### Definitions:

<b>CRICOS:</b>	Commonwealth Register of Institutions and Courses for Overseas Students
<b>DIBP:</b>	Department of Immigration and Border Protection
<b>ESOS:</b>	Education Services for Overseas Students Act 2000
<b>International Student:</b>	A person holding an Australian Student Visa, enrolled in a CRICOS registered, on shore course, at Empire Institute.
<b>National Code:</b>	National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2017
<b>PRISMS:</b>	Provider Registration and International Student Management System
<b>Course:</b>	Program of Education or Training defined as a course in the ESOS Act

### Policy

Empire Institute of Education will provide marketing of their courses and training services in a professional and accurate way and will maintain the integrity and reputation of the education industry as per ESOS Act requirement. Empire Institute of Education will not recruit any student where the student has not completed six months of his/her principal course.

The EIE Marketing Director will take reasonable steps to ensure that the information included in marketing materials is accurate. The RTO Manager will ensure the following practices are adhered to:

- A trainer's or participant's written permission (*EIE Marketing Information Consent Form*) will be obtained before EIE uses information about that individual in any marketing materials and will abide by any conditions the trainer/participant places on the use of that information.
- EIE will accurately represent recognised training products to prospective participants.
- AQF qualifications will only be advertised if EIE is registered within the scope to deliver those qualifications.



- EIE advertisements will identify nationally recognised products separately from courses recognised by other bodies (industry groups) or without recognised status.
- EIE is aware that the use of qualification titles such as Certificate IV or Diploma is not permitted unless the course has been accredited by ASQA or an appropriate disclaimer is printed clearly on the document or in the advertising.
- EIE will only use the Nationally Recognised Training and appropriate logos on relevant qualifications or awards when the participants have satisfactorily completed all requirements and/or achieved the stated competencies.

## Procedure

This procedure covers the stages of:

- Marketing Materials
- ESOS Requirements for Marketing Materials

This procedure should be followed for any marketing materials prepared for international students. These materials include publication in print and online.

## Marketing Materials

STEPS	RESPONSIBILITY	COMMENTS	
1	Initiate development of marketing materials or edit existing materials.	Marketing manager	In discussion with RTO manager.
2	All marketing materials must be approved by marketing director.	Marketing director	The marketing director must check all the materials before approval.
3	Draft copies are reviewed by the administration manager in regards to compliance with ESOS requirements.	Administration manager	The administration manager will complete the review as noted on marketing materials mchecklist.
4	Once reviewed, administration manager will return the marketing materials to the Developer with the completed marketing materials checklist.	Administration manager	The marketing materials checklist will indicate if the marketing material is compliant or if further information is required.
5	Finally, when the work is completed, it is forwarded to the RTO manager for approval.	RTO manager	
6	Once approved by the RTO manager, the marketing director is responsible for implementing the new document and/or practices.	Marketing director	An appropriate implementation plan is in effect to ensure all old versions are replaced and staff are made aware of the changes.



When marketing materials are designed and developed, either electronic or paper, they will be read and authorised (EIE Marketing Material Accuracy Checklist) by the marketing director to ensure that they are accurate and contain no misleading information as well as Empire Institute of Education name and CRICOS number are embedded. This includes:

- Advertising educational services that we are registered to deliver,
- Providing details on all fees and any potential hidden costs,
- Accurate contact details, contact people and training facility location(s),
- All promotional statements and claims by EIE are accurate and not misleading,
- Any testimonials that we obtain require written permission before using,
- Any student content we obtain requires written permission before using.

### ESOS Requirements for Marketing Materials

These are the ESOS requirements for marketing materials:

- CRICOS Provider Code and the full name of the Institute, namely Empire Institute of Education, should appear on all written and electronic publications, materials and correspondence. This includes but is not limited to;
  - Every page of the website that is pertinent to students,
  - Brochures and pre-application information,
  - Application form,
  - Business cards of key personnel (e.g. marketing staff),
  - Email signature blocks of key personnel (e.g. marketing staff),
  - Letterhead/emails or footer used in letters making offers to students, promoting courses or for other marketing purposes,
  - Marketing tools, including banners, PowerPoint templates, flyers,
  - Removable section of pull-out or tear-away sections of promotional material,
  - Advertisements for programs for students in an Australian or foreign newspaper,
  - Information about living in Australia, if it is used as a tool to market to and recruit students,
  - Student Handbooks, information guides and other similar material.
- If CRICOS registration has been applied for and has not been received, then a program must not be promoted or published anywhere.
- Where any material contains a pull-out or tear-away section, the removable section must also comply. Failure to do so constitutes an offence under Section 107 of the ESOS Act.
- Empire Institute will only promote full-time study options to International Students.
- Empire Institute will not actively recruit a student where this clearly conflicts with its obligations under Standard 7 (Transfer between Registered Providers)
- The Quality Committee will also ensure any promotional material, practices and changes developed are communicated to all representatives (including Agents) of Empire Institute.
- Written permission will be obtained from any person or organisation for use in any marketing or advertising material that refers to that person or organisation, prior to its use.
- Empire Institute will not give false or misleading information or advice in relation to:
  - claims of association between providers,



- the employment outcomes associated with a course,
  - automatic acceptance into another course,
  - possible migration outcomes,
  - any other claims relating to the registered provider, its course or outcome associated with the course.
- Empire Institute has the right to use the relevant materials as it deems appropriate in either printed or electronic format, and that materials remain the property of Empire Institute and can be used at any time.
  - Empire Institute will use the Nationally Recognised Training (NRT) logo on all AQF Qualifications and Statements of Attainment issued within its scope of registration in accordance with the Nationally Recognised Training logo specifications.
  - Empire Institute uses the NRT logo in advertisements only where it complies with the requirements of the Nationally Recognised Training logo specifications.
  - Empire Institute uses the following statement in advertisements only in respect to training and/or assessment within its scope of registration: Nationally Recognised Training.
  - Empire Institute uses the logo of the recognition authority only where it is permitted by the registering body and in accordance with the registering body's conditions of use.
  - Empire Institute CRICOS Provider Code is 03476F.
  - Ensure that the institute is referred to by its full entity name, in all documents and marketing material: Empire Institute of Education.
  - Empire Institute complies with SNR Condition 24. To ensure that EIE's marketing and advertising of AQF qualifications to prospective clients is ethical, accurate and consistent with its scope of registrations.

**Document Control**

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<b>Responsible Officer:</b>	RTO Manager
<b>Contact Officer:</b>	Administration Manager
<b>Policy Owner:</b>	RTO Manager
<b>Endorsed By:</b>	Chief Executive Officer
<b>Person Responsible for Implementation:</b>	Marketing Director
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