

Marketing Information and Practice Policy

Table of Contents

1. Purpose
2. Scope
3. Policy Statement
4. Related Policies and Procedures
5. Policy Owner and Delegated Authority
6. Approval Personnel
7. Approval Date
8. Definitions

Issue Date:	Issue History:
August 2014	Initial release (V1.0)
September 2015	Reviewed (V1.0)
October 2016	Reviewed and updated (V1.1)
August 2017	Reviewed and revised (V1.2) Director of Quality Assurance removed

Policy Title	Marketing Information and Practice Policy
Purpose	To ensure that all Cambridge International College (WA) marketing and promotional materials and training products and services are ethical, professional and maintaining the integrity of the VET industry at all times in line with the national VET Regulator Standards for Continuing Registration (SNR) and ESOS National Code of Practice
Scope	This policy applies to all CIC staff and education agents undertaking domestic and international activities on behalf of CIC and those undertaking marketing and promotional activities for CIC registered courses.
Policy Statement	<p>CIC will provide marketing materials of their courses and training services in a professional and accurate manner and will maintain the integrity and reputation of the Education industry as per ESOS Act requirement. CIC will not recruit any student where the student has not completed their six months of study in his or her principal course. The CIC Sales and Marketing Manager will take reasonable steps to ensure that the information included in marketing materials is accurate and the Vice President Sales and Marketing will ensure the following practices are adhered to:</p> <ul style="list-style-type: none"> - A trainer's or students written permission (CIC Marketing Information Consent Form) will be obtained before CIC uses information about that individual in any marketing materials CIC will abide by any conditions the trainer/participant places on the use of that information. - CIC will accurately represent recognised training products to prospective participants. - CIC will ensure that the marketing of its VET services is accurate and ethical, and maintains the integrity and reputation of the VET industry. - All aspects of CIC onshore and offshore advertising and marketing must reflect the Australian Education and CIC corporate identity. - All CIC marketing staff and Education Agent engaged in marketing, advertising and recruitment activities are responsible for following this policy and complying with this policy procedure. - AQF qualifications will only be advertised if CIC is registered within the scope to deliver those qualifications. - CIC advertisements will identify nationally recognized products separately from courses recognised by other bodies (industry groups) or without recognised status. - All electronic and printed marketing materials, including website, CIC CRICOS code and name must clearly mentioned where applicable and not contain false or misleading information. - CIC will use the qualification titles and codes correctly for all qualifications accredited by the ASQA for VET. - An appropriate disclaimer will be included on the documents or in the advertising wherever necessary. - CIC 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 in VET sector.
Related Policy and Procedure:	Formalisation of Enrolment Policy and Procedures Engagement Prior to Enrolment Policy and Procedures Education Agent Policy Transfer Between Provider Policy and Procedure
Policy owner and delegated authority	Sales and Marketing Manager/VP Sales and Marketing Department VP Sales and Marketing
Approved by	CEO
Approved Date	August 2014

Definition (if any)	
CRICOS	Commonwealth Register of Institutions and Courses for Overseas Students.
DIBP	Department of Immigration and Border Protection.
ESOS	Education Services for Overseas Students Act 2000.
International Student:	A person holding an Australian student visa, enrolled in a CRICOS registered course at Cambridge International College (WA) on shore.
National Code	The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007.
PRISMS	Provider Registration and International Students Management System.
Course	Program of Education or Training defined as a course in the ESOS Act.