

THE RTO MARKETING PROCEDURE

1. PURPOSE AND SCOPE

- 1.1 The purpose of this Procedure is to support the delivery of ethical and accurate marketing of courses and programs to prospective students and stakeholders, and to ensure all marketing is consistent with The College RTO's scope of registration and the University's Brand Guidelines.
- 1.2 The purpose of this Procedure is to provide the means that supports legislative and regulatory obligations, and quality standards, related to the marketing of nationally recognised AQF courses and non-award programs provided by The College RTO, are met.
- 1.3 This Procedure applies to all College and University staff with responsibility to prepare advertising and marketing materials to ensure they are fully conversant with the requirements detailed in this document and the University's Brand Guidelines.

2. DEFINITIONS

- 2.1 For the purposes of this Policy the following definitions apply:
 - 2.1.1 AQF – Australian Qualifications Framework.
 - 2.1.2 ASQA – Australian Skills Quality Authority, the national regulator for RTOs.
 - 2.1.3 CRICOS – Commonwealth Register of Institutions and Courses for Overseas Students.
 - 2.1.4 NRT – Nationally Recognised Training.
 - 2.1.5 RTO – Registered Training Organisation.
 - 2.1.6 OMC – University Office of Marketing and Communications.
 - 2.1.7 The Board – Western Sydney University Enterprises Board.
 - 2.1.8 The College – Western Sydney University Enterprises Pty Limited trading as Western Sydney University The College.
 - 2.1.9 The University – Western Sydney University.
 - 2.1.10 VET – Vocational and Education Training.
 - 2.1.11 SRTO 2015 – Standards for Registered Training Organisations.

3. PROCEDURE STATEMENT

- 3.1 The College RTO provides information about its nationally recognised AQF and non-award qualifications or programs to prospective students and other stakeholders with an accurate and full representation of what each entail, including students' and stakeholder rights and responsibilities, and The College's obligations.

- 3.2 To ensure the College's RTO compliance, statutory and legal obligations are satisfied, this Procedure is provided as a guide for the management and staff of the College and University in support of those objectives.
- 3.2.1 The following information will be made available to potential students:
- 3.2.1.1 Course or program information on webpage.
 - 3.2.1.2 Course or program outline / brochure / flyer.
 - 3.2.1.3 Course or program fees, including any gap payments for funded training, where applicable Student Handbook.
 - 3.2.1.4 Policies and procedures on The College website.
 - 3.2.1.5 Application / Enrolment form inclusive of enrolment terms, conditions and disclosure statement.
 - 3.2.1.6 Course advertisements on online platforms.
 - 3.2.1.7 Course promotional materials (eg: postcards, posters).
- 3.2.2 The following guidelines are to be followed when preparing advertisements and promotional information, Western Sydney University The College (The RTO) must:
- 3.2.2.1 Provide up to date and accurate information about the courses being advertised and the outcomes associated with those courses, including:
- a. Identifying The College RTO by its legal and trading names, including RTO registration code.
 - b. Contact information for The College RTO.
 - c. Full and correct qualification code and title.
 - d. Full and correct codes and titles of unit/s of competency, and identification of their core/elective status.
 - e. Fees.
 - f. Payment terms.
 - g. Availability of funding or government subsidy.
 - h. Duration of course/program.
 - i. Estimated time commitment for successful completion.
 - j. Delivery mode and location/s.
 - k. Entry requirements and pre-requisites (including English language requirements applicable to International students).
 - l. Expected vocational outcome/s.
 - m. Cooling off period, where applicable.
 - n. Links to policies and procedures available on The College webpage.

- 3.2.2.2 Where applicable, addresses any third-party licencing and certification requirements (for example, inclusion of the Liquor and Gaming ATP logo on all RSA material), provide information within the Student Handbook on the following topics:
- a. The relationship between The College RTO, The College and Western Sydney University.
 - b. Contact information for The College RTO.
 - c. Application and enrolment.
 - d. Unique Student Identifiers.
 - e. Access and equity.
 - f. Privacy, disclosure of information and access to records.
 - g. Fees and refunds.
 - h. Recognition of prior learning and credit.
 - i. Expectations of trainers and assessors.
 - j. Approach to training.
 - k. Approach to assessment.
 - l. Support services.
 - m. Student rights and responsibilities.
 - n. Safety.
 - o. Complaints.
 - p. Academic appeals.
 - q. Feedback.
 - r. Techniques and strategies for maximising student learning.
- 3.2.2.3 Provide a schedule of fees and charges for courses being offered to the general public that includes:
- a. Total amount of all fees including course fees, administration fees, material fees, and any other charges for additional services.
 - b. Payment terms, including the timing and amount of course fees to be paid and any non-refundable fees.
 - c. Any discounts, fee reductions or exemptions.
 - d. The nature of the guarantee given by The College RTO to honour its commitment to deliver training and assessment services.
 - e. Funding or government subsidies.
 - f. Refund and deferment.
- 3.2.2.4 Include a direct reference to Australian consumer protection laws.

- 3.2.2.5 provide accurate information about any work-based training a student is required to undertake as part of the course.
- 3.2.2.6 maintain a clear distinction between nationally endorsed training being offered and other training being offered by Western Sydney University The College (The RTO) (The RTO).
- 3.2.3 Western Sydney University The College (The RTO) must not:
 - 3.2.3.1 Provide false or misleading information.
 - 3.2.3.2 Provide any guarantees to students about the successful completion of training or any employment outcome that is outside of the control of The College RTO.
 - 3.2.3.3 Integrate or confuse in any way training that is nationally recognised with training that is not.
 - 3.2.3.4 Refer to another person or organisation in any marketing material without obtaining prior consent and approval.
 - 3.2.3.5 Provide approval for any third-party organisation to advertise on behalf of The College RTO unless it is appropriately specified with limitations within a written and signed agreement with the third-party organisation.

4. IMPLEMENTATION OF MARKETING ACTIVITY

4.1 Procedure Step 1: Draft

- 4.2 Course information, marketing and advertising materials are drafted in accordance with the Training and Assessment Strategy and with reference to all items required by the Marketing Checklist (CHK002_1) in the appendix.

4.3 Procedure Step 2: Check

- 4.4 The Operations Manager (or delegate) reviews draft course information, marketing and advertising materials and fills in the Marketing Checklist (CHK002_1) in preparation for sharing with OMC and relevant agency stakeholders.

4.5 Procedure Step 3: Campaign Planning and Pre-Approval

- 4.6 The Operations Manager (or delegate) provides the completed Marketing Checklist (CHK002_1) incorporating any planned campaigns, marketing activities, advertising materials and resources to the RTO Director for consideration. The RTO Director recommends that the campaign proceed to the CEO after the completion of a fully compliant checklist and campaign schedule.

4.7 Procedure Step 4: Campaign Delivery

- 4.8 Upon CEO approval to proceed with the campaign, the RTO Director works with the Operations Manager, the OMC and relevant agency stakeholders to coordinate the

scheduling of marketing activities, release and publication of the approved marketing information and updating of all collateral to a compliant standard.

4.9 Procedure Step 5: Campaign Reporting

4.10 Upon CEO approval to proceed with the campaign, the RTO Director works with the Operations Manager, the OMC and relevant agency stakeholders to coordinate the scheduling of marketing activities, release and publication of the approved marketing information and updating of all collateral to a compliant standard.

4.11 Procedure Step 6: Post Campaign Review and Filing

4.12 Campaign data related data is reviewed and assessed by key stakeholders for effectiveness and efficacy. Key learnings are recoded for future utilisation. The Operations Manager saves the documents and completed Checklist (CHK002_1) to the document management system.

5. RELATED LEGISLATION/POLICIES/PROCEDURES

5.1 The RTO Marketing Policy

5.2 The RTO Marketing Checklist (CHK002_1)

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Status and Details

Status	Current		
Version	1		
Effective Date	21 November 2022		
Review Date	21 November 2025		
Approval Policy	The College Senior Management Team		
Governing Authority	Western Sydney University Enterprises Board		
Endorsed by	The College RTO Committee		
Unit Responsible	The College Registered Training Organisation		
Enquiries Contact	The College RTO E: rto@westernsydney.edu.au		
Available On	SharePoint	<input type="checkbox"/>	Website <input checked="" type="checkbox"/>

Summary of Changes from Previous Version