

## Marketing and Advertising Policy

POLICY CODE: CR 1.7

Related Compliance Section 7

POLICY CODE: CR 1.8

Related Compliance Section 8

### NATIONAL CODE OF PRACTICE FOR PROVIDERS OF EDUCATION AND TRAINING TO OVERSEAS STUDENTS 2018 STANDARD 1, 2 AND 7

#### 1. Purpose

This policy ensures that all marketing and advertising conducted by Australian College of Management and Innovation, its staff, and any third parties or experts engaged on its behalf is accurate, ethical, lawful, compliant, and not misleading or deceptive in guarantees about course completion or employment outcomes. It ensures that prospective students can make informed decisions based on clear, transparent, and lawful representations of the ACMi's services. It aims to protect prospective and current students from being misled by inaccurate or exaggerated claims. As per Standard 1 of the National Code of Practice for Providers of Education and Training to Overseas Students 2018, Australian College of Management and Innovation will ensure that advertising and marketing of AQF qualifications to prospective students are ethical, accurate and consistent with its scope of registration. Australian College of Management and Innovation will further ensure that the information used in all its written and online material, will not be false or misleading and always will include its Commonwealth Register of Institutions and Course for Overseas Students (CRICOS) registered name and number. Additionally, according to Standard 2, Australian College of Management and Innovation will ensure that the said information will be available in plain English and easily accessible to assist students. Critical with this requirement, in compliance with the conditions of use for the Nationally Recognised Training (NRT) logo.

#### 2. Legislative Background

Compliance Requirements, Division 1 – Information and Transparency, Marketing and Advertising (Compliance Standards for NVR Registered Training Organisations and Fit and Proper Person Requirements) Instrument 2025 (Cth).

National Code of Practice for Providers of Education and Training to Overseas Students 2018 Standard 1, 2 and Standard 7.

#### 3. Scope

This policy applies to all Australian College of Management and Innovation staff that is involved in the marketing and advertising of Australian College of Management and Innovation materials, across all mediums to recruit students in Australia.

#### 4. Policy Statement

Australian College of Management and Innovation is committed to ensuring all marketing and advertising materials and activities, regardless of the medium or source, are compliant with current legislative and regulatory requirements and uphold the integrity of Australia's international education sector.

This includes all promotional content produced internally, by experts, or by third parties and ensure that the marketing and promotion of its courses and education services is not false or misleading and is consistent with Australian Consumer Law.

To meet the compliance requirements, Australian College of Management and Innovation ensures that:

- RTO code and full legal entity name will be clearly displayed at campuses/sites and on all written and electronic material that is used for the purpose of marketing/corresponding with students.
- Australian College of Management and Innovation will include their Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) registered name and registration number will be displayed at campuses/sites and in all written and online material that is used for marketing/corresponding with international students.
- Australian College of Management and Innovation will inform students of the modes of study through which the course is offered as per the course marketing material. Any changes will be firstly advised in writing to students and also signed as agreed to by students, prior to a change being made.
- Australian College of Management and Innovation recognises all trainees/students and clients as consumers requiring the protection afforded by legislation.
- Australian College of Management and Innovation will provide clients and trainees/students with the following fee information relating to courses and training so as to ensure clients and trainees/students are supplied with sufficient clear information to make valid decisions. The fee information will explain:
  - The total amount of all fees including course fees, administration fees, materials fees and any other charges.
  - Payment terms, including the timing and amount of fees to be paid and any non-refundable deposit/administration fee.
  - The nature of the guarantee given by Australian College of Management and Innovation to complete the training and/or assessment once the student has commenced study in their chosen qualification or course.
  - The fees and charges for additional services, include such items as issuance of a replacement qualification/Statement of attainment and the options available to students who are deemed not yet competent on completion of training and assessment, and Australian College of Management and Innovation fee and refund policy.

Australian College of Management and Innovation will follow a set of guidelines when preparing advertisements and promotional information. These guidelines include but are not limited to:

- a) not provide any guarantees to students about the successful completion of training or any particular employment that is outside of the control of Australian College of Management and Innovation.
- b) only advertise those qualifications or units of competency that are listed as current on the Australian College of Management and Innovation scope of registration.
- c) identify qualifications in advertising by their full code and title as they appear in the training package and not to represent these qualifications or units of competency in any other way.
- d) maintain a clear distinction between nationally endorsed training being offered and other training being offered by Australian College of Management and Innovation.
- e) not integrate or confuse in any way training that is nationally endorsed with training that is not accredited.
- f) use the NRT logo only in accordance with the Standards for Registered Training Organisations, Schedule 2.

- g) identify Australian College of Management and Innovation in any marketing material by its full RTO code and legal name.
- h) not refer to another person or organisation in any marketing material without obtaining prior consent and approval.
- i) clearly distinguish where training and assessment is being delivered on behalf of Australian College of Management and Innovation by any third-party organisation.
- j) include details about any government funded subsidy or other financial support arrangements associated with the provision of training and assessment.
- k) not provide approval for any third-party organisation to advertise on behalf of Australian College of Management and Innovation unless it is appropriately specified with limitations within a written and signed agreement with the third-party organisation.
- l) not provide false or misleading information about automatic acceptance into another course or migration outcome.
- m) not actively seek recruitment of students studying in other RTOs and monitor closely the advertising and marketing provided by any third-party organisation on behalf of Australian College of Management and Innovation.
- n) not provide false or misleading information in relation to course requirements when seeking to enter into a written agreement;
- o) The training product can be completed in a manner that contravenes any requirement outlined in an instrument made under section 185 of the Act, including assessment volume, delivery structure, or student identifier requirements.
- p) not commit to securing migration or education assessment outcomes for overseas students; and
- q) not recruit students if it conflicts with its obligations under Standard 7 (Overseas Student Transfers).
- r) When a third party or expert is involved in recruitment or delivery:
  - The marketing material must explicitly identify the services being delivered by the third party or expert, including recruitment or training and assessment responsibilities.
  - Where the third party is an education agent, the Australian College of Management and Innovation ensures compliance with Standard 4 of the National Code 2018.

## 5. Document Control

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