



## MARKETING, ADVERTISING AND NATIONAL LOGO USAGE POLICY

### 1. Applicable Standards

National Code of Practice for Providers of Education and Training to Overseas Students 2018; Clause: 1.1 – 1.5

### 2. Overview

This Policy sits within the Marketing and Recruitment Phase of the Student Journey.

### 3. Purpose

To ensure that:

AMA College provides accurate and accessible information about itself, its services and its performance to inform prospective and current learners and clients.

This Policy provides guidelines of AMA College responsible marketing and advertisement; it offers guidance on the usage of the Nationally Recognised Training logo or other organisation logos.

### 4. Definitions

In this Policy, these terms have the same meaning as defined in the Education Services for Overseas Students Act 2000:

**Overseas student** means a person (whether within or outside Australia) who holds a student visa, but does not include students of a kind prescribed in the regulations.

**Intending overseas student** means a person (whether within or outside Australia) who intends to become, or who has taken any steps towards becoming, an overseas student.

In this Policy, these terms have the same meaning as defined in the National Code of Practice for Providers of Education and Training to Overseas Students 2018:

**Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS)** means the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) which is the register prescribed under section 14A of the Education Services for Overseas Students Act 2000.

**Education agent** means a person or organisation (in or outside Australia) who recruits overseas students and refers them to education providers. In doing so, the education agent may provide education counselling to overseas students as well as marketing and promotion services to education providers. Education agent does not refer to an



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education institution with whom an Australian provider has an agreement for the provision of education (that is teaching activities).

**Standards** means the information listed in Part B of the National Code of Practice for Providers of Education and Training to Overseas Students 2018.

**Student** means an overseas student (or intending overseas student) as the context requires.

### 5. Policy

5.1 AMA College will ensure that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent (in accordance with Standard 4 of the Standards, Education Agents), is not false or misleading, and is consistent with Australian Consumer Law.

5.2 AMA College will, in seeking to enter into written agreements with overseas students or intending overseas students, not provide any false or misleading information on;

5.2.1 its associations with any other persons or organisations with which we have arrangements with for the delivery of the course in which the student intends to enrol or may apply to enrol,

5.2.2 any work-based training a student is required to undertake as part of the course,

5.2.3 prerequisites for entry to the course, including English language proficiency, and

5.2.4 any other information relevant to AMA College, our courses or the outcomes associated with these courses.

5.3 AMA College will not;

5.3.1 claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course we offer, or

5.3.2 guarantee a successful education assessment outcome for the student or intending student.

5.4 AMA College will include its Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) registered name and registration number in any written or online material that it disseminates or makes publicly available for the purposes of;



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- 5.4.1 providing or offering to provide a course to an overseas student,
- 5.4.2 inviting a student to undertake or apply for a course, or
- 5.4.3 indicating it is able or willing to provide a course to overseas students.
- 5.5 AMA College will not actively recruit a student where this recruitment conflicts with our obligations under Standard 7 of the Standards, Overseas Student Transfers.

### 6. Policy Links

This Policy should be read in conjunction with the following AMA College Policies:

- 2.01 Enrolment Policy
- 2.03 Overseas Student Transfer Policy
- 2.04 Recognition of Prior Learning and Course Credit Policy
- 2.05 Refund Policy
- 4.01 Modes of Delivery Policy
- 6.02 Education Agent Policy
- 6.04 Tuition Protection Scheme Policy

### 7. Policy Documents

- 1.01 Marketing, Advertising and National Logo Usage Procedure

### 8. Policy Review and Implementation

The Principal Executive Officer (PEO) is accountable for the implementation of this Policy. The General Manager Vocational Education and Training is responsible for the implementation of this Policy, and may delegate responsibilities for elements of this Policy. Where this occurs, this delegation must be recorded within this document. This Policy is to be reviewed on an annual basis, or more frequently as required, with revisions detailed in the section below.

Date of Issue and Revision	Description of Amendment	Reviewed (Quality Manager)	Authorised (General Manager)
July 2018	Initial Registration	Peigi Hinton	Jan Norberger