

Student Information Policy

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Student Information Policy and Outcome Standards

Policy Content	Quality Area 2: VET Student Support	Performance Indicators
Marketing	Information: Standard 2.1 Compliance Requirements: <ul style="list-style-type: none"> - 3. Marketing - 11. Nationally Recognised Training logo 	The RTO demonstrates: <ul style="list-style-type: none"> (a) information given to VET students is clear, accurate and current, including where this is disseminated by a third party (b) how it identifies the information that is needed by VET students prior to enrolment and how that information is communicated
Pre-enrolment Information	Information: Standard 2.1 Compliance Requirements <ul style="list-style-type: none"> - 11. Nationally Recognised Training logo 	<ul style="list-style-type: none"> (c) the following information is easily accessible to VET students: <ul style="list-style-type: none"> (i) the training product code and title, duration, mode(s) of delivery, location, commencement dates, scheduling, any requirements to commence or complete the training product including assessment requirements, whether any licencing or occupational licence requirements apply, and details of any third party arrangements (ii) the training support services and wellbeing support services that are available and how to access them (iii) any fees and costs payable by the VET student, including payment terms and conditions, refund policies and the availability of any relevant government training entitlements and subsidy arrangements (iv) the VET student’s obligations or liabilities, including any obligations relating to work placements, materials, equipment or IT, costs and processes associated with VET student withdrawal and obtaining a Unique Student Identifier (d) prior to enrolment or before any fees are required to be paid, written information is provided to the VET student about the agreed training to be provided, the amount of any fees to be paid by the VET student, and the VET student’s obligations how it identifies changes that affect VET students, including transition of superseded, deleted, or expired training products, and informs VET students of these as soon as practicable.

Marketing

Insert Name of RTO is aware of the need to provide clear, current and accurate information about our RTO and its performance and the training and assessment offered. We understand that implementing ethical and factual marketing information across all training programs allows students to make informed choices. We further understand that we must inform students of any delivery changes that may affect them such as modifications to course details, cost or duration, third-party agreements, available support services and to transition arrangements if a product in which they are enrolled is superseded.

We have review processes in place to ensure prospective students are provided with sufficient information that it is not misleading in any way and that we systematically honour all commitments made in our marketing materials or course information.

Marketing Methods

This policy and procedures apply to all of our marketing methods as listed below.

Add/delete/edit list to reflect RTO practice:

Online marketing

- All websites that reference our training and assessment services
- Social media (Facebook, Twitter, LinkedIn, YouTube, Instagram)
- Email lists
- Blogs
- Any online directories
- Any online advertisements

Promotional Marketing

- Advertisements (newspaper, radio, television)
- Brochures/Flyers
- Cold calling

Networking

- Industry liaison
- Business Groups
- Presentations at Conferences, Recruitment Drives etc

Procedures

- All marketing material or course information will include or provide links to our legal name, our RTO code and the code and title of any training product, as published on the National Register. This includes:
 - in verbal advertisements such as TV or radio it will be included as a disclaimer at the end
 - for promotions on our website, the RTO code and name will be included as a header or footer on every page relating to accredited training.
 - social media pages will be named using our registered name and RTO code. Any posts will also include our RTO code.
 - We will only advertise training products on our scope of registration.
 - Non-current training products will only be marketed if they remain on scope of registration.
 - We will make it clear when recruitment or training and assessment services are being delivered by a third party on our behalf or when we are delivering services on the behalf of a third party.
- Any advertising or marketing by a third party must identify our RTO name in relation to the services to be delivered.

- All marketing and promotions will clearly differentiate between nationally recognised training and assessment that leads to AQF Qualifications or Competencies and non-accredited training.
- The NRT Logo will only be associated with AQF Qualifications and will not be used in any way that could be interpreted as being associated with non-accredited training in accordance with the Nationally Recognised Training Conditions of Use Policy.
- We will only state that a training product will enable students to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator.
- Where training is paid via a funding subsidy or other financial support arrangements, advertising and details will meet the requirements of the relevant contract.
- If a person is referenced in anyway in marketing material they must have given prior written consent. *For students, this consent is included on our enrolment form.*
- We will never state, in writing or verbally, that a student is guaranteed a successful training outcome, a training product can be completed in a manner which contravenes the standards or that students will obtain employment on course completion.
- We will ensure that any marketing, promotion or advertising done by a third party on our behalf complies with this Student Information Policy.

Monitoring

Any advertising of entry requirements, course content, duration or methods of delivery will reflect the Training and Assessment Strategy. It is the responsibility of the *Compliance Manager* to ensure that any marketing and course information is updated to reflect changes in the strategies. The Premarketing Checklist will be used for this purpose.

It is also the responsibility of *Compliance Manager* to register for emailed notification of changes to training packages, to implement associated transitioning arrangements of training products and to ensure marketing and course information reflects any changes.

Records

- Any material created by a third party.
- Copies of enrolment forms which indicate if a student referenced in advertising or marketing material has given their permission
- Copies of emails which indicate if an organisation, industry representative or other stakeholder referenced in advertising or marketing material has given their permission.
- Copies of completed Premarketing Checklists.
- Copies of Third-Party Agreements and completed Third Party Monitoring Schedule and Checklist.
- Continuous Improvement Register

Pre-enrolment Information

In accordance with our obligation to provide accurate and factual information, we will supply information to enable students to make informed decisions before enrolling in the training program. This Information will reflect the Training and Assessment Strategy and will be available in writing on our *websites and other course information*.

Content

- training product code and title
- course content: core and elective units
- course delivery methods
- scheduling including expected hours study per week and timeframe to complete
- start dates
- attendance requirements -face to face and virtual classroom
- assessment methods and requirements
- any licencing or occupational licence requirements that apply
- entry requirements including any LLN, ID, physical requirements, access to IT or a level of digital proficiency
- the training and wellbeing support services (internal and external) that are available and how to access them
- Third party arrangements
- course fees and charges – terms and conditions
- refund policies
- availability of any government training entitlements and/or subsidies
- work placement obligations
- resource costs to student i.e. materials, equipment or IT
- RPL and Credit Transfer
- pathway information
- contact details
- the complaints and appeals process
- student rights and responsibilities
- arrangements if training and assessment services in which they are enrolled can no longer be provided
- USI Requirements

Students are required to sign that they have read and understood the pre-enrolment course information as part of their enrolment.

Monitoring

It is the responsibility of the *Compliance Manager* to check marketing and pre-course information is accurate prior and includes all the information listed above. The Pre-enrolment Checklist will be used for this purpose.

Records

Completed Pre-enrolment Checklists will be filed as evidence of compliance.

Student information - Related Policies

- Privacy Policy
- Diversity and Inclusion Policy
- Training and Assessment Policy

References

[Outcomes Standards Quality Area 2](#)

[ASQA Fact Sheet: Marketing and Advertising](#)

[Nationally Recognised Training Conditions of Use Policy.](#)

SAMPLE