



PP30 – Marketing and Advertising Policy

1. Purpose

This policy ensures that all marketing and advertising conducted by Austra College or on its behalf is accurate, ethical, and legally compliant, providing prospective students – including overseas students – with the information they need to make informed decisions. It supports integrity in public communication, consumer protection under Australian law, and aligns with Austra College’s compliance obligations under both the Standards for RTOs 2025 and National Code 2018 (Standard 1).

2. Scope

This policy applies to:

- ✚ Marketing staff
- ✚ Compliance and admin officers
- ✚ Education agents and third-party recruiters
- ✚ Training partners and consultants
- ✚ All platforms and materials (e.g. website, social media, email campaigns, brochures, flyers, student handbook)

3. Definitions

Term	Definition
Marketing Material	Any communication that promotes Austra College’s courses, services, or outcomes.
TAS	Training and Assessment Strategy for each course.
CRICOS	Commonwealth Register of Institutions and Courses for Overseas Students.
AQF Certification	Testamurs, Statements of Attainment, and transcripts issued by Austra College.
Third Party	An individual/organisation engaged to market, recruit, train, or assess.
Expert	A subject matter specialist engaged under supervision.
National Register	Official database (training.gov.au) for Austra College and qualifications.
Standard 7: Overseas Student Transfers	As per the National Code of Practice for Providers of Education and Training to Overseas Students 2018, ensures that CRICOS-registered providers do not knowingly enrol students wishing to transfer from another provider before completing six months of their principal course unless certain conditions are met such as Provides a release (if required), Meets specific exemptions (e.g. provider ceased registration, government sponsorship).

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4. Legislative and Regulatory References

- ✚ Standards for RTOs 2025 – Clauses 7 & 13 and Schedule 2
- ✚ National Code 2018 – Standard 1 (1.1 to 1.5)
- ✚ National Vocational Education and Training Regulator Act 2011
- ✚ Australian Consumer Law (Schedule 2 of the Competition and Consumer Act 2010)
- ✚ Credential Policy
- ✚ VET Student Information Standard – Schedule 1
- ✚ Outcome Standard 2.1

5. Key Policy Requirements

A. Mandatory Inclusions in Advertising

Marketing and advertising must:

- ✚ Include Austra College and CRICOS registration codes, and link to the National Register listing.
- ✚ Clearly distinguish accredited vs. non-accredited offerings.
- ✚ Disclose fees, funding, and any financial support.
- ✚ Use correct training product codes and titles.
- ✚ Reference only products on current scope of registration.
- ✚ Identify third-party services, including delivery or recruitment.

B. Prohibited Practices

✚ No misleading claims about:

- Completion guarantees
- Employment outcomes
- PR or migration outcomes

- ✚ Do not use logos or branding of other organisations without written permission.

✚ Do not provide false or misleading information about:

- Prerequisites
- Provider partnerships
- Work-based training

- ✚ Do not actively recruit a student in conflict with Standard 7 of the National Code.

Key Points – Standard 7: Overseas Student Transfers

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- 1. No Active Recruitment of Restricted Students:** Austra College must not knowingly recruit students currently enrolled with another CRICOS-registered provider within the first 6 months of their principal course unless:
 - The original provider has issued a release (if applicable under provider's release policy),
 - The provider has ceased to be registered,
 - A government sponsor (if applicable) supports the transfer.
- 2. Do Not Misrepresent Transfer Eligibility: Marketing must not imply that:**
 - Students can easily change providers at any time, or
 - Austra College can "help" students transfer regardless of their visa or enrolment status.
- 3. Be Transparent with Overseas Students: Clearly communicate:**
 - That a student may be restricted from transferring providers early in their enrolment,
 - That visa and CoE obligations still apply, and
 - That all transfers must comply with Standard 7.
- 4. Avoid Inappropriate Incentives:** Do not advertise or offer incentives (e.g., discounts, free enrolments) targeted at students from other providers, particularly those still within their first 6 months.
- 5. Verify Student Status Before Enrolment:** Ensure a compliance check is done through PRISMS or appropriate documentation to determine if a transfer is lawfully permitted before accepting enrolment.

6. Step-by-Step Procedure

Step	Action	Responsible Person
1	Check Training and Assessment Strategy (TAS): Review each TAS before developing marketing material to ensure consistency in delivery mode, entry requirements, course duration, etc.	RTO Manager
2	Draft Marketing Content: Prepare accurate promotional content across platforms (website, social media, print). Ensure language is factual, clear, and free of misleading claims.	RTO Manager
3	Include Mandatory Inclusions: - Austra College Code & CRICOS Code (if applicable)- Training product title and code- Fee/funding info- Third-party disclosure- Course prerequisites (e.g. LLND, English language proficiency requirements)	RTO Manager
4	Review for Prohibited Content: - No employment guarantees- No migration outcome claims- No misleading comparisons or use of third-party logos without permission- Do not recruit students restricted by Standard 7 (for overseas transfers)	RTO Manager

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Step	Action	Responsible Person
5	Align with National Code Standard 1:- Marketing must be accurate, ethical, and consistent with Australian Consumer Law- Include CRICOS provider name and code in overseas student materials- No misleading info on course structure, assessment, or delivery agents	RTO Manager
6	Credential Check: Ensure no marketing material falsely represents trainer/assessor credentials. Cross-reference Credential Policy for accurate qualifications.	RTO Manager
7	Use of Branding and Logos: - Only authorised NRT and Austra College logos- Do not use logos or names of unrelated organisations without written consent	RTO Manager
8	Complete Marketing Compliance Checklist: Use the approved checklist to verify compliance with: - Standards for RTOs- Outcome Standard 2.1- National Code- Schedule 2.	RTO Manager
9	Final Approval and Sign-Off: RTO Manager signs off marketing material before publishing	RTO Manager
10	Save Version-Controlled File: Upload final material and signed checklist to the controlled document system or SharePoint	Admin Officer
11	Distribute Approved Material: Provide access to approved materials only. Ensure agents use up-to-date compliant versions.	RTO Manager
12	Six months Review and Audit: Conduct audit of all public-facing and agent-facing materials. Check for expired or incorrect information.	RTO Manager
13	Non-Compliance Response: If any breach is found: - Remove/revise content immediately- Notify relevant parties- Log issue in CI Register- Review staff training or system gaps.	RTO Manager
14	Ongoing Monitoring: Arrange staff PD on National Code and advertising compliance annually- Include marketing compliance in internal audit schedule.	RTO Manager/ CEO

7. National Code 2018 – Marketing Compliance Summary

Clause	Requirement	Austra College Compliance
1.1	Ensure marketing is accurate, not misleading, consistent with consumer law	Policy, procedure, and marketing audit

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Clause	Requirement	Austra College Compliance
1.2	No misleading claims about partnerships, or entry requirements	TAS cross-check and RTO Manager sign-off
1.3	No guarantees of migration or assessment outcomes	Prohibited claims explicitly listed in policy
1.4	Include CRICOS name and registration number in any marketing to overseas students	All online and print materials checked before publishing
1.5	No active recruitment where it conflicts with transfer obligations (Std 7)	Agent training and written agreements include this clause

8. Monitoring and Review

- ✚ Six months internal marketing audits
- ✚ Annual staff training on Schedule 2 and National Code
- ✚ Feedback captured via Complaints Register and CI Register
- ✚ Reviewed annually or upon legislative change

9. Related Documents

- ✚ Marketing Compliance Checklist
- ✚ Student Handbook (Marketing Section)
- ✚ Third-Party Agreement Template
- ✚ PP16 – Feedback, Complaints and Appeal Policy
- ✚ TAS for all qualifications
- ✚ Continuous Improvement Register

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10. Flow chart

Marketing and Advertising Process



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