



Institution	Mercury Institute of Victoria
Policy Name	Marketing Information and Practice Policy and Procedure
Policy Governance	Compliance Manager
Reference to Standards	Standards for RTO 2015 - Standard 4 Clause 4.1, Standard 5 Clause 5.1 – 5.3 National Code 2018 - Standard 1 Marketing information and practices, Standard 2 Recruitment of an overseas student
Date of Approval	June 2020
Review Date	June 2021
Version No.	4.0

PURPOSE

To ensure that all Mercury Institute of Victoria marketing and promotional materials and training products and services are ethical, professional and maintain the integrity of the VET and Higher Education industry at all times in line with the Standards for Registered Organisation (SRTOs) and the National Code of Practice for Providers of Education and Training to Overseas Students 2018.

Mercury Institute of Victoria establishes this policy and procedure to:

- Comply with the requirements of Standards for RTO 2015 - Standard 4 Clause 4.1, Standard 5 Clause 5.1 – 5.3
- Comply with the requirements of the National Code 2018 – Standard 1 Marketing information and practices, Standard 2 Recruitment of an overseas student

SCOPE

This policy applies to all Mercury Institute of Victoria staff and education agents undertaking domestic and international activities on behalf of Mercury Institute of Victoria and those undertaking marketing and promotional activities for Mercury Institute of



Victoria registered courses.

1. POLICY

Mercury Institute of Victoria will provide marketing materials of its courses and training services in a professional and accurate manner and will maintain the integrity and reputation of the Education industry as per ESOS Act requirements.

The Mercury Institute of Victoria Marketing Manager will take reasonable steps to ensure that the information included in Mercury Institute of Victoria marketing materials is accurate and the Compliance Manager will ensure the following practices are adhered to:

- A Trainer's or students written permission (via the Mercury Institute of Victoria *Marketing Consent Form*) will be obtained before Mercury Institute of Victoria uses information about that individual in any marketing materials and that Mercury Institute of Victoria will abide by any conditions the Trainer/ participant places on the use of that information.
- Mercury Institute of Victoria will accurately represent recognised training products to prospective participants.
- Mercury Institute of Victoria will ensure that the marketing of its VET services is accurate and ethical and maintains the integrity and reputation of the VET Education Industry.
- All Mercury Institute of Victoria marketing staff and education agents engaged in marketing, advertising and recruitment activities are responsible for following this policy and complying with the policy and procedure.
- Mercury Institute of Victoria will only advertise AQF qualifications within its scope of registration.
- Mercury Institute of Victoria advertisements will clearly define between national recognised qualification and non-accredited training.
- Mercury Institute of Victoria will ensure that their marketing material will not contain false or misleading information.
- All Mercury Institute of Victoria marketing material including website, will



include:

- Mercury Institute of Victoria's CRICOS code
 - Mercury Institute of Victoria's RTO Number
 - RTO name
 - Qualification names and codes
- Mercury Institute of Victoria will ensure the use of the AQF and NRT logos, are only on materials directly relating to AQF Qualifications and accredited courses on their scope of registration and will apply the logos in accordance with the guidelines set out by regulators.

2. PROCEDURE

The following procedures must be adhered to for any marketing materials prepared for domestic and international students. These materials include publications in print and online.

When marketing materials are designed and developed, either electronically or on paper, they will be read and authorised using the Mercury Institute of Victoria *Marketing Materials Checklist* by the Marketing Manager and/or Compliance Manager to ensure that they are accurate and contain no misleading information and that the Mercury Institute of Victoria name and CRICOS provider number and RTO number are embedded. This includes:

- Advertising educational services that Mercury Institute of Victoria is registered to deliver
- Providing details on all fees and any potential hidden costs
- Accurately listing contact details, contact people and training facility location(s)
- Ensuring all promotional statements and claims by Mercury Institute of Victoria are accurate and not misleading
- Obtaining written permission for testimonials being used
- Obtaining a signed Mercury Institute of Victoria Marketing Consent Form for any student content being published.



ESOS Requirements for Marketing Materials

Please note the following ESOS requirements for Marketing Materials:

- The CRICOS provider code and the full name of the provider, namely 'Mercury Institute of Victoria' should appear on all written and electronic publications, materials and correspondence. This includes but is not limited to:
 - Every page of the website that is pertinent to students
 - Brochures and pre-application information (if in booklet form)
 - Application Form
 - Business cards of key personnel e.g. marketing staff
 - Email signatures of key personnel e.g. marketing staff
 - Letterhead / e-mails or footers used in letters making offers to students, promoting courses or for other marketing purposes
 - Marketing tools such as banners, PowerPoint templates, flyers, etc.
 - Removable pull out or tear away sections of promotional materials
 - Advertisements for programs for students in an Australian or foreign newspaper
 - Information about living in Australia if it is used as a tool to market to, and recruit students
 - Student Handbooks, Information Guides and similar publications.
- Mercury Institute of Victoria will only promote its CRICOS registered programs for overseas students where any material contains a pull out or tear away section, the removable section must also comply. Failure to do so constitutes an offence under section 107 of the ESOS Act.
- Mercury Institute of Victoria will only promote full-time study options to international students
- Mercury Institute of Victoria will not actively recruit a student where this clearly conflicts with its obligations under *Standard 7- Overseas Student Transfers*
- The Mercury Institute of Victoria Marketing Department will ensure any promotional material or practices and changes developed are communicated



to all representatives and agents of Mercury Institute of Victoria

- Written permission will be obtained from any person, student or organisation for use in any marketing or advertising material that refers to that person or organisation, prior to its use
- Mercury Institute of Victoria will not give false or misleading information or advice in relation to:
 - Claims of association between providers,
 - The employment outcomes associated with a course,
 - Automatic acceptance into another course,
 - Possible migration outcomes, or
 - Any other claims relating to the registered provider, its course or outcome associated with the course.
- Mercury Institute of Victoria has the right to use the relevant materials as it deems appropriate in either printed or electronic format, and that materials remain the property of Mercury Institute of Victoria and can be used at any time
- Mercury Institute of Victoria will use the Nationally Recognised Training (NRT) logo on all AQF qualifications and Statements of Attainment issued within its scope of registration in accordance with the Nationally Recognised Training Logo Specifications and AQF logo guidelines.
- Mercury Institute of Victoria uses the NRT logo in advertisements only where it complies with the requirements of the Nationally Recognised Training Logo Specifications
- Mercury Institute of Victoria only uses the statement 'Nationally Recognised Training' in advertisements in respect of training and/or assessment within its scope of registration
- Mercury Institute of Victoria uses the logo of the recognition authority only where it is permitted by the registering body and in accordance with the registering body's conditions of use
- Mercury Institute of Victoria will ensure that the college is referred to by its full



entity name, that is 'Mercury Institute of Victoria in all documents and marketing materials

- Mercury Institute of Victoria complies with the condition SRTOs 4 & 5: Provide accurate information to leader about services and qualification and inform and protect learner.
- Mercury Institute of Victoria complies with the National Code of Practice for Providers of Education and Training to Overseas Students 2018 *Standard 1-Marketing Information and Practices.*

Implementation

This Procedure will be implemented using the following strategies:

- 1) Internal training sessions conducted by the Compliance Manager with all staff involved in providing education services for overseas students in the VET faculty.
- 2) Documentation distribution, e.g. brochures, National Code Policy and Procedure, emails and on the Google Drive.
- 3) Documents to be assessed through Google Drive.

	STEPS	WHO IS RESPONSIBLE?	COMMENTS
1.	Initiate development of Marketing Materials or edit existing materials.	Marketing Manager	In discussions with Marketing Manager/ Compliance Manager
2.	CEO/Compliance Manager must approve all marketing materials	Marketing Manager	Marketing Manager/ Compliance Manager must check all the materials in accordance with the ESOS requirements before approval.
3.	Marketing Manager and Compliance Manager in regards to compliance with ESOS requirements review draft copies.	Marketing Manager/ Compliance Manager	Marketing Manager and Compliance Manager will complete



			the review as noted on Marketing Materials Checklist
4.	Once reviewed, Marketing Manager and Compliance Manager will return the Marketing Materials to the developer with the completed Marketing Materials Checklist.	Compliance Manager	The Marketing Materials Checklist will indicate if the marketing material is compliant or if further information is required.
5.	Finally, when the work is completed it is forwarded to the CEO/Compliance Manager for the approval	CEO/Compliance Manager	
6.	Once approved by the CEO/ Compliance Manager, the Marketing Department is responsible for implementing new documents or practices	Compliance Manager	An appropriate implementation plan is put into effect to ensure all old versions are replaced and staff made aware of the changes.

Compliance Manager will ensure all records are kept under the *Marketing Material Register*.