

Marketing Policy

1 PRIVACY POLICY

This policy and associated procedures have been developed to guide Nomi College when undertaking marketing and advertising activities. This is to ensure that learners are provided with accurate, transparent and accessible information before enrolling in a course.

This policy and associated procedures meet the requirements of Standards 4 and 5 of the Standards for RTOs 2015, as well as the National Code of Practice for Providers of Education and Training to Overseas Students 2018, Standards 1, 2 and 8.

Marketing by education agents is addressed in the Education Agent Policy and Associated Procedures.

2 MARKETING INFORMATION

Information about training, assessment and support services provided by Nomi College or any third parties contracted by Nomi College enables learners to make informed decisions about enrolling into a course with Nomi College and that is relevant to their needs and takes into account their existing skills and competencies.

This information is provided prior to commencement and is accessible full in electronic and/or in print form upon request

- Provides accurate, factual details ensuring transparency regarding services offered.
- Is sufficient to allow students to make an informed choice.
- Distinguishes between nationally recognised training and any non-accredited training offered.
- Includes all the information required under the relevant standards of the Standards for RTOs 2015 and National Code 2018 as follows:
 - Legal entity and/or trading name and RTO Code, CRICOS Registered Name, Registration Number, and CRICOS course code/s.
 - The code, title, and currency of the Training Product or accredited course (as published on the National Register).
 - A non-current training product will only be advertised or marketed while it remains on Nomi College's scope of registration.
 - Includes information about any third parties who are recruiting students on behalf of Nomi College, and their names and contact details.
 - Outlines where Nomi College is delivering training and assessment on behalf of another Registered Training Organisation or where training and assessment are being delivered on behalf of a third party and include names and contact details of such.
 - Outlines any work-based training and associated arrangements a student is required to undertake as part of the course.

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- Outlines entry requirements (including English language proficiency, educational qualifications, or work experience) for entry to the course.
- Provides information on course credit (credit transfer and RPL).
- Includes information on the duration, location, and models of delivery.
- Includes information on facilities, equipment, and learning resources available to students.
- Includes information on materials and equipment that the student is expected to provide as part of their course.
- Includes details about VET Student Loans if applicable, as well as subsidies available through government funding or any other financial support arrangements.
- Includes links to information on the ESOS framework.
- Outlines any other information relevant to the registered provider, its courses, or outcomes associated with those courses.
- Includes relevant cost information including all tuition and non-tuition fees, payment terms and conditions, and the potential for fees to change throughout a course. Information is also included as relevant on any debts that may be occurred such as under the VET Student Loans scheme, or any loss of entitlement from the student undertaking the course (such as loss of entitlement for further government-funded programs or student loan schemes as relevant) and refund information.
- Outlines the grounds on which a student's enrolment may be deferred, suspended, or cancelled.
- The Nationally Recognised Training logo is used in accordance with its Conditions of Use outlined in Schedule 4 of the SRTOs 2015.
- Nomi College only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised.
- A Marketing Consent form is used to seek consent from any individual or organisation that is referred to in Nomi College marketing, promotions and advertising material.

Nomi College or any associated third party will not:

- guarantee that a student will successfully complete a course and will be issued with a qualification or statement of attainment
- state that a course can be completed such that it will not meet the requirements of Clauses 1.1 and 1.2
- guarantee a successful education assessment outcome
- guarantee any employment outcome arising from the completion of the training product.
- claim to secure any migration outcomes based on completing a course with Nomi College
- claim that a student will be eligible for any license or accreditation unless the license outcome is guaranteed by the issuer of the license or accreditation
- give any other false or misleading information or advice in relation to itself, its course or outcomes associated with the course
- knowingly recruit or seek to enrol an international student before they have completed six months of their principal course of study.

Students will be provided with information on the ESOS Framework and links to official Australian Government material in the International Student Handbook.

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Nomi College will publish a list of education agents on its website, including names and contact details.

All Course Brochures are developed according to information from Nomi College training and assessment strategies. Marketing information will not in any way advise that the training can be completed in any other way than as described in each training and assessment strategy.

The obligations of Nomi College, including that Nomi College is responsible for the quality of training and assessment in accordance with the SRTOs 2015 and for the issuance of AQF certification documentation are fully described in the Student Handbook. The Handbook also includes information about accommodation and indicative costs of living in Australia.

Nomi College will abide by all marketing, promotion and advertising requirements under the Australian Consumer Law.

3 RELATED LEGISLATION AND REGULATIONS

- The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018, known as ‘the National Code 2018’ Standards 1 and 4
- Standards for Registered Training Organisations (RTOs) 2015 – Standards 4 and 5
- Education Services for Overseas Students Regulations 2001
- Education Services for Overseas Students Act 2000
- Australian Qualification Framework (AQF) and its Policies

4 MARKETING, PROMOTION AND ADVERTISING REVIEW PROCESS

- All marketing material will be developed in consultation with relationship manager.
- All marketing material will be verified and approved by CEO of Nomi College.
- Nomi College will be conducting education agent training and will issue them the training completion certificate about the policies and procedure that they need to abide by and follow ethical practices.
- Nomi College representatives will communicate with agents at regular intervals to ask them if they need any support.
- Nomi College collect agent feedback from current students to know about the services that they are offering to student and compare the information provided by Education agents in the agent’s application form to verify the consistency.
- Nomi College also review its all marketing material and ensure it has RTO Code, and CRICOS Code mentioned including organisation name, logo.
- Relationship manager at Nomi College also visit and meet agent via online conferences and ask individual campus manager to visit agents and review what promotional material they are advertising and displaying to potential student.
- Relationship manager also review education agents and Nomi College own website, Facebook and LinkedIn pages and any other mean of advertising Pages to ensure that any

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- information in advertisements are correct, accurate, free of flaws and have Brand name, Logo, RTO Code, CRICOS code.
- Nomi College also monitor education agents by checking where they are participating in education fair by physically visiting or checking their media pages by viewing the pictures that all marketing material are displayed by per marketing policy.

5 RELATED POLICIES AND PROCEDURES

Education Agent Policy
Engagement Prior to Enrolment Policy and Procedures
Formalisation of Enrolment Policy and Procedures

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Marketing Materials Development Procedures

Development of Marketing Materials

STEP 1 – Development of Marketing Materials

No.	Who	Actions
1.1	Relationship Manager	<ul style="list-style-type: none"> a) Access this policy when planning marketing materials. b) Access the course information from the Training and Assessment Strategy (TAS). c) Develop the marketing materials using the relevant template (i.e. the course brochure template). d) Review materials developed with the Marketing Checklist, TAS and approved course fees.

STEP 2 – Review of Marketing Material

No.	Who	Actions
2.1	General Manager or CEO	<ul style="list-style-type: none"> a) Provide the materials for approval. b) Upon approval, publish the information (print or website) and file approvals. c) Follow the above procedure where there are changes to a course.

STEP 3 – Review of Website

No.	Who	Actions
3.1	Compliance Officer	<ul style="list-style-type: none"> a) Have materials reapproved by the relevant person. (General Manager/CEO) b) Upload education agent details to the website once agreements are signed. c) Complete a check of the website at least every 6 months, or upon a change, for accuracy and completeness according to this policy.

STEP 4–Developed Marketing plan and Seek consent

No.	Who	Actions
4.1	Relationship Manager	<ul style="list-style-type: none"> a) Make changes accordingly. b) Develop a marketing plan for marketing communications based on business objectives. c) Implement and monitor the marketing plan. d) Adjust the marketing plan based on effectiveness of marketing strategies or otherwise. e) Seek consent to use details and images for marketing communications using the international student induction checklist by providing the form to students at orientation. f) File completed forms under student profiles.

Marketing Materials Procedures CRICOS

Marketing a New Course

STEP 1 – Marketing a New Course

No.	Who	Actions
1.1	Relationship Manager	a) Design new approved marketing materials for new course. b) Design updates for website with new course details c) Review existing material which may need updating to include new course(s) information. d) Design updates for existing materials where required

STEP 2 Reviewing the marketing of a New Course

No.	Who	Actions
2.1	General Manager or CEO	a) Review and approve (as appropriate) all marketing materials prior to release, completing a ' Marketing Materials Checklist '. b) Approve marketing material if it includes only the following: course title, CRICOS course code, duration, fees, location and CRICOS provider number c) Forward all documentation to marketing for implementation. d) Sign Marketing Material Checklist and print and attach the final approved version of marketing material and send to Marketing e) Compliance Manager to inspect marketing materials to ensure compliance against current standards

STEP 3 – Implementation of Marketing Materials of a New Course

No.	Who	Actions
3.1	Relationship Manager	a) Send Marketing and advertising materials for implementation/printing/distribution. b) Check and proof for final authorisation. c) Manage and update the information on the Website on an ongoing basis. d) Ensure that international marketing material used is the current version with new course(s) information included and old versions of marketing documents are destroyed when new versions are issued. e) Ensure all international education agents have new or updated marketing materials

STEP 4–Recording of Marketing New Course Marketing Materials

No.	Who	Actions
4.1	Compliance Officer	e) File countersigned approved Marketing Material Checklist and version of marketing material for auditing purposes