

MARKETING POLICY

INTRODUCTION

In line with Standards for Registered Training Organisations 2015 (Clauses 2.3-2.4, 4.1 and 5.2) JMD Business Institute Pty Ltd trading as State Institute of Training (SIT) will provide accurate information to students about its services and the qualifications on its scope of registration.

POLICY

State Institute of Training (SIT) will ensure that marketing of the educational and training services is professional, accurate and maintains the integrity and reputation of the industry. The information, whether disseminated directly by SIT or by its Education Agents on its behalf, will be both accurate and factual, and:

- will accurately represent the services SIT provides and the training products on its scope of registration.
- will include SIT's RTO code
- will refer to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained
- will only use the NRT Logo in accordance with the conditions of use specified in Schedule 4 of the Standards for Registered Training Organisations 2015
- will make it clear where an SIT Education Agent is recruiting prospective learners for SIT on its behalf
- will distinguish where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on its behalf by a third party.
- distinguishes between nationally recognised training and assessment leading to the issuance of AQF [Australian Qualifications Framework] certification documentation from any other training or assessment delivered by the RTO
- will include the title and code of any training product, as published on the National Register, referred to in that information
- will only advertise or market a non-current training product while it remains on the SIT's scope of registration;
- 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.
- includes details about any VET [Vocational Education and Training] FEE-HELP, government-funded subsidy or other financial support arrangements associated with the RTO's provision of training and assessment
- will not guarantee that:
 - a learner will successfully complete a training product on its scope of registration, or
 - a training product can be completed in a manner which does not meet the requirements of Standards for Registered Training Organisations 2015 (Clause 1.1 and 1.2), or

- a learner will obtain a particular employment outcome where this is outside the control of SIT.
- Information or advice given to students must not be 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
 - any other claims relating to SIT, its course or outcomes associated with the course

In addition, in line with Standards for Registered Training Organisations 2015 (Clause 5.2) prior to SIT enrolling a student, SIT will provide, in print or through referral to an electronic copy, current and accurate information that enables the student to make informed decisions about undertaking training with SIT. To proceed with an enrolment SIT will ensure that the student has completed a declaration that they have read and understood this information.

Finally SIT will be responsible for all marketing or other material disseminated on its behalf, regardless of the channel or the method/s used. SIT's written agreements with its Education Agents will explain what is expected from each party in detail with regard to marketing of SIT's Educational services.

MARKETING REVIEW PROCESS

SIT's Marketing Manager will be responsible for ensuring SIT's Compliance with the Standards relating to Marketing. The Marketing Manager will review the marketing material and practices. This involves 2 aspects:

- Marketing Material review
- Monitoring Education agents

1. Marketing Material Review:

All marketing material will require SIT's Marketing Manager's approval prior to release and implementation.

SIT's Marketing Manager's will monitor and ensure that all marketing, promotional and advertising material is current, factual and appropriate and that all staff and Educational Agents are compliant with this policy. He will:

- Ensure that SIT's name, RTO code are written on all marketing and other student material; including electronic forms, website downloads and e-mails
- Ensure that no false or misleading information or advice is given in relation to:
 - Claims of association between providers
 - The employment outcomes associated with a course
 - Automatic acceptance into another course
 - Any other claims relating to the registered provider, its course or outcomes associated with the course
- Authorise all new marketing information and practices
- SIT maintains a version control register for all its documents including the marketing material. Marketing Manager will ensure that only the current version of the documents is being used. Where the Marketing Manager has approved a new document or practice, the appropriate implementation plan will be developed to ensure all old versions are replaced and appropriate staff are made aware of the changes
- The Marketing Manager will also ensure any promotional material or practices and changes developed are communicated to all Educational agents who distribute this material on SIT's behalf.

2. Monitoring Education Agents:

SIT will ensure that it only partners with Education Agents after going through a rigorous selection process which includes doing reference checks and previous work history.

The Education Agents are often the first point of contact between prospective students and SIT. Their activities and ethics are important to SIT's reputation as a desirable institution for students. SIT is therefore committed to ensuring its agents act ethically and appropriately. It is SIT's responsibility to monitor the activities of the Education Agent.

Agent Performance Review

1. The performance of each agent will be reviewed by the SIT's Marketing Manager annually using the Performance Review Form. The outcome of this review will be documented.
2. SIT's Marketing Manager will consider the performance of the agent to decide whether to:
 - Maintain the agent's appointment;
 - Appoint the agent for a further period subject to certain conditions; or
 - Terminate the agent's appointment in accordance with Termination Procedure.
3. In considering the performance of the agent under Item 2, SIT's Marketing Manager, will consider:
 - the agent's compliance with the Agent Agreement and any conditions placed on the agent by SIT;
 - the number of students the agent has recruited and the conversion rate of:
 - Student applications to SIT offers; and
 - SIT offers to actual enrolment of student;
 - the reasons why applications from potential students did not proceed to student enrolment status;
 - any feedback or information from students or third parties regarding the agent;
 - the quality, accuracy and currency of information and advice provided by the agent to students; and
 - the quality of the appointment as assessed by SIT.
4. Student Feedback
Students who have been recruited by an agent, may complete a Student Feedback of Agent form.
5. SIT's Marketing Manager will report the outcome of the Performance Review to SIT's CEO, who is ultimately responsible to ensure SIT's Compliance with The Standards for Registered Training Organisations 2015.

MARKETING MATERIAL

The following will apply to the use of SIT's Marketing Material:

Notice boards

The notice board within SIT Campus will be considered as one of the means of communicating information to SIT's students. Approval to include display material on these notice boards will be required from SIT's Marketing Manager. Any unauthorised material placed on these boards will be removed.

Banners

SIT banners will also be considered as one of the means of communicating information to SIT's current and potential students for SIT's courses. SIT will use these free standing banners which will be placed in such a way that they do not obstruct corridors or walkways so that they will not be considered as a safety hazard.

SIT's Website

SIT Website will include a range of information for potential and enrolled students about the qualifications on SIT's scope of registration, the student support services it provides, policies and procedures, forms and additional information so that students can make informed decisions about enrolling at SIT.

Promotional Campaigns

SIT will not conduct promotion campaigns relating to any qualifications on its scope of registration

Third Party Requests to place Material on SIT Premises

If a third party wishes to place material within SIT premises approval must be given by SIT CEO.

Graffiti

Non-approved information that is placed in SIT premises will be treated as graffiti and as such will be removed.