



Advertising and Marketing Policy

Purpose & Legislative Background

As per Standard 1 of the National Code of Practice for Providers of Education and Training to Overseas Students 2018, Aura Education will ensure that advertising and marketing of AQF qualifications to prospective students are ethical, accurate and consistent with its scope of registration. Aura Education will further ensure that the information used in all its written and online material, will not be false or misleading and always will include its Commonwealth Register of Institutions and Course for Overseas Students (CRICOS) registered name and number. Additionally, according to Standard 2, Aura Education will ensure that the said information will be available in plain English and easily accessible to assist students. Critical with this requirement, in compliance with the conditions of use for the Nationally Recognised Training (NRT) logo. These conditions are specified within the Standards for Registered Training Organizations at Schedule 4. All staff with the responsibility to prepare advertising and marketing materials are to be fully conversant with the requirements detailed in this document.

Scope

This policy applies to all Aura Education staff that are involved in the marketing and advertising of Aura Education materials, across all mediums to recruit students in Australia and overseas.

Policy

The purpose of this policy is to ensure Aura Education markets vocational education and training products/services with integrity, accuracy, and professionalism, avoiding vague and ambiguous statements.

In the provision of information, no false or misleading comparisons are drawn with any other training organisation or training product with full details on the product and service disclosed. All advertising will be conducted following the provisions of the VET Quality Framework - Standards for Registered Training Organisations (RTOs) 2015.

CRICOS code and full legal entity name will be displayed at campuses/sites and on all written and electronic material that is used for marketing/corresponding with international students.



Aura Education will inform students of the modes of study through which the course is offered as per the course information material. Any changes will be firstly advised in writing to students and signed as agreed to by students before a change being made.

Aura Education recognises all trainees/students and clients as consumers requiring the protection afforded by legislation.

Aura Education will provide clients and trainees/students with the following fee information relating to courses and training to ensure clients and trainees/students are supplied with sufficient and clear information to make valid decisions.

The fee information will explain:

The total amount of all fees including course fees, enrolment fees, materials fees, and any other non-tuition charges.

Payment terms, including the timing and amount of fees to be paid and any non-refundable deposit/enrolment fee.

The nature of the guarantee given by Aura Education to complete the training and/or assessment once the student has commenced study in their chosen qualification or course.

The fees and charges for additional services, including such items as issuance of a replacement qualification /Statement of attainment and the options available to students who are deemed not yet competent on completion of training and assessment, and Aura Education refund policy.

Aura Education will follow a set of guidelines when preparing advertisements and promotional information and for the published information in the marketing collateral and website.

The published information will be reviewed regularly by the student support officer to ensure the accuracy of the marketing information.

These guidelines include but are not limited to:

- not provide any guarantees to students about the successful completion of training or any employment or visa outcome that is outside of the control of Aura Education.
- only advertise those qualifications or units of competency that are listed as current on the Aura Education scope of registration.



- identify qualifications in advertising by their full code and title as they appear in the training package and not to represent these qualifications or units of competency in any other way.
- maintain a clear distinction between nationally endorsed training being offered and other training being offered by Aura Education.
- not integrate or confuse in any way training that is nationally endorsed with training that is not accredited.
- use the NRT logo only in accordance with the Standards for Registered Training Organisations, Schedule 4.
- identify Aura Education in any marketing material by its full RTO code and legal name.
- not refer to another person or organisation in any marketing material without obtaining prior consent and approval.
- clearly distinguish where training and assessment is being delivered on behalf of Aura Education by any third-party organisation.
- include details about any government-funded subsidy or other financial support arrangements associated with the provision of training and assessment where applicable.
- not provide approval for any third-party organisation to advertise on behalf of Aura Education unless it is appropriately specified with limitations within a written and signed agreement with the third-party organisation.
- not provide false or misleading information about automatic acceptance into another course or migration outcome
- not actively seek recruitment of students studying in other RTOs and monitor closely the advertising and marketing been provided by any third-party organisation on behalf of Aura Education.



Stationery, business cards, building signage, training resources

The NRT logo will not be used on Aura Education products such as corporate stationery, business cards, building signage, mousepads, pens, satchels, coffee cups, USB sticks and packaging around products. The NRT logo will also not be incorporated into or on the cover of learning and assessment resources supplied by Aura Education, this includes PowerPoint presentations.

Delivery of standalone units of competency

Where Aura Education has qualifications on its scope of registration, the core units of competency and the listed (named) elective units of competency may be offered and delivered as standalone units of competency. This means that whilst these units of competency are not individually listed on the Aura Education scope of registration, they are approved by ASQA for delivery as standalone units and Aura Education does not need to seek approval for the delivery of these units of competency. Aura Education is entitled to publish advertising that promotes these standalone units of competency as individual courses.

Informing students of their rights and obligations

It is a mandatory requirement within the Standards for Registered Training Organisations that Aura Education informs students prior to their enrolment about their rights and obligations, about the services to be provided and about the payment of fees, other charges, and refund arrangements. Whilst this requirement relates to the marketing and advertising of training, it is addressed in policy arrangements detail within the Enrolment Policy of Aura Education.

Process for seeking permission

Aura Education will always maintain ethical standards within its marketing activities. On occasion, Aura Education may use student testimonials for marketing and Promotional purposes. Aura Education will ensure that appropriate consent is sought and recorded for compliance purposes. Nominated staff will contact the party via telephone, email, or in-person to request a testimonial. The nominated staff will also explain the testimonial request and give all details with regards to the time, place, audience, reason, and plan for using the testimonial. Aura Education will ensure that the testimonial is solely used for the purpose as explained to the client.

Management Action and Responsibility

Refer to the RSA Matrix for details.

Aura Education Pty Ltd T/A Aura Education

RTO Code: 46301 | CRICOS Code: 04306E

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The policy must be approved by the CEO before it takes effect.