



Advertising and Marketing

In accordance with Clause 4.1 of the Standards for RTOs 2015 and Standard 1 of the National Code 2018, United Institute will ensure that our current and prospective students and clients are well-informed with clear, accurate and readily accessible information, in order for them to make informed choices about the training that will best meet their needs.

We intend to meet this responsibility by ensuring that our advertising and marketing strategies, practices and campaigns are ethical, student-focused and compliant with the relevant laws and standards.

We aim to recruit local and international students through online advertising, exhibitions and events, and education agents (applicable to international students only).

General Advertising and Marketing Principles

United Institute will endeavour to adhere to the following when developing our advertising and marketing materials for our **nationally recognised training programs**:

- Inform learners of their rights and obligations clearly – including the total fees payable, any miscellaneous charges that may be applicable, and our refund policy;
- Only provide accurate and factual information, not false or misleading information and is consistent with the Australian Consumer Law;
- Ensure we accurately represent the services we provide and the training products on our scope of registration;
- Include our RTO code on all of our advertising and marketing materials – written and online;
- Clearly identify United Institute's name, CRICOS Provider and CRICOS Course Code in all of our advertising and marketing materials aimed at international students, including any electronic forms;
- Refer to another person or organisation in our advertising and marketing material only with their prior approval and consent;
- Use the Nationally Recognised Training (NRT) logo only in accordance with the conditions of use specified in Schedule 4 of the Standards for RTOs 2015;
- Make it clear where a third-party is recruiting prospective learners on our behalf;
- Will review the marketing and enrolment materials every quarter – as per our Documents and Continuous Improvement Review Schedule.
- Closely monitor the practices of any third-party recruiting for prospective learners;



- Distinguish where we are delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on our behalf by a third-party;
- Maintain a clear distinction between nationally recognised training programs, and non-accredited training programs;
- Includes the title and code of any training product that is being advertised for, as published on the National Register of VET;
- Only advertise or market for nationally recognised qualifications, skill sets or units of competencies that we are approved for on our scope of registration;
- Include details about any VET FEE-HELP, government-funded subsidy or other financial support arrangements associated with the provision of training and assessment (if applicable);
- Will not make misleading claims of association between providers;
- Will not guarantee that a learner will successfully complete a course or will obtain a particular employment outcome where this is outside of our control;
- Will not make false claims of guaranteed automatic acceptance into another course;
- Will not guarantee any possible migration outcomes from undertaking any courses, or guarantee successful education assessment outcomes; and
- Will not recruit international students transferring from another RTO's course prior to the international student completing 6-months of their principal course of study which is generally the final course of study covered by the international student's visa, except in certain circumstances as outlined below.

When advertising and marketing **non-accredited training programs**, United Institute will endeavour to adhere to the following:

- Clearly distinguish between nationally recognised training programs and non-accredited training programs;
- Will not use the NRT logo;
- Will not claim that the completion of non-accredited training can provide credits to any nationally recognised training program.

Responsibilities

The CEO is responsible for:

- Approving all advertising and marketing copies and materials prior to its publication; and
- Co-ordinating and spearheading all advertising and marketing campaigns.



Conditions of the Use of the NRT Logo

The NRT Logo is a registered trademark and is a distinguishable mark of quality for promoting and certifying nationally recognised training. Where United Institute reproduces the NRT Logo in colour, we will use the shade Green PMS 343 and Red PMS 192. Where the NRT logo is reproduced in one colour, it should preferably be in the shade Green PMS 343, or where this is not suitable, it may be reproduced in black. In some situations, the background colour may clash or the logo may not be prominent. In those situations, the black logo may be reversed out to display in white.

The NRT Logo is only to be used on the advertising and marketing of nationally recognised training programs that is part of our scope of registration and on the AQF certification documentation, specifically on the learner's Qualification Testamur or on the learner's Statement of Attainment. The NRT Logo is not to be used on our corporate stationery such as pens and lanyards, on our business cards and building signage. The NRT Logo is not to be incorporated into or on the cover of learning and assessment resources and tools supplied by United Institute, including our workbooks and PowerPoint presentations.

Marketing to International Students

In accordance with Standard 7 of the National Code 2018, United Institute will not knowingly recruit or enrol any student wishing to transfer from another registered provider's course prior to the student completing 6-months of his or her principal course of study except where:

- The original registered provider has ceased to be registered, or the course in which the student is enrolled in has ceased to be registered;
- The original registered provider has provided a written letter of release;
- The original registered provider has had a sanctioned imposed on its registration by the Australian Government or state or territory government that prevents the student from continuing his or her principal course; or
- Any government sponsor of the student considers the change to be in the student's best interest and has provided written support for that change.

Prior to accepting a student, or an intending student, for enrolment in a course, United Institute must provide, in print or through referral to an electronic copy, current and accurate information regarding the following:

- Admission procedure and criteria;
- Indicative course-related fees including advice on the potential for fees to change during the student's course and applicable refund policies;



- Requirements for acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required, and whether course credit may be applicable;
- The course content and duration, qualification offered (if applicable), modes of study, and assessment methods;
- Campus locations and a general description of facilities, equipment, as well as learning and library resources available to the students;
- Details of any arrangements with another registered provider, person or business to provide the course, or part of the course;
- Information about the grounds on which the student's enrolment may be deferred, suspended or cancelled;
- A description of the ESOS framework made available electronically by the Department of Education, Skills and Employment; and
- Relevant information on living in Australia, including:
 - Indicative costs of living;
 - Accommodation options; and
 - Where relevant, schooling obligations and options for school-aged dependants of intending students, including that school fees may be incurred.

Advertising and Marketing Materials Checklist

Promotion Name			
Promotion Partner		Date	
Promotion Head			
CEO Signature		Date	

RTO Standards	Yes	No	N/A
Has our full legal name, RTO number			
Only provide factual and accurate information			



RTO Standards	Yes	No	N/A
Inform learners of their rights and obligations clearly, including: Total fees payable Any miscellaneous charges that may be applicable Our refund policy			
Maintains a clear distinction between nationally endorsed training being offered and other training programs offered by us			
Uses the NRT logo only in accordance with Schedule 4 of the Standards for Registered Training Organisations – ensure it is reproduced as is, or if it is reproduced in one colour, it should be in GREEN PMS 343 or black			
Only advertises the qualifications or units of competency listed on our scope of registration and accurately represents our courses and services			
Identifies qualifications in advertising by its full code and title as it appears in the training package			
RTO Standards	Yes	No	N/A
Does not provide guarantees to students about the successful completion of training or any particular employment outcome that is outside of our control			
Does not refer to another person or organization in any marketing material without obtaining prior consent and approval			
Clearly distinguish where training and assessment is being delivered on our behalf by a third-party organisation			
Includes details about any government funded subsidy or other financial support arrangements associated with the provision of training and assessment			
Does not provide approval for any third-party organization to advertise on our behalf (unless it is appropriately specified with limitations within a written and signed agreement with the third-party organisation)			
Monitoring and Supervision Schedule set up for third-party organization in-charge of the promotion			
Does NOT give false or misleading information or advice in relation to claims of association between providers			
Does NOT give false or misleading information or advice in relation to the employment outcomes associated with a course			



RTO Standards	Yes	No	N/A
Does NOT give false or misleading information or advice in relation to automatic acceptance into another course			
Does NOT give false or misleading information or advice in relation to possible migration outcomes			
Does NOT give false or misleading information or advice in relation to any other claims relating to United Institute, our courses or outcomes associated to those courses			

CRICOS Requirements – in addition to the ones above	Yes	No	N/A
Has our full legal name, RTO number and CRICOS Provider number			
Has the relevant CRICOS Course Code			
No false or misleading information or advice about possible migration or employment outcomes associated with a course			
No false or misleading information or advice about automatic acceptance into another course			
No misleading claims of association between providers			
Clearly states if an Education Agent is recruiting prospective learners on our behalf			
Monitoring of Education Agents developed and put in place			

In-house Requirements	Yes	No	N/A
Disclaimer / Terms & Conditions added to the bottom of the promotional material(s)			
Images selected for the promotion approved and signed off on by CEO (and licence purchased if applicable)			
All staff informed and briefed on promotion – training session if required			
Implementation and monitoring systems and mechanisms developed and put in place			
Final versions of promotional material and finalised promotional activity(ies) signed off by CEO			

Advertising and Marketing Review Checklist



Date of Review			
Personnel Responsible			
CEO Signature		Date	

General Items	Yes	No	N/A
Is the wording used in all marketing copies for this strategy clear and in plain English			
Is the strategy and approach ethical and aligned with our values of honesty and transparency			
Has there been any feedback or suggestions provided from a stakeholder to improve matters concerning this marketing strategy			
Is this strategy effective and has an ROI of at least 3x of our investment			
Is this process and strategy still aligned with our overall business goal and strategy			
Does this process and strategy align with our systems			
Has a risk assessment been completed on this marketing strategy			

Marketing Materials	Yes	No	N/A
Has our full legal name, RTO number			
Only provide factual and accurate information			

Marketing Materials	Yes	No	N/A
Inform learners of their rights and obligations clearly, including: Total fees payable Any miscellaneous charges that may be applicable Our refund policy			
Maintains a clear distinction between nationally endorsed training being offered and other training programs offered by us			
Uses the NRT logo only in accordance with Schedule 4 of the Standards for Registered Training Organisations – ensure it is reproduced as is, or if it is reproduced in one colour, it should be in GREEN PMS 343 or black			
Only advertises the qualifications or units of competency listed on our scope of registration and accurately represents our courses and services			



Marketing Materials	Yes	No	N/A
Identifies qualifications in advertising by its full code and title as it appears in the training package			
Does not provide guarantees to students about the successful completion of training or any particular employment outcome that is outside of our control			
Does not refer to another person or organization in any marketing material without obtaining prior consent and approval			
Clearly distinguish where training and assessment is being delivered on our behalf by a third-party organisation			
Includes details about any government funded subsidy or other financial support arrangements associated with the provision of training and assessment			
Does not provide approval for any third-party organization to advertise on our behalf (unless it is appropriately specified with limitations within a written and signed agreement with the third-party organisation)			
Monitoring and Supervision Schedule set up for third-party organization in-charge of the promotion			
Marketing Materials	Yes	No	N/A
Does NOT give false or misleading information or advice in relation to claims of association between providers			
Does NOT give false or misleading information or advice in relation to the employment outcomes associated with a course			
Does NOT give false or misleading information or advice in relation to automatic acceptance into another course			
Does NOT give false or misleading information or advice in relation to possible migration outcomes			
Does NOT give false or misleading information or advice in relation to any other claims relating to United Institute, our courses or outcomes associated to those courses			



CRICOS Requirements – in addition to the ones above

Yes

No

N/A

Has our full legal name, RTO number – CRICOS Provider number

Has the relevant CRICOS Course Code

No false or misleading information or advice about possible migration or employment outcomes associated with a course

No false or misleading information or advice about automatic acceptance into another course

No misleading claims of association between providers

Clearly states if an Education Agent is recruiting prospective learners on our behalf

Monitoring of Education Agents developed and put in place

In-house Requirements

Yes

No

N/A

Disclaimer / Terms & Conditions added to the bottom of the promotional material(s)

Images selected for the promotion approved and signed off on by CEO (and licence purchased if applicable)

All staff informed and briefed on promotion – training session if required

Implementation and monitoring systems and mechanisms developed and put in place

Final versions of promotional material and finalised promotional activity(ies) signed off by CEO