INSTITUTE OF MANAGEMENT AND TRADE
RTO No: 45905 Cricos Provider no: 04052M

Marketing Information and Practices Policy

Purpose

To ensure the marketing and promotion of the courses and services provided by Institute of Management and Trade (IOMT) is conducted in an ethical way and is consistent with Australian Consumer Law, the Standards for RTOs 2015 (SRTO 2015) and National Code of Practice for Providers of Education and Training to Overseas Students 2018 (ESOS National Code 2018). The promotional materials must be accurate and not include false or misleading information.

Scope

This policy applies to all marketing operations of IOMT and the representation of education agents when recruiting students on behalf of IOMT.

Policy

IOMT will market their courses and services in a professional and accurate way and will maintain the integrity and reputation of the education industry as per the ESOS Act and NVETR Act requirements.

The IOMT'S Marketing Executive will take all reasonable steps to ensure that the information included in the marketing materials is accurate. The RTO Manager will ensure the materials are developed and designed in compliance with the relevant SRTO and ESOS National Code requirements. The RTO Manager and the Marketing Executive ensure the implementation of the procedure below in support of the policy and ensure that any promotional material, practices and changes are communicated to all education agents representing IOMT.

Procedure

This procedure should be followed for any marketing materials prepared by IOMT. This includes publications in print and publications available online. The procedure covers the steps of creating the IOMT marketing materials and the related procedure that marketing practice should follow.

Marketing Material Development, Design and Distribution

When marketing materials are developed and designed, either electronic or on paper, they will be read and reviewed (using the IOMT Marketing Material Accuracy Checklist), by the Marketing Executive to ensure that information is accurate and not misleading.

Steps of creating marketing material

1. The CEO or Marketing executive is responsible for initiating the development of marketing materials or the editing of existing materials and delegating the task accordingly.

2. The Administration Manager reviews draft copies of all marketing material to ensure they meet the compliance requirements of the ESOS National Code and SRTO. The IOMT Marketing Material Accuracy Checklist must be completed.

   together with the completed IOMT Marketing Material Accuracy Checklist.

4. The Marketing Executive will make further changes if required and send to the CEO for

approval.

5. Once the CEO has approved the material, the Marketing Executive is responsible for ensuring the effective distribution of the new material, the removal of old material and for informing all staff members of the changes.

ESOS and SRTO requirements on marketing materials

All IOMT marketing material must satisfy the ESOS and SRTO requirements, which include:

- The clear display of RTO and CRICOS codes and the full name of the provider, namely- Institute of Management and Trade Pty Ltd.
- Accurate information of the courses leading to the issuance of AQF certification documents on its scope of registration
- Accurate information about the courses which include:
  - The qualifications associated with each course,
  - The code and title of the courses as published on the National Register,
  - Any third-party arrangement of the delivery of a course,
  - Any work-based training required as part of the course, and
  - The entry requirements for the course.
- A clear distinction between courses recognised by ASQA and those recognised by other bodies (industry groups) or without recognised status
- The use of the Nationally Recognised Training and other appropriate logos on relevant qualifications or awards only when those awards are within the scope of the Institute's registration
- No claim or guarantee of an immigration outcome from undertaking any courses offered, and/or a successful assessment outcome.

Marketing Executive

The Marketing Executive ensures that:

- IOMT will not recruit any overseas student where the student has not completed six months of their principal course except under circumstances as described in the Transfer between registered providers Policy and Procedure.
- A trainer's or student's written consent is obtained before IOMT uses information about that individual in any marketing materials and will abide by any conditions the trainer/student places on the use of that information.
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changes to it, and

- The marketing team adheres to the procedure and all the marketing be in compliance with the regulatory and legislative requirements.

Definitions

SRTO:	Standards for Registered Training Organisations 2015
ACL:	The **Australian Consumer Law** sets out consumer rights that are called consumer guarantees. These include rights to a repair, replacement or refund as well as compensation for damages and loss and being able to cancel a faulty service.
ESOS Act:	Education Services for Overseas Students Act 2000
National Code:	National Code of Practice for Providers of Education and Training to Overseas Students 2018
ASQA:	Australian Skills Quality Authority
NVETR Act:	National Vocational Education and Training Regulator Act 2011
Education Agent:	Act as intermediaries between prospective students and institutions
RTO:	Registered Training Organisation
CRICOS:	Commonwealth Register of Institutions and Courses for Overseas Students
AQF:	Australian Qualifications Framework

Version control and accountability table

Policy owner		**Compliance Manager**		
Responsible Officer		**RTO Manager**		
Approved by		**CEO**		
Version	**Authorised by**	**Brief description of change**	**Date approved**	**Effective date**
1.0	L Blefari	Policy development	4/1/2024	4/1/2024