

## Marketing Information Policy and Procedure

### **Purpose**

The purpose of this policy and procedure is to outline GET Education Australia's approach to ensuring it markets and advertises its courses ethically and accurately, in compliance with Standards 4 and 5 of the Standards, as well as the National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students (2018, Standard 1 and 2).

### **Policy**

#### **1. Marketing Information**

- GET Education Australia ensures the information provided to students about its services, courses, entry and qualifications delivered is accurate and factual, regardless of whether the information is provided by the RTO, its brokers, online directories, agents or other third parties. All information clearly distinguishes between non-recognised training and nationally recognised training.
- GET Education Australia's marketing information will enable informed choice for students by ensuring the information is detailed, accurate and complies with the requirements of the Standards and the National Code.
- All marketing information for nationally recognised training
  - Identifies GET Education Australia with its National RTO Code, as well as its OFCR Code.
  - Will only include the nationally recognised training logo in accordance with its Conditions of Use outlined in Schedule 3 of the Standards.
  - Includes the full name and code of the relevant Training Product whether it is a unit, module, qualification, self set or accredited course as there is no confusion for students about the nature.
  - Will be consistent with GET Education Australia's learning and assessment strategies.
  - Include relevant cost information including all costs, any debts that may be incurred, or any loss of entitlement from the student enrolling the course (such as loss of entitlement to further government funded programs or student loan schemes).

#### **2. Protection of consumer rights**

- By complying with the Standards, GET Education Australia ensures consumer protection laws are adhered to.
- GET Education Australia, nor any of its agents or other third parties, will not
  - Guarantee that a student will be issued with a qualification or statement of attainment.
  - Guarantee any employment outcome as a result of training unless assessment of the guaranteed employment has been arranged.
  - Guarantee any migration outcome.
  - Guarantee that a student will be automatically accepted into another course.
  - Claim that a student will be eligible for any bonus or accreditation as a result of training unless assessment of the guaranteed outcome is a bonus outcome guaranteed by the issuer of the bonus or accreditation.