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1 PRELIMINARIES

Commencement

This policy and procedure commence on 10 June 2022.

Purpose

This policy and procedure outline how the Polytechnic Institute Australia (“PIA”) will ensure that marketing and advertising activities (including through an agent) are conducted in a manner that preserves the integrity and reputation of Australia’s Education Industry such that PIA provides domestic, overseas students or intending overseas students with sufficient information that is not false or misleading and is consistent with the Australian Consumer Laws which allows students to make informed choices about the course in which they intend to enrol or may apply to enrol into.

Application

This policy and procedures apply to marketing and advertising activities on its website as well as printed materials.

2 DEFINITIONS

The following definitions apply in this document:

AQF Australian Qualifications Framework



3 POLICY

- 3.1 PIA will advertise and market its courses and other services in accordance with the vision, mission, and strategic goals of the organisation.
- 3.2 Prior to acceptance of an offer for enrolment in a program, PIA will make comprehensive, current, and plain English information available to prospective students on:
- 3.2.1 Courses or units of study including
- the course design
 - prerequisites
 - assumed knowledge
 - when and where courses/units are offered
 - application dates
 - arrangements for recognition of prior learning
 - standing credit transfer arrangements
 - pathways to employment and
 - eligibility for registration to practise where applicable
 - outcomes
 - work-integrated learning (where applicable) required to be undertaken as part of the course
 - requirements for acceptance into the course including any minimum level of English language proficiency, educational qualifications or work experience
- 3.2.2 Campus locations and a general description of facilities, equipment, learning and online resources available to students.
- 3.2.3 The details of any arrangements with another provider, person or business who will provide the course or part of the course (if any).
- 3.2.4 Indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course, and PIAs cancellation and refund policies
- 3.2.5 obligations of students and their liabilities to PIA including:
- expected standards of behaviour
 - financial obligations to the higher education provider
 - critical deadlines
 - policies for deferral commencement and change of course
 - disciplinary procedures
 - misconduct and grounds for suspension or exclusion.
- 3.3 Prior to acceptance of an offer for enrolment in a program, PIA will make comprehensive, current, and plain English information available to prospective overseas students on:
- 3.3.1 The requirements for an overseas student's acceptance into a program, including the minimum level of English language proficiency, educational qualifications or work experience required, and course credit if applicable.
- 3.3.2 The CRICOS course code, course content, modes of study for the course including assessment methods



- 3.3.3 Course duration and holiday breaks.
 - 3.3.4 The course qualification, award or other outcomes
 - 3.3.5 The grounds on which the overseas student's enrolment may be deferred, suspended or cancelled.
 - 3.3.5 The Education Services for Overseas Student (ESOS) framework including official Australian Government material or links to this material online.
 - 3.3.6 Information regarding accommodation options and indicative costs of living and studying in Australia, arrangements for health care and, where applicable, schooling obligations related to school-aged dependants (including the possibility that school fees may be incurred).
- 3.4 Prior to acceptance of an offer for enrolment in a program PIA will ensure that all prospective and current students receive information to participate in educational and other activities including:
- contact points
 - advice about orientation and induction
 - delivery arrangements
 - technical requirements for access to IT systems for online activities
 - timetables
 - access to learning resources
 - avenues to participate in decision making
 - opportunities to participate in student representative bodies
- 3.5 Prior to acceptance of an offer for enrolment PIA will ensure that all students and stakeholders receive the information as per the following:
- 3.5.1 How to access policies or requirements for:
 - admission
 - enrolment
 - recognition of prior learning (RPL) and credit
 - orientation procedures for transition to study
 - progression
 - assessment
 - grading
 - completion
 - qualifications
 - appeals
 - academic integrity
 - equity and diversity
 - intellectual property
 - withdrawal from or cancellation of enrolment
 - 3.5.2 Student grievance procedures.
 - 3.5.3 Disciplinary procedures.



- 3.6 Prior to acceptance of an offer for enrolment PIA will ensure that all students and stakeholders receive information to facilitate access to services and support including:
- English language support,
 - Personal support services
 - Cultural support and ancillary services
 - Hours of availability
 - How to access services and
 - Emergency contact details.
- 3.7 PIA will obtain written permission from any person or organisation used as a source of comment, testimonial or picture, prior to being used in any marketing and/or material and will always abide by the conditions of that permission.
- 3.8 Materials used by PIA for marketing and promoting will contain the Provider number and its CRICOS number (including electronic information such as website) for the purposes of:
- 3.8.1 Providing or offering to provide a course to an overseas student.
- 3.8.2 Inviting a student to undertake or apply for a course, or
- 3.8.3 Indicating it is able or willing to provide a course to overseas students.
- 3.9 Marketing and advertising materials and activities will not provide false or misleading information:
- 3.9.1 With the intention to enter into written agreements with overseas students or intending overseas students.
- 3.9.2 With the intention to make comparisons with other education providers or courses.
- 3.9.3 To make an association with any other persons or organisations, should PIA have arrangements with them for the delivery of the programs in which the student intends to enrol or may apply to enrol.
- 3.9.4 About acceptance into a course.
- 3.9.5 In claiming to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by the registered provider.
- 3.9.6 Guarantee a successful education assessment outcome for the student or intending student.
- 3.9.7 Actively recruit a student where this conflicts with the PIA's obligations under Standard 7 of the Standards for Providers of Education and Training to Overseas Students (National Code Standard 7: Overseas student transfers).
- 3.10 Marketing and advertising materials will be written and designed to:
- 3.10.1 Be comprehensive and accessible to assist students in making informed decisions.
- 3.10.2 Provide accurate, ethical, consistent and unambiguous information.
- 3.10.3 Accurately describe the services that are provided.



- 3.10.4 Provide clear information including any additional requirements required to undertake the course as applicable.
- 3.10.5 Clearly differentiate between accredited and non-accredited programs.
- 3.10.6 Clearly indicate the campus location in which the courses are to be held and their modes of delivery.
- 3.10.7 Use the AQF logo only in accordance with its conditions of use.

4 RESPONSIBILITIES

4.1 PIA has the responsibility to:

- Always accurately represent the education services that lead to degree in line with the Australian Qualifications Framework (AQF).
- Ensure that advertised outcomes of courses are consistent with the qualification guidelines.
- Ensure that advertised qualifications are described as accredited only when accredited by TEQSA and a professional accreditation body where necessary for the purposes of registration to practise.

4.2 The CEO or their delegate has the responsibility to:

- approve all marketing and advertising material prior to its dissemination

5 PROCEDURES

Planning

- 5.1 Marketing and recruitment activities will be planned on an annual basis.
- 5.2 Unplanned marketing materials and activities may occur throughout the year as approved by the CEO.

Approach to assurance

- 5.3 Using the *Marketing Materials Checklist* PIA assures itself that the requirements of this policy are verified in marketing material and that the content is accurate
- 5.4 A communication plan will be drafted for changes to promotional materials, qualification codes, units undertaken, and course duration are communicated to all the sales staff of the institute and to education agents.

Administration

- 5.5 Completed *Marketing Materials Checklist* will be retained with the changed materials.

6 RELATED LEGISLATION AND DOCUMENTS

Institute Documents

Marketing Materials Checklist

Applicable External Standards and Codes

This policy and procedures support compliance with the following

Standards/Code	Standards/Clauses
Higher Education Standards Framework (Threshold Standards) 2021	Standard 7.1.1 Standard 7.1.2 Standard 7.1.3 Standard 7.1.5 Standard 7.2.1 Standard 7.2.2
National Code of Practice for Providers of Education and Training to Overseas Students 2018	Standard 1 Standard 2

7 FEEDBACK

- 7.1 PIA staff and students may provide feedback about this document by emailing policy@pia.edu.au for such feedback to be incorporated into a future review.

8 APPROVAL DETAILS

Approval and Review	Details
Approval Authority	CEO
Administrator	Compliance, Quality and Risk Manager
Approval Date	10 June 2022