



## Marketing and Student Recruitment Policy

<b>Version:</b>	V 1.0	<b>Approved By</b>	Board
<b>Approved Date:</b>	09/08/2018	<b>Review period</b>	12 months
<b>Approval Reference:</b>	Board Resolution 20180809/36		
<b>Related Policy/Procedure:</b>	Nil		

# Marketing and Student Recruitment Policy

## Purpose

This Policy sets out how Lyons College will market to and recruit students for all VET and higher education courses to both domestic and international students.

## Scope

This Policy applies to all courses offered by Lyons College, and all others involved in the marketing to and/or recruitment of students.

## Policy

Lyons College will ensure that all marketing and student recruitment activities are conducted in an ethical and transparent manner.

Marketing and promotional materials include, but not limited to the following:

- Website
- Text Messages
- Brochures
- Student Handbook
- Course Guides
- Authorised Social Media Posts
- Flyers
- Print Advertising
- Emails
- Online Advertising

All marketing and student recruitment activities must comply with all legislative and regulatory requirements in force at the time, including:

- *Tertiary Education Quality and Standards Agency Act 2011*
- Higher Education Standards Framework (Threshold Standards) 2015
- Standards for Registered Training Organisations (RTOs) 2015
- *Education Services for Overseas Students Act 2000*
- 2018-19 Restricted VET Funding Contract (Skills First Program)
- *Competition and Consumer Act 2010*

All marketing and promotional material must comply with all relevant requirements. All marketing and promotional material must be approved by the Marketing Manager, COO or CEO prior to publication or distribution.

If any marketing or promotional material is found to be non-compliant, it must be removed from circulation/distribution immediately and the non-compliance corrected. Any person that Lyons College is aware received the non-compliant material must be contacted and sent the corrected material.

## Website, Marketing and Promotional Materials

### Overview

Marketing and promotional materials are used by Lyons College to inform prospective students of the courses we offer. The material should give the prospective student a clear understanding of the courses, the outcomes and what they can expect for completing the course.

Providing this information enables prospective and current students to make informed decisions regarding their training and/or assessment needs. This may also include information of courses which, if the prospective student meets eligibility requirements, may receive funding under the *Skills Victoria* Program.

Marketing and promotional materials include, but is not limited to, the following:

- Course Guides
- Course Brochures
- General Brochures
- Information Packs
- Student Handbook
- Website content
- Any other promotional material

### Website

The Lyons College Website MUST:

- Clearly display “Coleraine Share Trading Pty Ltd trading as Lyons College”
- Clearly display “RTO No: 21986”
- Clearly display “CRICOS No: 03578M”
- Include a copy of Lyons College’s most recent registration audit report
- Include a copy of Lyons College’s most recent quality indicators
- Include a copy of Lyons College’s standard hourly fees for government subsidised training (Statement of Fees) for each course/qualification it offers which includes the following statement: “The student tuition fees as published are subject to change given individual circumstances at enrolment”; and details of any other fees
- Include a copy of or link to the Lyons College Student Complaints and Appeals Policy and Procedure

## Checklist for Approval of Marketing and Promotional Material

This checklist must be completed prior to any new marketing or promotional material being published on the Lyons College website, distributed electronically or printed in hard copy. If **ONE OR MORE** of the checklist points are not met, the material must be referred to the Manager Governance Risk and Compliance for approval.

All material **MUST**:

- Clearly display “Coleraine Share Trading Pty Ltd trading as Lyons College”
- Clearly display “RTO No: 21986”
- Clearly display “CRICOS No: 03578M”
- Clearly displays the NRT Logo where the material is directly in relation to nationally recognised training, provided that training is within the Lyons College’s scope of registration (please check on [www.training.gov.au](http://www.training.gov.au) if there is uncertainty). The NRT Logo **MUST** be on the same page as the Course Name and Course Code.
- MUST NOT** use any State or Commonwealth logo apart from the NRT Logo if permitted as described above
- Clearly states the Course Code (please check on [www.training.gov.edu.au](http://www.training.gov.edu.au) to ensure it is the most current course)
- If Skills First funding is available for the course, clearly state:  
 “This training is delivered with Victorian and Commonwealth Government funding”
- MUST** comply with meet the requirements of the Equal Opportunity Act 2010 (Vic) and related Laws, including the provision of materials encouraging individuals with disabilities to access training subsidised through the Skills First Program
- MUST NOT** suggest or imply that enrolment guarantees a successful academic outcome
- MUST NOT** suggest or imply that enrolment or successful completion of a course guarantees any employment outcome

For clarity, **ALL OF THE ABOVE** must be met to before publishing new marketing or promotional material on the Lyons College website, distributing electronically or printing in hard copy. If one or more of the requirements are not met, the material must be referred to the CEO for approval.