



Marketing and Student Recruitment Policy

Version:	V 2	Approved By	Board
Initial Approved Date:	21/08/2019	Review period	3 Years
Recent Approval Reference:	Board Resolution 20230620/6		
Related Policy/Procedure:	international Agent Agreement International Agent Policy		

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 from both domestic and international markets.

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*
- *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.

All external facing documents, materials and information should assist students in making informed decisions about whether to study with Lyons College and if so, how to structure and conduct their study.

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

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

Website

The Lyons College Website MUST:

- Clearly display “Coleraine Share Trading Pty Ltd trading as Lyons College”
- Have a copy of the Company Constitution accessible to the public
- Have details of the membership of the Board, Academic Board, Senior Executive and other relevant Committees
- Details on the financial standing of Lyons College
- Details on indicative student enrolments
- An organisational chart including the business units that deliver all courses of study
- All locations where higher education courses) are delivered
- Information on the campus, facilities, learning resources and services provided to students
- A list of all higher education courses accredited to be delivered with indicative annual student enrolment numbers. For each higher education course of study accredited to be offered the following details must be provided:

- ◆ the accreditation status of each course of study
 - ◆ the qualification(s) offered
 - ◆ whether the qualification is recognised in the Australian Qualifications Framework
 - ◆ confirmation of recognition of each course of study by the relevant professional body(ies) if such recognition is required for registration of graduates to practise
 - ◆ whether each course of study is authorised to be offered to international students studying on an Australian student visa, and
 - ◆ the duration of each course of study
- If arrangements for delivery of courses by other parties exist, details of the third party arrangements must be provided on the website
 - Clearly display “RTO No: 21986”
 - Clearly display “CRICOS No: 03578M”
 - Clearly display “Higher Education Provider No: PRV14300” (subject to approval)
 - 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 or link to the Lyons College Student Complaints and Appeals Policy and Procedure
 - Include contact details such as phone number and email address for enquiries and or complaints

Checklist for Approval of Marketing and Promotional Material

VET Courses

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 CEO for approval.

All material **MUST**:

- Clearly display “Coleraine Share Trading Pty Ltd trading as Lyons College” or “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 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.au to ensure it is the most current course)
- ”
- 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
- MUST NOT** suggest or imply that enrolment guarantees any immigration 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 Marketing Manager or CEO for approval.

Checklist for Approval of Marketing and Promotional Material

Higher Education Courses

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 CEO for approval.

All material **MUST**:

- Clearly display “**Coleraine Share Trading Pty Ltd trading as Lyons College**”
- Clearly display “Higher Education Provider No: PRV14300”
- Clearly display “CRICOS No: 03578M”
- MUST NOT** use any State or Commonwealth logo unless explicitly permitted to do so
- Clearly state the accreditation status of each course of study
- Clearly state the qualification(s) offered
- Clearly state whether the qualification is recognised in the Australian Qualifications Framework
- Clearly state that confirmation of recognition of each course of study by the relevant professional body(ies) if such recognition is required for registration of graduates to practise
- Clearly state whether each course of study is authorised to be offered to international students studying on an Australian student visa, and
- Clearly state the duration of each course of study
- MUST** comply with meet the requirements of the Equal Opportunity Act 2010 (Vic) and related Laws
- 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
- MUST NOT** suggest or imply that enrolment guarantees any immigration 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 Marketing Manager or CEO for approval.

Version	Date	Resolution	Comments
V1	21/08/2019	20190821/24	Initial policy created
V2	20/06/2023	20230620/xx	Removed reference to Skills First, amended authorisations, other minor amendments