

Marketing and Advertising Materials Policy and Procedure

1 Rationale

This Oxford English Language Centre (Oxford) policy and procedure on the use of marketing materials is required to meet ESOS National Code 2018 Standard 1 and the Standards for Registered Training Organisations.

This policy and procedure outlines how Oxford ensures that its marketing and advertising services are professional, accurate and ethical. Oxford ensures that accurate and accessible information about Oxford, its services and performance is available to inform prospective and current learners and clients.

2 Scope

This policy applies to all staff, contractors and education agents involved in the promotion of Oxford education, training and assessment products and services.

3 Policy

- 3.1 All marketing material must clearly identify the registered provider's name, trading name and number (where applicable) and CRICOS number in written marketing and other material for students, including electronic form. Marketing and advertising materials refers to all materials printed or published relating to Oxford English Language Centre.
- 3.2 All marketing material must not give false or misleading information or advice in relation to:
 - claims of association between providers;
 - the employment outcomes associated with a course;
 - automatic acceptance into another course;
 - possible migration outcomes; or
 - any other claims relating to the registered provider, its course or outcomes associated with the course.

4 Procedure

- 4.1 All marketing and advertising material is to be submitted to the Academic Director.
- 4.2 Staff submitting material to the Academic Director must ensure that:
 - Material is accurate and approved by the ELICOS Head of Department,
 - Written permission has been obtained prior to using any marketing or advertising material which refers to any person or organisation,
 - Training products and services that lead to AQF qualifications or statements of attainment are accurately represented to prospective clients and that advertised outcomes are consistent with these qualifications.
 - That only those qualifications on Oxford's scope of registration are advertised.

- Makes it clear where a third party is recruiting prospective learners for Ozford on its behalf.
 - Distinguishes where it is delivering training and assessment on behalf of another education provider or where training and assessment is being delivered on Ozford's behalf by a third party.
 - Marketing and advertising material identifies training and assessment services leading to AQF qualifications and/or statements of attainment separately from any other training/assessment services.
 - Details about any government funded subsidy or other financial support arrangements associated with the provision of training and assessment are supplied.
 - Ozford does not guarantee that:
 - a learner will successfully complete a training product on its scope of registration; or
 - a training product can be completed in a manner which does not meet the accreditation and regulatory requirements; or
 - a learner will obtain a particular employment outcome where this is outside the control of Ozford.
- 4.3 The printing and publishing of marketing and advertising material can only be authorised by the Academic Director/Principal.
- 4.4 The Head of Marketing and Admissions will ensure correct use of logos, course titles, codes, clear statements regarding anticipated outcomes, fees and refunds arrangements, and the promoted courses.
- 4.5 The Academic Director/Principal will ensure that Ozford courses are not misrepresented or open to be misconstrued as leading to an AQF qualification or recognition.
- 4.6 A copy of the authorised marketing and advertising material, together with approvals, will be kept on file.

5 Feedback

Feedback or comments on this policy and procedure is welcomed by the Executive Management Team.