

## Marketing and Advertising Policy and Procedure

### 1. Purpose

1.1. This policy and procedure describes the marketing and advertising approach used by MediQuest.

1.2. This Policy should be read in conjunction with the following policies and procedures:

Access and Equity Policy and Procedure

- Client Information
- Client Support
- Contractual, Legislation and Insurance Policy and Procedure
- Discrimination, Harassment and Equal Opportunity Policy and Procedure
- Enrolment Policy and Procedure
- Fees and Charges Policy and Procedure
- Foundation Skills Training Student Recruitment and Training Policy and Procedure
- Industry Consultation Procedure
- Issue and Reissue Procedure
- Marketing and Advertising Complaints Policy and Procedure
- Records Management Policy and Procedure
- Stakeholder Policy and Procedure
- Student Attendance and Participation Policy and Procedure
- Training and Assessment Policy and Procedure

### 2. Scope

2.1. All staff of MediQuest Pty Ltd may be directly affected by this Policy.

### 3. Authority

3.1. This policy and procedure are issued on the Authority of the Director. It is the responsibility of the Training Manager and Compliance Manager to monitor compliance with the policy. All staff are responsible for the implementation of to the policy.

### 4. Review

4.1. This Policy and Procedure are reviewed in accordance with the Policy and Procedure Review Schedule or at need.

### 5. Definitions

Term	Definition
RTO	Registered Training Organisation
AQF	Australian Qualifications Framework
NRT	Nationally Recognised Training

## **6. Policy Statement**

- 6.1. MediQuest's marketing and advertising of the organisation, its courses and services are ethical.
- 6.2. MediQuest's marketing material is accurate and is produced in compliance with MediQuest Version Control Policy and Procedure.
- 6.3. MediQuest's name and RTO number is clearly identified on all materials including electronic materials, i.e. website used to recruit students and inform education agents representing the MediQuest's products and services.
- 6.4. MediQuest ensures that it or its representatives does not give false or misleading advice to prospective students.
- 6.5. MediQuest acknowledges training provided with funds made available with Skills Victoria funding where appropriate.

## **7. Procedure**

- 7.1. MediQuest obtains prior written permission from any person or organisation for use of any marketing or advertising material which refers to that person or organisation and abides by any conditions of that permission. Copies of permission are stored in the marketing materials file along with the advertising/marketing materials.
- 7.2. MediQuest accurately represents to prospective students training products and services that lead to AQF qualifications or Statements of Attainment and ensures that advertised outcomes are consistent with these qualifications.
- 7.3. All advertising material is cross referenced with course details listed on the Scope of Registration and the relevant training package. All materials are reviewed for compliance with relevant legislation as part of the version control process.
- 7.4. Course codes, titles, descriptions, content, entry requirements, pathways and skills information are all sourced from the sources listed in this policy.
- 7.5. MediQuest advertises AQF qualifications only if they are included in the Scope of Registration and does not state or imply that services are within that scope if they are not.
- 7.6. MediQuests 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.
- 7.7. Separate headings are used to distinguish between different types of courses in advertising/ pre-enrolment material.
- 7.8. MediQuest only uses logos of bodies to which it is affiliated in accordance with each body's conditions of use. The AQF/ NRT logos are only employed in accordance with the guidelines. The guidelines are located in the marketing folder in the network for reference.
- 7.9. The MediQuest number, name and logo will be used in all advertising materials.

7.10. Contact details will be provided on all adverting/ marketing materials.

7.11. All students are provided with the following information pre-enrolment:

- The requirements for acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required and whether course credit may be applicable.
- The course content and duration, qualification offered if applicable, modes of study and assessment methods.
- Campus locations and a general description of facilities, equipment, and learning and library resources available to students.
- Details of any arrangements with another registered provider, person or business to provide the course or part of the course.
- Indicative course-related fees including advice on the potential for fees to change during the student's course and applicable refund policies. (Statement of Fees issued at enrolment and confirmed once unit selection is confirmed)
- Student safety information provided in the client information handbook.

7.12. Advertising and marketing materials include:

- Student information handbook
- Power point presentations
- Course information sheets
- Newspaper and radio advertisements, promotions and press releases
- Company brochure
- Business directories / Yellow Pages
- MediQuest website

7.13. Pre-enrolment information includes:

- Student information handbook
- Letters
- Statement of fees/ Indicative fees and charges
- MediQuest Website
- Course information sheet/ flyers
- Power point presentations

7.14. All MediQuest staff involved in the recruitment of students perform their duties in a professional and ethical manner.

7.15. The Compliance Manager monitors enrolments to ensure compliance with this policy and procedure.

## **2020 Skills First Program Funding Contract Requirements.**

1.1 The Training Provider must:

- a) without limiting Clauses 4.2 and 5.2 of the 2018-2019 Standard VET Funding Contract (extended to 31 December 2020), any replacement or subsequent funding agreement market and promote the courses and qualifications within its Funded Scope in accordance with all applicable Laws, including the Australian Consumer Law;

- b) market and promote the courses and qualifications within its Funded Scope with integrity and accuracy;
- c) act in an honest, ethical and responsible manner when promoting the courses and qualifications within its Funded Scope to prospective students and recruiting students into those courses and qualifications;
- d) ensure that all prospective students are accurately informed about:
  - i. the nature and requirements of the Training Provider's training;
  - ii. the financial arrangements in respect of the Training Provider's training, including the cost to and other financial impacts on the prospective student;
  - iii. training hours and commitment; and
  - iv. the assessment and expected outcomes of the training;
- e) not engage in false or misleading advertising, promotion or recruitment practices, including by not making:
  - i. any false or misleading comparisons between the Training Provider or any of its training and any other education provider or their courses;
  - ii. any inaccurate claims of association of the Training Provider with any other education provider; or
  - iii. false or misleading representations regarding the quality or outcomes of the Training Provider's training (including employment and immigration outcomes);
- f) not engage in any unconscionable conduct in marketing and promoting the courses and qualifications within its Funded Scope, including taking advantage of any prospective student's vulnerability (including due to their age, disability or illiteracy) to recruit them into a course or qualification;
- g) not market or promote as being delivered wholly online any qualification listed on the Online Delivery Restriction List or any other qualification delivered as an Apprenticeship; and
- h) without limiting Clause 4.3 of this VET Funding Contract, any replacement or subsequent funding agreement conduct all promotional and recruitment activities in accordance with the Quality Charter.

1.2 In any promotional publication, report, signage or other material prepared by (or on behalf of) the Training Provider relating to the Training Services, the Training Provider must:

- a. acknowledge in a prominent way that the Training Services are provided to Eligible Individuals with Funds made available by the Victorian and Commonwealth Governments (for example, by stating that "This training is delivered with Victorian and Commonwealth Government funding");
- b) not, without the prior written approval of the State or the Department, use any logo or trademarks of the State or the Department;

- c) ensure that such materials 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;
- d) identify the Training Provider legal entity and/or trading name and TOID;
- e) if the Training Provider enters into a subcontract arrangement in respect of any training or assessment, refer on its website and corporate materials to the identity of the subcontracted party, and the respective roles in the provision of training and assessment, in relation to any Training Services to which a subcontract arrangement applies; and
- f) without limiting Clause 1.1 of this Schedule 1, if the Training Provider is not authorised to deliver courses or qualifications on the Foundation Skills List pursuant to Clause 5.10 of the Skills First Program Funding Contract V2, any replacement or subsequent funding agreement ensure that it is made clear to prospective Eligible Individuals that any such delivery by the Training Provider is not eligible for subsidisation by the Victorian government.

1.3 The Training Provider must publish a summary of its latest registration audit information in a prominent position on its website. The minimum registration audit information to be published by the Training Provider is as follows:

- a) audit date;
- b) qualifications audited (list all qualifications audited on the above audit date); and
- c) audit outcomes as follows:
  - i. audit non-compliance identified: Yes / No;
  - ii. a summary of significant and/or critical non-compliances and actions taken to rectify; and
  - iii. non-compliances rectified: Yes / No / Not Applicable.

1.4 The Training Provider must publish in a prominent place on its website:

- a) standard fees for training subsidised through the *Skills First* Program for each course/qualification it offers under this VET Funding Contract. This information must be kept up to date and include the following caveat:
 

‘The student tuition fees as published are subject to change given individual circumstances at enrolment’;
- b) details of any other fees including student services, amenities, goods or materials;
- c) a list of all providers of Brokering Services used by the Training Provider; and
- d) the Training Provider’s online service standards as prescribed by the Department from time to time.

1.5 The Training Provider must ensure that all learning materials used for the online delivery of training and assessment comply with the principles of the Web Content Accessibility Guidelines 2.0.

- 1.6 The Training Provider must publish on its website its complaints and appeals process.
- 1.7 The Training Provider must register for, and maintain an up to date profile on, the Victorian Skills Gateway.
  - 7.16. All promotional materials are reviewed by the Director and / or Compliance Manager before publishing to ensure compliance with this and the Version Control Policy and Procedure.
  - 7.17. Promotional materials are reviewed in compliance with the MediQuest Continuous Improvement Policy and Procedure.
  - 7.18. Marketing materials will be reviewed twice per year using the marketing materials review form.
  - 7.19. Corrective action will be taken where appropriate as a result of the review.

**Documents to be employed when implementing this policy and procedure:**

- Marketing materials review form
- Marketing materials
- Student information handbook
- Pre-enrolment information/ documentation
- AQF/ NRT logos guidelines
- Training packages
- Scope of registration
- Version Control policy and procedure
- 2018-2019 Standard VET Funding Contract (extended to 31 December 2020), any replacement or subsequent funding agreement

**Revision History**

<b>Date</b>	<b>Revision</b>	<b>Revised by</b>
01/05/2012	Created	Chris Donaghy
01/03/2013	Revised	Denise Dawson
18/02/2016	Reviewed and modified in line with current practice and current funding agreement	Erin Wilson
23/06/2016	Revised and updated to meet 2016 requirements	Brianna Moore
11/04/2018	Reviewed and modified in line with 2018-2019 Skills First Program Funding Contract / updated	Denise Dawson
12/11/2018	Reviewed and amended in line with 2018-2019 Skills First Program Funding Contract V2	Barrie Campbell
11/12/2019	Reviewed and amended to reflect ongoing Funding Contracts	Barrie Campbell
12/02/2020	Logo Updated	Denise Dawson