

MARKETING KIT

Table of Contents

| | |
|---|----|
| About TEDI Marketing kit..... | 3 |
| Legislation on Marketing information and practices..... | 3 |
| Step by step Marketing process (Flow chart) | 6 |
| TEDI Marketing Policy..... | 7 |
| Appendix 1-TEDI's Marketing checklist..... | 11 |

Marketing Kit

True Education Pty Ltd t/a Technical Education Development Institute and t/a Technical Electronics Centre (hereby referred as TEDI)

ABOUT TEDI MARKETING KIT

TEDI ensures that the marketing and promotion of its courses and education services in connection with the recruitment **of overseas** students or intending overseas, including through an education agent (in accordance with Standard 4), is not false or misleading, and is consistent with Australian Consumer Law.

At TEDI, we make sure that we enter into written agreement with **overseas students or intending overseas** students.

This Marketing kit has been developed to provide true and accurate important information to students through marketing material like Student handbook, Student Prospectus and to ensure that Standard 1 of the National Code 2018 and Clause 4.1, 5.1, 5.2 & 5.3 of the Standards for Registered Training Organisations 2015 are always met by TEDI. This kit contains information about legislation, Marketing policy and procedures at TEDI and other vital information.

Legislation on Marketing Information and Practices

Standards for RTO 2015

Clause 4.1

Information, whether disseminated directly by the RTO or on its behalf, is both accurate and factual, and:

1. accurately represents the services it provides and the training products on its scope of registration
2. Includes its RTO code.
3. refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained
4. uses the NRT [Nationally Recognised Training] logo only in accordance with the conditions of use specified in Schedule 4
5. Makes clear where a third party is recruiting prospective learners for the RTO on its behalf.
6. distinguishes where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on its behalf by a third party (if applicable)
7. distinguishes between nationally recognised training and assessment leading to the issuance of AQF [Australian Qualifications Framework] certification documentation from any other training or assessment delivered by the RTO
8. includes the title and code of any training product, as published on the national register, referred to in that information
9. only advertises or markets a non-current training product while it remains on the RTO's scope of registration
10. only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised
11. includes details about any VET [Vocational Education and Training] FEE-HELP, government-funded subsidy or other financial support arrangements associated with the RTO's provision of training and assessment (Not applicable in case of TEDI)
12. does not guarantee that:
 - i. a learner will successfully complete a training product on its scope of registration, or

- ii. a training product can be completed in a manner which does not meet the requirements of clause 1.1 and 1.2, or
- iii. a learner will obtain a particular employment outcome where this is outside the control of the RTO.

Clause 5.1

Prior to enrolment or the commencement of training and assessment, whichever comes first, the RTO provides advice to the prospective learner about the training product appropriate to meeting the learner's needs, considering the individual's existing skills and competencies.

Clause 5.2

Prior to enrolment or the commencement of training and assessment, whichever comes first, the RTO provides, in print or through referral to an electronic copy, current and accurate information that enables the learner to make informed decisions about undertaking training with the RTO and at a minimum includes the following content:

- the code, title and currency of the training product to which the learner is to be enrolled, as published on the national register
- the training and assessment, and related educational and support services the RTO will provide to the learner including the:
 - i. estimated duration
 - ii. expected locations at which it will be provided
 - iii. expected modes of delivery
 - iv. name and contact details of any third party that will provide training and/or assessment, and related educational and support services to the learner on the RTO's behalf
 - v. any work placement arrangements.
- the RTO's obligations to the learner, including that the RTO is responsible for the quality of the training and assessment in compliance with these Standards, and for the issuance of the AQF [Australian Qualifications Framework] certification documentation
- the learner's rights, including:
 - i. details of the RTO's complaints and appeals process required by Standard 6
 - ii. if the RTO, or a third-party delivering training and assessment on its behalf, closes or ceases to deliver any part of the training product that the learner is enrolled in.
- the learner's obligations:
 - i. in relation to the repayment of any debt to be incurred under the VET [Vocational Education and Training] FEE-HELP scheme arising from the provision of services (if applicable)
 - ii. any requirements the RTO requires the learner to meet to enter and successfully complete their chosen training product.
 - iii. any materials and equipment that the learner must provide information on the implications for the learner of government training entitlements and subsidy arrangements in relation to the delivery of the services.

Clause 5.3

Where the RTO collects fees from the individual learner, either directly or through a third party, the RTO provides or directs the learner to information prior to enrolment or the commencement of training and assessment, whichever comes first, specifying:

- all relevant fee information including:
 - i. fees that must be paid to the RTO
 - ii. Payment terms and conditions including deposits and refunds.
- the learner's rights as a consumer, including but not limited to any statutory cooling-off period, if one applies
- the learner's right to obtain a refund for services not provided by the RTO in the event the:
 - arrangement is terminated early
 - The RTO fails to provide the agreed services.

National Code 2018

Standard 1

1.1 The registered provider must ensure that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent (in accordance with Standard 4), is not false or misleading, and is consistent with Australian Consumer Law.

1.2 The registered provider must, in seeking to enter into written agreements with overseas students or intending overseas students, not provide any false or misleading information on:

- 1.2.1 Its association with any other persons or organisations the registered provider has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enroll
- 1.2.2 any work-based training a student is required to undertake as part of the course
- 1.2.3 prerequisites—including English language proficiency—for entry to the course
- 1.2.4 any other information relevant to the registered provider, its courses or outcomes associated with those courses.

1.3 The registered provider must not:

- 1.3.1 Claim 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
- 1.3.2 Guarantee a successful education assessment outcome for the student or intending student.

1.4 The registered provider must include its CRICOS registered name and registration number in any written or online material that it disseminates or makes publicly available for the purposes of:

- 1.4.1 Providing or offering to provide a course to an overseas student
- 1.4.2 Inviting a student to undertake or apply for a course, or

1.4.3 Indicating it is able or willing to provide a course to overseas students.

1.5 The registered provider must not actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).

Marketing Process of TEDI



TEDI Marketing Policy and Procedures

1. Purpose

The purpose of this policy is to ensure the marketing of TEDI's education and training services is undertaken in a professional and fair manner.

Marketing policy maintains the integrity and reputation of the VET industry and registered providers according to Standard 1-Marketing information and practices' and Standard 2-Recruitment of an overseas student as of the 'National Code 2018' along with Clause 4.1, 5.1, 5.2 & 5.3 of the Standards for Registered Training Organisations 2015.

2. Responsibility

TEDI's CEO and Marketing Manager will be responsible for the accurate implementation of this policy and procedures.

3. Scope

This policy applies to all the marketing activities related to TEDI and recruitment of prospective overseas students/learners by TEDI and its authorised marketing agents.

4. Requirements

Information provided by TEDI or on its behalf is both accurate and factual, and:

- Accurately represents the services it provides and the training products on its scope of registration.
- TEDI's name, Logo, RTO Code and CRICOS code will be clearly identified on all material used to market TEDI and its courses to students.
- TEDI will publish its legal name, RTO and CRICOS code on social media and other platform for social media marketing purposes.
- Refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained.
- Uses the NRT [Nationally Recognised Training] logo only in accordance with the conditions of use.
- TEDI will make clear where a third party (Education Agent) is recruiting prospective learners for TEDI on its behalf.
- Distinguishes between nationally recognised training and assessment leading to the issuance of AQF [Australian Qualifications Framework] certification documentation from any other training or assessment delivered by TEDI.
- Only advertises or markets a non-current training product while it remains on TEDI's scope of registration.
- TEDI will ensure that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent (in accordance with Standard 4), is not false or misleading, and is consistent with Australian Consumer Law.
- In seeking to enter into written agreements with the overseas students or intending overseas students, TEDI will not provide any false or misleading information on:
 - Prerequisites—including English language proficiency—for entry to the course.
 - Any other information relevant to TEDI and its courses or outcomes associated with those courses.
- TEDI will not:
 - Claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by TEDI.
 - Guarantee a successful education assessment outcome for the student or intending student.
- TEDI does not and will 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 requirements of clause 1.1 and 1.2, or
- A learner will obtain a particular employment outcome where this is outside the control of TEDI.
- TEDI will advise prospective learners about the training product appropriate to meet the learner's needs, taking into account the individual's existing skills and competencies.
- TEDI will provide current and accurate information that will enable the learner to make informed decisions about undertaking training with TEDI and at minimum information specified in Clause 5.1-5.3 of the Standards for RTOS 2015 and Standard 2 of the National Code 2018 which includes:
- TEDI will be responsible for the quality of the training and assessment in compliance with these Standards, and for the issuance of the AQF [Australian Qualifications Framework] certification documentation.
- Learner's will be provided with information about their rights, including:
 - i) Details of the TEDI's complaints and appeals process required by Standard 6 of the National Code 2018.
 - ii) if TEDI closes or ceases to deliver any part of the training product that the learner is enrolled in.
- Learners will be informed of their obligations including:
 - any requirements that TEDI requires the learner to meet to enter and successfully complete their chosen training product.
 - any materials and equipment that learner must have.
- TEDI will include its CRICOS registered name and registration number in any written or online material that it disseminates or makes publicly available for the purposes of:
 - Providing or offering to provide a course to an overseas student
 - Inviting a student to undertake or apply for a course, or
 - Indicating it is able or willing to provide a course to overseas students.
- TEDI will not actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).

5. Procedures

The following procedures will be applied to ensure that all marketing materials and practices for TEDI are authorised by an appropriate person before implementation.

- **Designate a Marketing Official**

Marketing official will be responsible for ensuring that all marketing information and practices are conducted in a professional manner and integrity and reputation of the industry and registered providers is maintained.

Marketing Manager has been appointed as the marketing official at TEDI.

TEDI's CEO will authorise all new marketing information and practices to be reviewed, quality, and compliance check.

- **Development of TEDI's Marketing Materials**

Marketing Manager will be responsible for the development of marketing materials and other marketing services. Prior to releasing any marketing materials, Marketing Manager will ensure if marketing material is compliant by:

- Consulting with the academic staff and CEO.
- Reviewing the drafted marketing material with marketing material checklist.
- Seeking final approval from the CEO.

Details of marketing material will be entered at production, approval and review stage in the marketing material register.

- ***Approval of marketing material***

Marketing material checklist will be filled up by the Marketing Manager to ensure that marketing materials are in compliance with the Standards for RTOs 2015 and the National code 2018.

After completing the marketing material checklist, it will be sent to the CEO for approval.

CEO will check if marketing material meets all compliance requirements as per the Standards for RTO 2015, the National code 2018 and will approve the material using the marketing material checklist.

- ***Monitor and review***

In order to facilitate ongoing monitoring after publication, a review date will be decided and entered in marketing material register.

TEDI will conduct review of its marketing material in response to any changes including legislation, training package updates, changes in delivery and assessment of a course.

Details of review and corrective action will be entered in marketing material register including the updated version.

- ***Distribution of marketing material:***

CEO will ensure that TEDI's Marketing Manager and agent uses TEDI's current and approved marketing materials only.

Once an agent has been approved and is registered with TEDI, a full set of marketing materials will be provided to the Education Agent.

Any changes to marketing materials will be notified to the Education Agent and updated version of marketing material will be provided to education agents when required.

- ***Marketing material register***

Marketing material register will be used for effective implementation of marketing material process.

It will be used to record marketing material process on each stage including development, implementation, monitoring and action taken on each stage.

Details will be entered in marketing material once approved by the CEO.

Marketing material register includes following information.

Production stage :

- Type of material
- Marketing cohort: Target Clients-International students
- Marketing material
- Approval and publication

CEO approval and Publication

- Publication date
- Publication location
- Version details

Monitoring and review

- Next review date
- Details of corrective action after review
- Completion date of corrective
- Updated version no
- Review authorised by

Related documents

Marketing material Checklist (Appendix 1)

Marketing material Register

Appendix 1: Marketing Materials Checklist

| Marketing Materials Checklist | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|--|--|----------------|----------------|-----|----------|----------------------------|---------|-----|----------|---------------------|---------|-----|----------|------------------------------|---------|-----|----------|---|---------|-----|----------|---|---------|-----|----------|---|---------|-----|----------|------------------------------|---------|-----|----------|--|---------|-----|----------|---|---------|-----|----------|---|---------|--|--|--|
| Section 1 – Marketing Materials Details | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Developed by Name: | | Date: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Marketing Type: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <input type="checkbox"/> Brochure / Flyer <input type="checkbox"/> Student Handbook <input type="checkbox"/> Press | <input type="checkbox"/> Email Content <input type="checkbox"/> Website Information <input type="checkbox"/> Training Calendar | <input type="checkbox"/> Exhibition / Event <input type="checkbox"/> Television <input type="checkbox"/> Others (please specify) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Promotion of: | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Courses (please specify): | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>SELE CT COUR SE</th> <th>COURSE CODE</th> <th>QUALIFICATION</th> <th>CRICOS CODE</th> </tr> </thead> <tbody> <tr><td>[]</td><td>BSB40120</td><td>Certificate IV in Business</td><td>107596M</td></tr> <tr><td>[]</td><td>BSB50120</td><td>Diploma of Business</td><td>107597K</td></tr> <tr><td>[]</td><td>BSB60120</td><td>Advanced Diploma of Business</td><td>107598J</td></tr> <tr><td>[]</td><td>UEE30920</td><td>Certificate III in Electronics and Communications</td><td>103416H</td></tr> <tr><td>[]</td><td>UEE41520</td><td>Certificate IV in Video and Audio Systems</td><td>103407J</td></tr> <tr><td>[]</td><td>UEE50520</td><td>Diploma of Electronics and Communications Engineering</td><td>103403B</td></tr> <tr><td>[]</td><td>CPC30220</td><td>Certificate III in Carpentry</td><td>104767K</td></tr> <tr><td>[]</td><td>CPC31320</td><td>Certificate III in Wall and Floor Tiling</td><td>104766M</td></tr> <tr><td>[]</td><td>CPC50320</td><td>Diploma of Building and Construction (Management)</td><td>107293D</td></tr> <tr><td>[]</td><td>BSB80120</td><td>Graduate Diploma of Management (Learning)</td><td>107599H</td></tr> </tbody> </table> | SELE CT COUR SE | COURSE CODE | QUALIFICATION | CRICOS CODE | [] | BSB40120 | Certificate IV in Business | 107596M | [] | BSB50120 | Diploma of Business | 107597K | [] | BSB60120 | Advanced Diploma of Business | 107598J | [] | UEE30920 | Certificate III in Electronics and Communications | 103416H | [] | UEE41520 | Certificate IV in Video and Audio Systems | 103407J | [] | UEE50520 | Diploma of Electronics and Communications Engineering | 103403B | [] | CPC30220 | Certificate III in Carpentry | 104767K | [] | CPC31320 | Certificate III in Wall and Floor Tiling | 104766M | [] | CPC50320 | Diploma of Building and Construction (Management) | 107293D | [] | BSB80120 | Graduate Diploma of Management (Learning) | 107599H | | | |
| SELE CT COUR SE | COURSE CODE | QUALIFICATION | CRICOS CODE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| [] | BSB40120 | Certificate IV in Business | 107596M | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| [] | BSB50120 | Diploma of Business | 107597K | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| [] | BSB60120 | Advanced Diploma of Business | 107598J | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| [] | UEE30920 | Certificate III in Electronics and Communications | 103416H | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| [] | UEE41520 | Certificate IV in Video and Audio Systems | 103407J | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| [] | UEE50520 | Diploma of Electronics and Communications Engineering | 103403B | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| [] | CPC30220 | Certificate III in Carpentry | 104767K | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| [] | CPC31320 | Certificate III in Wall and Floor Tiling | 104766M | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| [] | CPC50320 | Diploma of Building and Construction (Management) | 107293D | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| [] | BSB80120 | Graduate Diploma of Management (Learning) | 107599H | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Section 2 – Verification / Content Review | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Check: | | | Comments | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Accurately represents the services it provides and the training products on its scope of | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Marketing Materials Checklist

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| registration to meet the learner's needs, taking into account individual's existing skills and competencies. | |
| RTO Code is included and is used correctly for True Education Pty Ltd t/a Technical Education Development Institute and t/a Technical Electronics Centre (hereby referred as TEDI). | |
| TEDI has included CRICOS registered name and code on all marketing materials that is available publicly to students? | |
| Course Name is correctly used with the Correct code | |
| Training: Qualification/Unit/Module – Codes, titles are correct and current as published on the National register | |
| Course estimated duration is clearly defined in line with TAS or volume of learning including holiday and breaks. | |
| Expected locations at which courses will be provided | |
| Expected modes of study/delivery including compulsory online and/or work-based training, workplace training, practical learning, placements, collaborative learning, and assessment methods (whichever is applicable). | |
| Makes it clear that TEDI does not offer any work placements and does not guarantee any job or employment outcomes. | |
| Includes Learner's rights, <ul style="list-style-type: none"> • TEDI's complaints and appeals process for pre-enrolment information as required by Standard 6. • Students will be informed if TEDI closes or ceases to deliver any part of the training product that the learner is enrolled in. | |
| Includes Learner's Obligation <ul style="list-style-type: none"> - Any requirements for overseas students that TEDI requires the learners to meet to enter and successfully complete each course-including minimum level of English language proficiency, educational qualifications and course credit if applicable. | |
| Any materials, equipment and learning resources available to students and any material, equipment and learning resources that the learners must have. | |
| Wording is accurate, true and correct. | |
| TEDI has ensured that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent (in accordance with Standard 4), is not false or misleading, and is consistent with Australian Consumer Law? | |
| No false or misleading information is provided to students or intending students on: <ul style="list-style-type: none"> - prerequisites—including English language proficiency—for entry to the course | |

Marketing Materials Checklist

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|--|--|
| - any other information relevant to TEDI, its courses or outcomes associated with the courses. | |
| Course qualifications, awards or other outcomes | |
| Is the AQF logo/Statement appropriate used & correct? | |
| Are Special conditions noted appropriately/accurately? | |
| TEDI has clearly provided information that TEDI does not claim 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. | |
| Ensure that no guarantee of success is made including: <ul style="list-style-type: none"> • a learner will successfully complete a training product on its scope of registration, or • Misleading statement of student can complete the course without meeting course training and assessments requirements or required defined in Clause 1.1 & 1.2 of the Standards for RTOs 2015. • a learner will obtain a particular employment outcome. • TEDI does not guarantee a successful education assessment outcome for the students or intending student. | |

Marketing Information Checklist

| | |
|---|--|
| Refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained. | |
| Distinguishes between nationally recognised training and assessment leading to the issuance of AQF [Australian Qualifications Framework] certification documentation from any other training or assessment delivered by TEDI. | |
| TEDI's obligations to the learner, including that the TEDI is responsible for the quality of the training and assessment in compliance with the Standards, and for the issuance of the AQF [Australian Qualifications Framework] certification documentation. | |
| Makes clear where a third party (i.e. an education agent) is recruiting prospective learners for TEDI on its behalf? | |
| Only advertises or markets a non-current training product while it remains on the TEDI's scope of registration. | |
| TEDI clearly specifies information about: <ul style="list-style-type: none"> - all relevant fees (tuition and non-tuition fees) that must be paid to TEDI, - payment terms and conditions including deposits and refund policies, | |
| TEDI clearly specifies <ul style="list-style-type: none"> - Learners rights as a consumer, including but not limited to any statutory cooling-off period, | |

Marketing Materials Checklist

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| Includes learner's right to obtain a refund for services not provided by TEDI in the event the: | | |
| i) arrangement is terminated early | | |
| ii) TEDI fails to provide the agreed services. | | |
| Advice on the potential for change to fees over the duration of course. | | |
| Grounds on which the overseas student's enrolment may be deferred, suspended or cancelled. | | |
| TEDI has notified learners when any change occurs that may affect the services that TEDI is providing to them -Any change in ownership of RTO (TEDI). | | |
| Policy and process that TEDI has in place for providing and assisting overseas students with accommodation, support and welfare services for students (in accordance of standard 6 of the National Code 2018) | | |
| Provided information on accommodation options and indicative costs of living in Australia or adjusting life in Australia | | |
| Includes the ESOS framework, including official Australian Government material or to these materials online | | |
| Students are provided with credit transfer and RPL information including procedures related to it prior to enrolment through marketing material i.e. Student's handbook. | | |
| TEDI has provided advice to prospective overseas students that the results of their study will not be available on USI transcripts. | | |
| Section 3 – Authorisation for use of Marketing Material | | |
| Approval Status: | APPROVED | NOT APPROVED |
| | | NEEDS EDITING |
| Comments: | | |
| | | |
| Name: | | Position: |
| Sign: | | Date Processed: |