THE UNIVERSITY OF NOTRE DAME AUSTRALIA

Procedure:

(VET) Marketing and Advertising

Effective: 10 February 2023

Audience: Staff

Policy Category: Academic
Policy Sub-category: VET

Key words:	Marketing, Advertising, Vocational Education and Training
Procedure Owner:	Deputy Vice Chancellor, International and Partnerships
Responsible Officer:	Director & CEO, VET
Review Date:	10 February 2026

Contents

1 PURPOSE 3
2 RELATED POLICIES AND REGULATIONS 3
3 INFORMATION PROVIDED BY THE UNIVERSITY 3
4 AUTHORISATION AND APPROVAL 3
5 DEFINITIONS 4
6 PROCESS SUMMARY 6

1 PURPOSE

1.1 The purpose of the *Procedure (VET): Marketing and Advertising* (**Procedure**) is to ensure that all Vocational Education & Training (**VET**) marketing and advertising activities are conducted with integrity, accuracy and professionalism, avoid vague or ambiguous statements and comply with relevant legislative and regulatory provisions.

2 RELATED POLICIES AND REGULATIONS

2.1 This Procedure should be read in conjunction with the following policies:

2.1.1 Notre Dame Style Guide https://www.notredame.edu.au/staff/staff-resources/omc

2.1.2 *Standards for Registered Training Organisations 2015*

2.1.3 *Competition and Consumer Act 2010*

2.1.4 *Guideline: Use of Social Media*

2.1.5 VET Marketing Compliance Checklist

3 INFORMATION PROVIDED BY THE UNIVERSITY

3.1 The University will ensure that the information that is provided to prospective and current VET students included in marketing and advertising material is accurate, professional and in plain English.

3.2 The University will:

3.2.1 Accurately represent its services to prospective and current students in a way that appeals to students.

3.2.2 Obtain appropriate authorisation for the use of information about any individual or organisation in any marketing materials.

3.2.3 Accurately represent all of its training and assessment services to all prospective clients and stakeholders, consistent with the University's scope of registration.

3.2.4 Ensure that all individuals or organisations are provided with full details of any conditions in any contractual arrangements (such as, but not limited to, those with third parties) related to marketing and advertising.

3.2.5 Ensure correct use of the Nationally Recognised Training logo in all marketing materials.

3.2.6 Ensure that the University's National RTO Provider Number (0064) is displayed on all marketing and advertising materials.

3.2.7 Ensure that all marketing or promotional literature and general media advertising will not:

3.2.7.1 Encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided; or

3.2.7.2 Make any claim to approval or recognition that is inaccurate or use misleading or false comparisons of courses with others provided by competitors; or

3.2.7.3 Make any misleading statements concerning the qualifications or experience of its staff; or

3.2.7.4 Make misleading or false statements about the prospects of employment or admission to higher level qualifications following the completion of training.

4 AUTHORISATION AND APPROVAL

4.1 The University's Marketing office (Marketing) Is responsible for marketing and advertising and acts in accordance with the authorised delegations of the Vice Chancellor.

4.2 Normally marketing materials for VET Courses are developed or updated by October each year for the following year, and updated again in January to reflect final fee amounts.

4.3 The development of Course Guides are the responsibility of the relevant Program Coordinator (or equivalent) of the qualification area and are subject to approval by the Compliance Adviser..

4.4 All prospective (new) VET marketing and advertising material should be discussed and agreed to by the Campus Marketing Committee consisting of, as a minimum, Operations Manager, Compliance Adviser (or nominee) and the Marketing Officer (or equivalent) from Marketing.

4.5 The Campus Marketing Committee may (where necessary) refer a matter to the Vocational Education and Training Academic Committee (**VETAC**) for consideration.

4.6 At least annually, documented marketing materials made available to students in any public areas should be reviewed by the Administration Officer to ensure that current versions are on display.

4.7 Prior to release, all draft or updated marketing and advertising material for VET will be forwarded by the relevant Program Coordinator (or equivalent) to the Operations Manager and Compliance Adviser for endorsement, before making available to Marketing.

4.8 The Compliance Adviser, in consultation with the Operations Manager where required, will check the draft marketing and advertising material and, taking into account the matters referred in section 3.2 above, will confirm (in writing) that the information is compliant, or that it requires amendment.

4.9 All current versions of marketing materials should be stored in the Document Library to ensure that correct information is being used.

4.10 The University will comply with all relevant regulations and contractual requirements for the use of AQF, NRT, and other logos on RTO or course marketing in effect from time to time.

4.11 Website Material

4.11.1 The University will either advise the relevant authority of any amendments necessary, or make the changes, to ensure that all VET information displayed on the following websites is accurate, compliant and current:

4.11.1.1 University website: http://www.notredame.edu.au/

4.11.1.2 training.gov.au: http://training.gov.au/

4.11.1.3 My Skills: http://www.myskills.gov.au

4.11.2 Changes to, or the addition of material on the University Website concerning VET must be authorised by the Compliance Adviser.

4.12 Facebook materials

4.12.1 Information provided on any Facebook page relating to the University's VET Operations should be in line with guidelines provided from time to time by Marketing and content should be approved by the Director & CEO, VET(or nominee). The (or nominee) Director & CEO - VET will consult with the Compliance Adviser where required to ensure information is compliant with regulatory and contractual requirements.

5 DEFINITIONS

5.1 For the purpose of this Procedure, the following definitions apply:

5.1.1 ***Marketing and advertising*** means all material in which information concerning VET is disseminated externally or to prospective or current students, and includes emails, the University website, social media sites, course information, prospectus and flyers.

Version	Date of approval	Approved by	Amendment
1	April 2014	COO	Effective date – new Guideline.
2	6 February 2019	Vice Chancellor	Updated to reflect new positon titles, changed to Procedure and inclusion of Facebook materials. Removal of outdated organisational chart for OMC.
3	10 February 2023	DVC International and Partnerships	Minor amendments to reflect new organisational structure.

6 PROCESS SUMMARY

Process Step	***Responsibility***
Develop/amend Advertising and Marketing Materials • Identify need for and draft or amend advertising and marketing materials such as Course guides, brochures, social media, website, student handbook, course fees (updated in January each year). • Draft the new material as needed. • Drafted/updated materials forwarded to Operations Manager and Compliance Adviser	Campus Marketing Committee and/VET Staff by October each year Program Coordinator
Review and Approve Materials • Review against operational requirements and formal approval in writing • Review against compliance obligations and formal approval in writing	Operations Manager Compliance Adviser (or nominee)
Materials printed and/or published • Materials sent to OMC for finalisation/professional printing/uploading (social media, Brochures, course promotion, student handbook); • Materials printed, available for prospective and current students (Course Guides, Brochures Student Handbook) • Materials sent to Webmaster for upload (website)	Program Coordinator and Admin Officer (or nominee) Admin Officer Admin Officer