



Department	Vocational Education & Training		Author	RTO Manager	
Quality Controlled Document No. & Title	1.0	Marketing and Recruitment Policy	Approved	RTO CEO	
Version	1.0		Authorised	RTO Academic Board	
SRTOs 2025 & ESOS Act	Standards 2.1 and 2.2 of the Outcome Standards for RTO 7. Marketing and advertising and 8. Guarantees and inducements of the Compliance Standards for RTOs		Distribution	Internal	Marketing Personnel
	National Code of Practice for Providers of Education and Training to Overseas Students 2018, Standards 1, 2, and 4			External	Education Agents

Purpose of the Policy

The Marketing and Recruitment Policy has been developed to guide Marriott Academy when conducting marketing and advertising activities and producing any marketing materials to ensure that prospective students are provided with current, clear, and accurate information before enrolling in a course.

Marketing and recruitment conducted by education agents on behalf of the organisation shall be covered by the *Education Agent Policy*.

Policy Statements

Information Provided to Students

Marriott Academy ensures that prospective and current students are provided with clear, accurate, and current information about the organisation, its training products, and services. This information enables students to make informed decisions prior to enrolment, including whether the training product is suitable for their needs, skills, and competencies.

Information is made available to students prior to enrolment or commencement and is accessible through appropriate communication channels including electronic and printed formats.

Marriott Academy identifies the information required by prospective students prior to enrolment and ensures this information is communicated clearly and consistently.

The organisation ensures that information provided to students:

- is accurate, current and accessible
- enables students to make informed decisions about enrolment
- clearly distinguishes nationally recognised training leading to AQF certification from any non-accredited training offered.

Information provided to students includes, where relevant:

- the legal entity name, trading name, and RTO code
- CRICOS registered name and CRICOS course codes (where applicable)
- the code, title, and status of the training product listed on the National Register
- course duration, commencement dates, delivery mode, schedule, and location
- entry requirements, including language, literacy and numeracy expectations
- work placement or work-based training requirements, where applicable
- recognition arrangements, including Credit Transfer and Recognition of Prior Learning (RPL)
- training support services and wellbeing support services
- facilities, equipment, and learning resources available to students
- materials or equipment students must provide
- fees and charges, including tuition and non-tuition fees, payment terms and refund arrangements
- information about withdrawing from a course
- circumstances where enrolment may be deferred, suspended, or cancelled
- information about obtaining a Unique Student Identifier (USI)
- details of government financial support arrangements, where applicable
- details of any third-party arrangements involved in recruitment or delivery of services.

Students are provided with additional information through the Domestic Student Handbook and International Student Handbook, which include:



- details of the organisation's responsibilities for the quality of training and assessment
- the organisation's obligations in relation to AQF certification documentation
- information about the ESOS Framework
- information about accommodation and indicative living costs in Australia

Students are provided with additional information through the *Domestic Student Handbook* and *International Student Handbook*.

Students are informed of any changes that may affect their training or enrolment as soon as practicable.

Marketing and Advertising

Marriott Academy ensures that all marketing and promotional materials published by the organisation or any third party acting on its behalf:

- accurately represents the organisation's services and training products
- includes the organisation's RTO code
- includes the code and title of the training product
- clearly identifies any third-party arrangements for recruitment or delivery.

Marketing material will only refer to training products that are within the organisation's scope of registration and will only claim a licensed or regulated outcome where this has been confirmed by the relevant industry regulator.

The Nationally Recognised Training (NRT) logo will be used in accordance with the NRT Logo Conditions of Use Policy. Where individuals or organisations are referenced in promotional materials, written consent will be obtained prior to publication.

Students shall be asked to complete a *Media Release Form* during orientation to obtain their consent for use of their name, image, and/or testimonials in any of Marriott Academy's marketing materials.

Marriott Academy will abide by all marketing, promotion and advertising requirements under the Australian Consumer Law.

Marriott Academy will only promote full-time study options to students. When marketing materials are aimed at both domestic and overseas students and part-time study options are listed, the following must be included: *Note: "Overseas students are to complete their program within the duration specified on their CoE and must undertake full-time study while enrolled in their program."*

Prohibited Marketing Practices

Marriott Academy and any third party acting on its behalf will not provide false, misleading, or deceptive information regarding the organisation, its training products, or outcomes.

In particular, the organisation will not:

- guarantee that a student will successfully complete a course
- guarantee that a student will obtain a qualification or statement of attainment
- guarantee employment outcomes
- guarantee migration outcomes
- imply that a course can be completed in a manner inconsistent with regulatory requirements
- claim that a student will obtain a licence or accreditation unless confirmed by the relevant authority.

Procedures

1. Development of Marketing Materials

All Marriott Academy's marketing materials shall be developed in accordance with the following procedure:

- 1.1 Staff involved in developing marketing materials must refer and comply with this policy prior to preparing any marketing materials.
- 1.2 Staff must ensure that all course information used in marketing materials is accurate and consistent:
 - Training and Assessment Strategies (TAS) for VET courses
 - Course curriculum for ELICOS programs
 - Information published on the National Training Register (<https://training.gov.au/Organisation/Details/46016/summary>)



- Information published on the CRICOS website, where applicable
(<https://cricos.education.gov.au/Institution/InstitutionDetails.aspx?ProviderCode=04134J>)

2. Approval and Review of Marketing Materials

All Marriott Academy's marketing materials shall be approved in accordance with the following procedure:

- 2.1 Draft marketing strategies, marketing information and promotional materials must be presented during the Management Team meeting for review and discussion.
- 2.2 Following review, final versions of marketing strategies and materials must be tabled at the Marriott Academy Management Team Meeting
- 2.3 Approval of marketing strategies, information and materials must be formally recorded in the Management Team Meeting minutes.
- 2.4 Any issues or concerns relating to marketing materials must be reported to the CEO as soon as practicable.

Responsibilities

The CEO is responsible for approving any marketing strategies and materials.

The Marketing Manager is responsible for developing and reviewing marketing strategies and materials and implementing and monitoring marketing strategies.

The RTO Manager shall ensure that the relevant administration staff has recorded

