

# STUDENT INFORMATION AND MARKETING POLICY & PROCEDURE

## Introduction

The Australian Academy of Commerce (AAC) is committed to ensuring that all students and prospective students are provided with accurate, timely, and accessible information that supports informed decision-making about their training and assessment. This policy governs how marketing and information activities are conducted prior to and during enrolment, and ensures that all representations about AAC, its courses, services, outcomes, and partnerships are ethical, verifiable, and not misleading in alignment with the Standards for Registered Training Organisations (RTOs) 2025 and the Education Services for Overseas Students (ESOS) Act 2000, National Code 2018 and English Language Intensive Courses for Overseas Students (ELICOS) Standards 2018.

## Purpose

This policy and procedure outlines AAC's commitment to ensuring that all VET students have access to clear, accurate and timely information before enrolment. It ensures that information used in marketing, advertising, and promotional materials is accurate, accessible, and aligned with AAC's approved training offerings. This promotes transparency, informed decision-making, and protection for prospective students.

## Scope

This policy applies to all marketing, enrolment, and student support staff, and to any third-party organisation authorised to promote or recruit students on behalf of AAC. It applies to all information provided through brochures, websites, emails, enrolment forms, social media, and verbal advice.

## Policy Statement

Transparent and accurate information is central to ethical RTO operations and compliance with Standard 2.1 of the Standards for RTOs 2025. By providing high-quality pre-enrolment information, AAC enables prospective students to make informed decisions about their training options, ensuring they are aware of their rights, responsibilities, and any requirements associated with the training product.

AAC recognises that clear and transparent communication is essential for maintaining trust and compliance. As such, we ensure that all marketing content, enrolment materials, and public-facing communications are developed and reviewed in accordance with regulatory requirements, organisational values, and quality standards.

This policy also ensures that students are kept informed throughout their training journey. AAC commits to actively notifying enrolled students of material changes that may affect their participation or progress, including changes to training products, delivery arrangements, fees, or support services. Information is disseminated using secure and consistent channels, including the student management system, official email correspondence, SMS alerts, and student portal announcements.

Marketing and promotional content is subject to a formal approval and review process to ensure version control, factual accuracy, and alignment with training product scope. The Compliance Officer oversees all updates to digital platforms, ensuring that public information remains current, complete, and aligned with the organisation's registration status and scope of delivery.

This policy is supported by a structured marketing approval workflow, internal audit mechanisms, and version-controlled content records to ensure full traceability, regulatory alignment, and continuous improvement in communication practices.

## Definitions

<b>Clear and accurate information</b>	Content that is factually correct, up to date, and free from misleading or ambiguous statements.
<b>Marketing Materials</b>	Any communication used to promote AAC's services, including advertisements, brochures, flyers, website content and social media posts.
<b>Training Product</b>	AQF qualification, accredited course, skill set or unit competency offered by AAC.

## Legislative and Regulatory Requirements

- Australia Consumer Law 2010 (Cth)
- ESOS Act 2000
- ELICOS Standards 2018
- ESOS National Code 2018: Specifically, Standards 1, 2, 3 & 4
- NVR Act 2011
- Standards for RTOs 2025: Quality Area 2 – VET Student Support, Outcomes Standards 2.1, 2.2 and Clause 7 of Compliance Requirements

## Student Information and Marketing Procedure

AAC is committed to ensuring all information provided to prospective students is accurate, clear, and consistent across all platforms. The Compliance Officer oversees a quarterly review process for all promotional materials, ensuring they remain current and aligned with the most recent version of the Training and Assessment Strategy (TAS). Any discrepancies identified are corrected immediately. Before accepting any enrolment or collecting fees, prospective students must receive a complete set of pre-enrolment materials.

This includes:

- The RTO's name, RTO number and CRICOS provider number
- The course code and title, and CRICOS course code(s)
- Duration and mode of delivery
- Fees, refunds, and payment terms
- English language entry requirements and confirmation that official test results are subject to verification, including confirmation of test dates and unique test identifiers where applicable.
- Work placement or licensing requirements
- Student support and wellbeing services and how to access them
- For overseas students, living in Australia including estimated cost of living and accommodation options
- Any third-party delivery arrangements and the components delivered by them
- Any occupational licensing requirements associated with the qualification

- Key student rights and responsibilities
- Participation expectations such as attendance, engagement with learning systems, or assessment submissions
- Procedures and costs associated with voluntary withdrawal from the course
- Requirement to obtain and provide a valid Unique Student Identifier (USI)
- These materials are delivered either digitally (via the website or email) or in print, depending on the student cohort's needs.

AAC requires that students acknowledge receipt and understanding of this information prior to enrolment confirmation. Online applicants must confirm this via a mandatory tick box; in-person or phone enrolments must have their acknowledgements recorded on the application form.

All third-party agents receive pre-approved marketing collateral and are briefed on correct use and compliance obligations. Their materials are subject to periodic monitoring, including mystery shopping or student feedback.

Where material changes occur during a student's enrolment (e.g. updates to the TAS, delivery schedule changes, venue adjustments, support services), AAC notifies affected students in writing using their nominated communication method. Notifications may include emails, SMS, or announcements on the student portal. The Compliance Officer ensures all digital platforms and website content reflect these changes within 3 business days.

If a material change occurs, such as course transition, third-party updates, or modifications to support services, AAC informs all affected students in writing with at least 28 days' notice where practicable.

## Procedure Summary Table

Step & Action	Responsibility	Timeframe	Reference / Use
1. Develop and review all student-facing information prior to publication (website, flyers, guides, social media).	Compliance Officer	Quarterly or as changes occur	Marketing Approval Checklist, Document Review Record
2. Ensure accuracy and consistency of marketing and course information with Scope of Registration.	Compliance Officer, CEO	Prior to release of new content	Scope Verification Checklist
3. Notify students of any material changes after enrolment (e.g., delivery mode, fees, trainer, location).	Compliance Officer, Student Services Officer	Within 3 business days of change	Change Notification Email, SMS Alert Record
4. Maintain version control of all published materials (physical and digital).	Compliance Officer	Ongoing	Document Management Register
5. Monitor and update website and social media content to reflect current offerings and scope.	Compliance Officer	Monthly minimum	Website Audit Log, Marketing Register

6. Review all agent-supplied promotional material for accuracy and approval.	Compliance Officer	Each use / campaign	Agent Marketing Approval Form
7. Provide accurate pre-enrolment information to all prospective students.	Student Services Officer	At enquiry and pre-enrolment	Student Handbook, Enrolment Kit
8. Retain evidence of marketing reviews, approvals, and version history.	Compliance Officer	Ongoing	Document Review Record, Marketing Register

## Roles and Responsibilities

Roles	Responsibility
CEO	Ensures final approval of all public-facing content and oversees organisational compliance with marketing and information obligations. Signs off on significant policy changes and new marketing campaigns.
Compliance Officer	Leads implementation of this policy; ensures all marketing, enrolment, and pre-course information is accurate, aligned with TAS, and compliant with regulatory requirements. Maintains version control and updates to digital platforms. Coordinates quarterly reviews and ensures material change notifications are issued within required timeframes
Student Services Officer (SSO)	Provides only approved pre-enrolment information to prospective students. Refers all queries about unlisted offerings to the Compliance Officer of Directors of Studies (DoS). Does not distribute materials outside the approved version control framework.

## Policy Implementation

This policy is implemented through staff training, marketing content workflows, enrolment protocols, and compliance checks. Website content and printed materials are version controlled and reviewed quarterly. Third-party agents are regularly briefed and audited to ensure they only use approved, current marketing material and provide information consistent with the RTO's documentation so as to not mislead students about the provider, course, or visa entitlements.

## Monitoring and Review

AAC maintains a proactive and organisation-wide continuous improvement framework. All policies and procedures are subject to scheduled review as part of the Quality and Governance Calendar. Systematic monitoring and evaluation processes ensure that operations align with the Standards for RTOs 2025 and are effective in practice.

Feedback from students, staff, and stakeholders, along with outcomes from audits, validation, complaints, and self-assurance activities, is analysed to identify risks and opportunities for enhancement. Improvement actions are prioritised, implemented, and tracked via the Continuous Improvement Register. Significant changes are subject to post-implementation review to ensure they are embedded and effective.

## Version Control

Version	Date	Description	Approved by	Approval date	Author	Review date
V1.0	11 Feb 2025	Re-developed from AAC welfare and student support V2017.10	CEO	17 Feb 2025	Compliance Officer	Feb 2026
V2.0	26 Jun 2025	Updated in line with new Standards for RTOs 2025 (merged with Access, Equity and Mutual Obligation Policy and renamed to Student Support, Diversity, Inclusion and Wellbeing)	CEO	1 July 2025	Compliance Officer	Jun 2027

## Policy and Document Information

<b>Author:</b>	Compliance Team
<b>Policy owner:</b>	Compliance Officer
<b>Approved by:</b>	CEO
<b>Approved date:</b>	1 July 2025
<b>Status:</b>	Approved
<b>Next review due:</b>	June 2027