

**AHETI**

Transforming Aspirations into
Australian Health Careers

MARKETING PROCEDURE

1 PURPOSE AND SCOPE

- 1.1 This Procedure is established to facilitate the ethical and accurate promotion of AHETI's courses and programs to potential students and stakeholders while ensuring alignment with AHETI's scope of registration and AHETI's Brand Guidelines.
- 1.2 The primary aim of this Procedure is to provide the necessary mechanisms to ensure compliance with legislative and regulatory obligations, as well as the quality standards related to the marketing of nationally recognised AQF courses and non-award programs offered by AHETI.
- 1.3 This Procedure is applicable to all staff members from AHETI entrusted with the responsibility of creating promotional and marketing materials. Its purpose is to ensure their comprehensive understanding of the requirements outlined in this document and AHETI's Brand Guidelines.

2 DEFINITIONS

- 2.1 Within the context of this Policy, the following definitions are applicable:
 - i. AHETI – Australia Health Education and Training Institute.
 - ii. AQF – Australian Qualifications Framework.
 - iii. ASQA – Australian Skills Quality Authority, the national regulatory body for RTOs.
 - iv. CRICOS – Commonwealth Register of Institutions and Courses for Overseas Students.



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- v. NRT – Nationally Recognised Training.
- vi. OMC – AHETI’s Office of Marketing and Communications.
- vii. VET – Vocational Education and Training.
- viii. SRTO 2015 - Standards for Registered Training Organisations

3 PROCEDURE STATEMENT

- 3.1 AHETI ensures that it provides accurate and comprehensive information about its nationally recognised AQF and non-award qualifications or programs to prospective students and other stakeholders, which includes a clear depiction of the content, student and stakeholder rights and responsibilities, as well as AHETI's commitments.
- 3.2 In order to meet AHETI's commitment to compliance with statutory and legal obligations, and to ensure that prospective students have access to essential information, this Procedure serves as a guideline for AHETI's management and staff.
 - i. The following information will be accessible to prospective students:
 - a. Course or program information available on the website.
 - b. Course or program details provided in brochures, flyers, and outlines.
 - c. Comprehensive information on course or program fees, including any potential gap payments for funded training, where applicable, along with Student Handbook.
 - d. Policies and procedures available on AHETI's website.



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- e. Application and enrollment forms, inclusive of enrollment terms, conditions, and disclosure statements.
 - f. Information about courses featured in online advertisements.
 - g. Promotional materials for courses, such as postcards and posters.
- ii. When preparing advertisements and promotional materials, AHETI must:
- a. Offer up-to-date and precise information about the advertised courses and the outcomes associated with those courses, including:
 - 1. Clearly identifying AHETI by its legal and trading names, including the RTO registration code.
 - 2. Providing contact information for AHETI.
 - 3. Offering full and correct qualification codes and titles.
 - 4. Ensuring the accuracy of codes and titles of units of competency, specifying their core/elective status.
 - 5. Specifying fees.
 - 6. Explaining payment terms.
 - 7. Indicating the availability of funding or government subsidies.
 - 8. Stating the course/program duration.
 - 9. Providing an estimate of the time required for successful completion.



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10. Describing the delivery mode and location(s).
 11. Highlighting entry requirements and pre-requisites, including any applicable English language requirements for international students.
 12. Outlining expected vocational outcomes.
 13. Indicating cooling-off periods, where applicable.
 14. Including links to policies and procedures available on AHETI's webpage.
- b. When necessary, addressing any third-party licensing and certification requirements. This information must be available in the Student Handbook on the following topics:
1. Providing contact information for AHETI.
 2. Details on the application and enrollment process.
 3. Information about Unique Student Identifiers.
 4. Access and equity measures.
 5. Privacy regulations, disclosure of information, and access to records.
 6. Fee structures and refund policies.
 7. Recognising prior learning and credit transfer.
 8. The expectations for trainers and assessors.
 9. The approach to training.
 10. The approach to assessment.



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11. Available support services.
 12. Student rights and responsibilities.
 13. Safety measures.
 14. Complaint procedures.
 15. Academic appeals processes.
 16. Channels for providing feedback.
 17. Techniques and strategies to enhance student learning.
- c. Providing a clear schedule of fees and charges for courses available to the general public, including:
1. The total amount of all fees, which encompasses course fees, administration fees, material fees, and other charges related to additional services.
 2. Payment terms, specifying the timing and amount of course fees to be paid, along with any non-refundable fees.
 3. Any discounts, fee reductions, or exemptions.
 4. An explanation of the guarantee AHETI offers to deliver training and assessment services.
 5. Information about funding or government subsidies.
 6. Procedures for refunds and deferments.
- d. Including a direct reference to Australian consumer protection laws.



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- e. Providing accurate information about any work-based training required as part of a course.
 - f. Clearly distinguishing between nationally endorsed training and other training offered by AHETI.
- iii. AHETI must avoid:
 - a. Sharing false or misleading information.
 - b. Offering guarantees to students regarding the successful completion of training or any employment outcome beyond AHETI's control.
 - c. Blurring the lines between nationally recognised training and other training that is not.
 - d. Referring to another person or organisation in marketing materials without prior consent and approval.
 - e. Granting approval for any third-party organisation to advertise on behalf of AHETI unless this is specified with limitations in a written and signed agreement with the third-party organisation.

4 IMPLEMENTATION OF MARKETING ACTIVITY

4.1 Initial Drafting

- i. Initially, course information, marketing materials, and advertising content are drafted in alignment with the Training and Assessment Strategy, and all required components specified in the Marketing Checklist in the appendix are considered.

4.2 Evaluation

- ii. The Operations Manager (or their delegate) conducts a review of the draft course information, marketing materials, and advertising content. They complete the Marketing Checklist (CHK002_1) as part of the preparation process before sharing it with AHETI Office of Marketing and Communications (OMC) and relevant external agency stakeholders.

4.3 Campaign Planning and Preliminary Approval

- i. The Operations Manager (or their delegate) compiles the finalised Marketing Checklist (CHK002_1), which includes details of any planned campaigns, marketing initiatives, advertising materials, and resources. This information is submitted to the AHETI Director for consideration. The AHETI Director may recommend proceeding with the campaign to the CEO only after confirming that the checklist and campaign schedule are fully compliant.

4.4 Campaign Implementation

- i. Following approval from the CEO to proceed with the campaign, the AHETI Director collaborates with the Operations Manager, OMC, and relevant external agency stakeholders to coordinate the timing of marketing activities, release and distribution of approved marketing materials, and the update of all promotional content to meet compliance standards.

4.5 Campaign Monitoring

- i. After receiving approval from the CEO to proceed with the campaign, the AHETI Director, in collaboration with the Operations Manager, OMC, and relevant external agency stakeholders, manages the scheduling of marketing activities, releases approved marketing materials, and ensures that all promotional materials adhere to compliance standards.

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4.6 Post-Campaign Review and Documentation

- i. Data associated with the campaign is reviewed and assessed by key stakeholders to determine its effectiveness and efficiency. Valuable insights and lessons learned are documented for future reference. The Operations Manager then archives the documents and completed Checklist (CHK002_1) in the document management system.

5 RELATED LEGISLATION/POLICIES/PROCEDURES

5.1 Marketing Policy

5.2 Marketing Checklist



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For more information		
	Website	www.aheti.com.au
	Email	support@aheti.com.au

