



**Mastery Institute Australia**

**Marketing and Advertising  
Policy and Procedure**

***Version 2.2***

## Table of Contents

|                           |    |
|---------------------------|----|
| 1. Policy .....           | 3  |
| 2. Procedure .....        | 7  |
| P&P Version Control ..... | 11 |



## 1. Policy

### 1.1 Marketing information

- Mastery Institute Australia ensures the information provided to students about its services, courses, units and qualifications delivered is accurate and factual, regardless of whether the information is provided by the RTO, online directories, agents or other third parties. All information clearly distinguishes between non-recognised training and nationally recognised training.
- Mastery Institute Australia 's marketing information will enable informed choice for students by ensuring the information is detailed, accurate and complies with the requirements of the National Code 2018.
- All marketing information for ELICOS courses:
  - Identifies Mastery Institute Australia with its CRICOS Registered Name and Registration Number.
  - Includes the full name and code of the relevant course.
  - Will be consistent with Mastery Institute Australia 's curriculum for ELICOS courses.
  - Will include clear and accurate information consistent with the National Code including associations with any other persons or organisations the registered provider has arrangements with for the delivery of the course, prerequisites (including English language proficiency) for entry to the course and any other information relevant to the registered provider, its courses or outcomes associated with those courses.
  - Include relevant cost information including all fees and charges.
  - In authorising marketing and advertising, the CEO shall ensure that the following information is provided on all marketing materials:
    - The "legal entity" is the ASIC registered company name – QIHE Pty Ltd t/a Mastery Institute Australia. This will be used on marketing materials and the certificates
    - MIA RTO Provider number, as listed on the TGA details, will be on marketing materials and the certificates
    - MIA will identify correct AQF codes and qualification titles in the marketing material
    - If a shortened version of the course name and module names is used in marketing materials, there will not be an NRT logo next to the titles or abbreviation
    - Marketing materials will contain accurate information regarding current course fees
    - MIA accurately represents the services it provides and the training products on its scope of registration



- MIA refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained
- MIA uses the NRT Logo only in accordance with the conditions of use specified in Schedule 4 of the Standards for Registered Training Organisations (RTOs) 2015
- MIA makes clear where a third party is recruiting prospective learners on its behalf
- MIA 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
- MIA distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered
- MIA includes the code and title of any training product, as published on the National Register, referred to in that information
- MIA only advertises or markets a non-current training product while it remains on MIA's scope of registration
- MIA 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
- MIA courses, qualifications and units of competency codes and titles follow AQF guidelines.
- The marketing and advertising of MIA accurately represents its training and assessment services and the AQF qualifications on its scope of registration.
- Training and assessment that leads to AQF Qualifications and statements of attainment are marketed and advertised separately from any other training and assessment service offered by MIA.
- Written permission will be obtained from any person and organisation featured in MIA's marketing or advertising materials in name or image.
- Any images used on website and brochures are purchased under appropriate commercial arrangements according to Australian Intellectual Property Laws.
- MIA Correspondence and electronic files relating to marketing and logos will be kept in files and on a secure area of the server.
- The CEO along with the Marketing Manager will regularly update with MIA's notifications and guidelines and receive news, notification and updated advice from relevant authorities and organisations in matters that would affect the accuracy and integrity of MIA's marketing and other aspects.



- The CEO and Director of Studies will subscribe to newsletter, notifications and updates from:
  - ASQA <http://www.asqa.gov.au/>
  - TGA <http://training.gov.au/>
  - AQF <http://www.aqf.edu.au/>
- MIA's staff responsible for preparation of materials will be provided with reference materials to ensure that they comply with AQF and ASQA requirements
- MIA advertising marketing checklist will be used when marketing materials are developed, and reviewed to ensure materials meet compliance and contractual obligations
- All MIA materials developed for marketing and advertising purposes must receive authorisation from the CEO or Compliance Team prior to release.
  - **Student information**
- MIA will ensure all pre-enrolment interview session provides the information necessary for potential students and employers to make informed decisions about their choice of study. All material will comply with information requirements under the VET Quality Framework.
- The marketing materials can be obtained as an Enrolment Pack: from the website and hard copies are available at MIA office, or MIA can send to applicant by post and electronic copies can also be emailed to applicants through enquiries prior to enrolments have been formalised upon request.
- The Enrolment Pack includes:
  - Enrolment form
  - Student Handbook
  - Course Brochure which highlights the information on each program

## 1.2 Protection of consumer rights

- Mastery Institute Australia ensures consumer protection laws are adhered to through the following mechanisms:
  - Providing a cooling off period where required to do so by law.
  - Having all students sign a *Student Agreement* in acknowledgement of the Terms and Conditions of Enrolment.



- Having a clear and detailed *Fees and Refund Policy* which is published on our website and also outlined in the *Student Handbook* and on the *Student Agreement*.
- Having a *Complaints and Appeals Policy* which any student or member of the public can access at any time to make a complaint about any of Mastery Institute Australia's products, services, staff or decisions.
- Course information provided prior to enrolment will provide the individual with detailed information about fees in accordance with National Codes Standard 2 for ELICOS students.
- Mastery Institute Australia, nor any of its brokers, agents or other third parties, will not:
  - Claim to secure any migration outcomes based on completing a course with Mastery Institute Australia.
  - Give any other false or misleading information or advice in relation to itself, its course or outcomes associated with the course.
  - Knowingly recruit or seek to enrol an international student before they have completed six months of their principal course of study.
- Prior to enrolment or the commencement of training Mastery Institute Australia provides to each individual current and accurate information that enables the individual to make informed decisions about undertaking a course with Mastery Institute Australia.
- Course information provided prior to enrolment will provide the individual with detailed information about fees in line with Standard 2 of the National Code.

### 1.3 Advertising and promotional materials

- Mastery Institute Australia's advertising is always factual and ethical and will not misrepresent Mastery Institute Australia's ELICOS courses, products and other services as relevant.
- All advertisements and promotional materials (both written and online) will:
  - Identify Mastery Institute Australia with its CRICOS Registered Name and Registration Number.
  - Include the full name and code of the relevant course.

## 1.4 Marketing permissions

- Mastery Institute Australia will obtain prior written permission from any person or organisation used as a source of comment, testimonial or picture, for any marketing and/or other material and will always abide by the conditions of that permission.
- Records of permissions will be stored on the Publishment Consent Register.

## 1.5 Marketing of VET Students Loans (VSL) to potential students

- Mastery Institute Australia does not and will not directly market VSL either by Mastery Institute Australia staff or third-party providers, whatsoever.
- Mastery Institute Australia will provide information relating to VSL on Mastery Institute Australia Web site and MySkills Web site only.
- Salient, comprehensive Information regarding VSL including and not limited to: fees, repayments, eligibility and entry requirements will be provided to potential students via phone and email follow up, or paper based for in person inquiries. Students will also be directed to the relevant section of Mastery Institute Australia Web site.

<https://www.myskills.gov.au/RegisteredTrainers/Details?rtocode=40813>

<https://www.mastery.edu.au/vet-student-loans>

## 2. Procedure

### 2.1 Develop and monitor marketing information

Relevant to: National Code: Standards 1 and 2

#### ➤ Procedure

##### A. Develop factual and accurate marketing materials

- Refer to National Code Standards 1 and 2 for the requirements that must be adhered to for information about ELICOS courses.
- Refer to the *Pre-Enrolment Course Information Checklist* to ensure that information included is compliant with the Standards.
- Ensure marketing materials are approved by the CEO.
- Keep a register of approved marketing materials on the *Marketing Materials & Advertising Register*.

- Keep a copy of all marketing materials.

#### **B. Monitor marketing information**

- Annually review marketing information to ensure it is accurate and does not contain any potentially false or misleading information. Or when any significant changes to delivery scope and price and to the training products as described on the training.gov.au. This includes all information that may be existing in the marketplace about Mastery Institute Australia:
  - Course Outlines for each course
  - Website
  - Advertisements
  - Student Handbook
  - Directories
  - The third party information
  - Information with education agents
  - Marketing Information for third parties
  - delivering services on behalf of the RTO
- During the review ensure that the requirements of National Code Standards 1 and 2 and the policy are met as applicable and that no misrepresentations have been made, and that there are no inaccuracies in materials.

### **2.2 Pre-enrolment course information/ course outlines**

Relevant to: National Code: Standards 1, 2 and 8

#### **➤ Procedure**

##### **A. Develop course outlines**

- Refer to National Code Standards 1 and 2 for the requirements that must be included on all course information prior to enrolment or commencement of training, whichever is first.
- Information on Course Outlines for ELICOS courses should include:
  - CRICOS registered name and CRICOS code.
  - entry requirements, including educational qualifications and minimum English language proficiency levels.



- the teaching and assessment, and related educational and support services the RTO will provide to the student including the:
  - estimated duration, including holiday breaks
  - expected locations at which it will be provided
  - expected modes of delivery
  - facilities, equipment and learning resources available
  - details of any arrangements with another provider, person or business who will provide the course or part of the course
  - study period/s and course progress/attendance requirements
  - assessment methods.
- the student's obligations:
  - any requirements Mastery Institute Australia requires the student to meet prior to the enrolment and successfully complete their chosen course, and
  - any materials and equipment that the student must provide.
- The following is provided in the Student Handbook:
  - Mastery Institute Australia's obligations to the student, including that Mastery Institute Australia is responsible for the quality of the training and assessment in compliance with these Standards, and for the issuance of the certification documentation.
  - the student's rights, including details of Mastery Institute Australia's complaints and appeals process required by National Code Standard 10.
  - Fees and refunds policy.
- The following additional information is provided in the International Student Handbook:
  - The grounds on which an international student's enrolment may be deferred, suspended or cancelled.
  - the ESOS framework, including official Australian Government material or links to this material online.
  - accommodation options and indicative costs of living in Australia.

- The following is to be provided in the Student Agreement:
  - The arrangements if Mastery Institute Australia, or a third party delivering training and assessment on its behalf, closes or ceases to deliver any part of the training product that the student is enrolled in.

#### **B. Fee information**

- Refer to the National Code for the requirements of what fee information must be provided to a student. Include this information for each course on the Course Outline and Student Agreement.
- Ensure fee information includes tuition and non-tuition fees and advice on the potential for changes to fees over the duration of the course.

### **2.3 Advertising and promotional materials**

Relevant to: National Code: Standards 1 and 2

#### ➤ **Procedure**

##### **A. Develop accurate advertising and promotional materials**

- Ensure advertising materials for ELICOS courses include:
  - CRICOS registered name and registered number (if directed at international students)
  - Full name of the relevant course
- Ensure advertising materials are approved by the Compliance Team .
- Advertisements made by third parties must also be approved and recorded
- Keep a copy of all advertising materials.

### **2.4 Permissions**

#### ➤ **Procedure**

##### **A. Gain and record permissions for use of testimonials and images**

- If testimonials and/or images or other works of an individual are to be used in marketing material, gain their permission using the *Marketing Permission Form*.
- Record the details of the permission on the Publishment Consent Register.
- Keep a copy of the signed Permission Form in the relevant student/client file as well as a copy in the marketing folder.
- When a client/student's image or work is used, record this on the permissions register.

## P&P Version Control

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|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Document No. &amp; Name:</b> | MIA Marketing and Advertising Policy and Procedure V2.2                                                                                                                                                                            |
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| <b>Approved By:</b>             | CEO                                                                                                                                                                                                                                |
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| <b>Review Date:</b>             | 30/05/2026                                                                                                                                                                                                                         |
| <b>Standards:</b>               | Compliance Standards for RTOs for RTOs, Standard 7 and 8<br>Outcome Standards for RTOs, Standard 2.1                                                                                                                               |
| <b>Responsibility</b>           | CEO and Compliance Team                                                                                                                                                                                                            |
| <b>Reference</b>                | Outcome Standards for RTOs, Standard 2.1, VET students have access to clear and accurate information, including to make informed decisions about the training product and the RTO, and are made aware of changes that affect them. |