
MARKETING INFORMATION & PRACTICES NATIONAL CODE STANDARD 1

Policy - Marketing information and practices	Effective Date: Dec 2020	Issued Date: Nov 2018	Pivotal Training & Development Pty Ltd T/A Pivotal Education RTO Code 90272 CRICOS Code:03872E ABN: 82 080 057 272
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PURPOSE

This Marketing Policy for Pivotal Education outlines what the company considers as constituting acceptable and unacceptable content for advertisements, websites and promotional materials published or distributed by the Pivotal Education.

APPLICATIONS/SCOPE

The policy applies to all staff and educational agents who markets and advertises courses offered by Pivotal Education.

PRINCIPLES

1. Marketing information and practices must be professional and ethical.
2. Pivotal Education's name and CRICOS provider code must be clearly identified on all material used to market the provider and its courses to prospective students.
3. Information or advice given to students must not be false or misleading and is consistent with Australian Consumer Law
4. Pivotal Education must not knowingly enroll a student who seeks a transfer from another provider before the student has completed six months of his or her principal course except in circumstances outlined in *Standard 7 – Transfer between registered providers of the National Code*. These restrictions also apply to courses taken before the principal course in a package of courses.
5. Pivotal Education should not actively recruit a student where this clearly conflicts with its obligations under Standard 7 of the National Code.
6. Pivotal Education can only enroll a student prior to the student completing six months of his or her principal course except in certain circumstances (see [Standard 7.1 of the National Code](#)).
7. These restrictions also apply to the courses taken before the principal course in a package of courses.

REQUIREMENTS – GENERAL

1. Pivotal Education:
 - a. clearly identifies its name and CRICOS number in written marketing and other material for students, including in electronic forms
 - b. not give false or misleading information or advice in relation to:
 - claims of association between providers
 - the employment outcomes associated with a course
 - any third-party arrangements to deliver services on behalf of Pivotal Education
 - any work-based training an overseas student is required to undertake as part of the course

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- prerequisites for entry to the course (including English language)
 - automatic acceptance into another course
 - possible migration outcomes, or
 - any other claims relating to the registered provider, its course or outcomes associated with the course.
2. Pivotal Education will incorporate above requirements into all its marketing/promotional materials.
 3. Pivotal Education’s Marketing/promotional materials provides information on the types of courses offered, the entry criteria, the duration, mode of delivery, course content as well as Pivotal Education’s contact details.
 4. Pivotal Education’s Marketing/promotional materials are accurate and must not make exaggerated claims or false or misleading statements or statements that are likely to mislead the public.
 5. Pivotal Education’s name and CRICOS provider code must be clearly identified on all material used to market the provider and its courses to students in the following Marketing/promotional materials:
 - *information about courses for overseas students including course outlines if used to market courses and recruit students;*
 - *the homepage of Pivotal Education ‘s website and pages relating to international student services;*
 - *information about living in Australia if it is used as a tool to market to and recruit students and if it has been produced for or by the provider for the purpose of marketing to and recruiting students;*
 - *an advertisement for courses for international students in an Australian or foreign newspaper;*
 - *materials that promote and advertise courses with Pivotal Education*
 - *a letterhead, signature block or footer used in letters making offers to students, promoting courses or for other marketing purposes;*
 - *emails that are sent to students offering enrolment or informing students of courses.*
 - *Letter of Offer and other International Application forms;*
 - *any material contains a pull out or tear-away section, the removable section should also comply.*

These materials would **not** generally be required to include Pivotal Education’s name and the CRICOS provider number

- *envelopes;*
- *conventional business cards that give provider contact details only;*
- *job advertisements unless they are used to promote studying with a provider;*
- *student handbooks that are distributed after the student has enrolled with a*

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- provider;*
 - *general information that is relevant to domestic students only;*
 - *any other information that does not market courses to overseas students;*
 - *tourist brochures which provide information about life in Australia; and links to useful external websites, such as Tourism Australia.*
6. Marketing/promotional materials should reflect the provider as a skilled professional in its field and be honest and accurate.
 7. Pivotal Education must not promote and market a course while an application for CRICOS registration is awaiting or when a particular course is superseded.
 8. Pivotal Education provides the following fee information to each student:
 - *the total amount of all fees including course fees, Enrolment fees, materials fees and any other charges;*
 - *payment terms, including the timing and amount of fees to be paid and any non-refundable Enrolment fee;*
 - *Pivotal Education 's refund policy;*
 - *the payment dates/schedules.*
 9. Pivotal Education staff may only use the officially supplied Pivotal Education's logo in advertising, marketing and promotional materials.
 10. Pivotal Education's logo may not be edited, cropped or printed in a color other than the original provided.
 11. All Marketing/promotional materials clearly states that Pivotal Education is advertising its own services. No Marketing/promotional material may say, imply or give the impression that the advertising is on behalf of Pivotal Education.
 12. Pivotal Education ensures all training products will be correctly advertised and will include qualification and unit names and codes so that prospective international students will know exactly what courses they are being enrolled in.
 13. Pivotal Education ensures its marketing and advertising of AQF and VET qualifications to prospective students are ethical, accurate and consistent with its scope of registration.
 14. Pivotal Education must use the NRT logo only in accordance with its conditions of use (please refer to Pivotal Education's NRT Logo use policy).

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PROCEDURES FOR APPROVING PROMOTIONAL/MARKETING MATERIALS

STEP 1

Draft the Marketing/promotional material and email it to the CEO or his/her nominated delegate together with a memorandum or letter setting out the context and purpose of the Marketing/promotional material.

STEP 2

CEO or his/her nominated delegate will consider the Marketing/promotional material and discuss the material with the Compliance Manager, Marketing Department and/or relevant stakeholders e.g. education agents.

STEP 3

CEO will advise whether the material is approved (along with any amendments) or rejected based on the feedback received from the relevant stakeholders.

STEP 4

If approved, Pivotal Education may use the Marketing/promotional material on such terms and conditions set out in the approval correspondence from the CEO.

Pivotal Education will respond to any request within 10 working days from the receipt of the Marketing/promotional materials. CEO will use its best endeavors to process urgent applications as required. Pivotal Education will review the Marketing/promotional materials at the end of each calendar year.

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DEFINITIONS

eCoE	electronic Confirmation of Enrolment
Course	A full-time registered program of education or training registered on CRICOS for the attainment of a testamur or certificate. Defined as course in the ESOS Act.
Mode of Delivery	Cover the range of options for study that are available to students. Examples include: attendance face-to-face in a classroom; Simulated work-based training
Student	A person who holds an Australian Student Visa, and is an 'overseas student' as defined by the ESOS Act.
Letter of Offer (LoO) including the Student Written Agreement	Legally binding agreement between the education provider and the student.
Entry Requirements/ Criteria	Official documents required to join a course(s) with the education provider.
Application for Admission:	An application by an International student to apply for the Pivotal Education program.
CRICOS:	Commonwealth Register of Institutions and Courses for Overseas Students
National Code 2018:	The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students
Program/Course:	A full-time registered program of education or training registered on CRICOS for the attainment of a testamur or certificate. Defined as Course in the ESOS Act.
Prospective Student:	A person who is a non-Australian citizen and who is resident in another country or in Australia who makes enquiries about Pivotal Education's courses and studying at Pivotal Education in Sydney.