

Marketing and Promotions Policy

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Purpose

Innovium Pty Ltd trading as Site Institute International has implemented this policy to ensure the marketing of the education and training services for International Students is professional, ethical, and accurate. The promotion of Site Institute International must maintain the integrity and reputation of the Australian education industry.

Scope

This policy applies to all forms of marketing and advertising material produced, released and aimed at the International Student market including activities and information provided by Site Institute International staff, management and all agents through all forms of communication including print, electronic and verbal.

Definitions

CRICOS:	Commonwealth Register of Institutions and Courses for Overseas Students.
DOE:	Department of Education (Commonwealth).
DIBP	Department of Immigration and Border Protection
ESOS:	Education Services for Overseas Students Act 2000.
International Student:	A person holding an Australian student visa and is defined as an 'Overseas Student' in the ESOS Act
National Code:	The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007.
VQF	Australian Vet Quality Framework (VQF) including the Standards for NVR Registered Training Organisations 2012. The VQF provides the standards for education and training for Registered Training Organisations (RTOs)
PRISMS:	Provider Registration and International Students Management System.

Policy

Site Institute International ensures that marketing of all education and training services is professional, ethical and accurate and reflects the Institute's scope of CRICOS registration and service provision and maintains the integrity and reputation of the industry.

Site Institute International will:

- a) clearly identify the Institute's name and CRICOS number in written marketing and other material for International Students, including all electronic forms, and
- b) not give false or misleading information or advice in relation to:
 - i. claims of association between providers
 - ii. the employment outcomes associated with a course
 - iii. automatic acceptance into another course
 - iv. possible migration outcomes, or
 - v. any other claims relating to Site Institute International, its course or outcomes associated with the course.
- c) not actively recruit a student where this clearly conflicts with its obligations under Standard 7 (Transfer between registered providers).