

Marketing and Advertising Policy & Procedure

1. Purpose

The purpose of this policy is to ensure that ACBI (the College) conducts its marketing and advertising activities in a manner that is ethical, accurate, and consistent with the requirements of the Standards for RTOs 2025 and National Code 2018, Standard 1. This policy aims to protect the interests of all students, stakeholders, and the broader community by ensuring transparent, accurate, and ethical promotion of our training services.

2. Rationale

This Marketing and Advertising Policy and Procedure is essential to uphold the integrity, transparency, and regulatory compliance of ACBI's public communications and promotional activities. In a highly regulated education and training environment, students must be provided with accurate, clear, and ethical information about the services offered, the nature of training products, any financial implications, and the identity of the training provider or third-party recruiter.

3. Policy

This policy is designed to ensure that all marketing materials and strategies accurately represent the College's training services, uphold transparency, and maintain the integrity and professionalism that supports informed decision making by prospective students and other stakeholders. As part of its compliance obligations, ACBI ensures that:

Marketing information

ACBI will enable informed choice for students by ensuring the information about its services, courses, units and qualifications delivered is accurate and factual, regardless of whether the information is provided by the College, online directories, or agents.

All marketing information for nationally recognised training:

- Identifies the College with its RTO Code, legal entity and trading name and CRICOS number.
- Will only include the Nationally Recognised Training logo in accordance with its Conditions of Use outlined in Schedule 2 of the Compliance Requirements for RTOs. The NRT logo will not be used on the College products such as corporate stationery, business cards, learning and assessment resources and PowerPoint presentations.
- Includes the full name and code of the relevant Training Product whether it is a unit, module, qualification, skill set or accredited course so there is no confusion for students about the outcome.
- Avoid reference to training products that are no longer current, unless they remain on scope and enrolments are still valid.
- Will include clear and accurate information including associations with any other persons or organisations the College has arrangements with for the delivery of the course and pre-requisites (including English language proficiency) for entry to the course.
- Include relevant cost information including all costs.
- The College's website includes a list of the education agents with whom the College has an agreement.

Protection of consumer rights

The College ensures consumer protection laws are adhered to through the following mechanisms:

Australian College of Business Intelligence Pty. Ltd. trading as Australian College of Business Intelligence.
RTO code: 40835 **CRICOS code:** 03426E **ABN:** 19 158 104 566
Address: Suite 510, 451 Pitt St Haymarket, Sydney NSW 2000, Australia
Phone: 1300 237 741 **Email:** info@acbi.edu.au **Website:** www.acbi.edu.au

- Providing a cooling off period where required to do so by law.
- Having all students sign an Enrolment Acceptance Agreement in acknowledgement of the Terms and Conditions of Enrolment.
- Having a clear and detailed Fees and Refund Policy which is published on the College's website and in the Enrolment Acceptance Agreement.
- Having a Complaints and Appeals Policy which any stakeholders can access at any time to make a complaint about any of the College's products, services, staff or decisions.
- Course information provided prior to enrolment will provide the individual with detailed information about fees in line with Standard 2.1.

Neither the College nor any of its agents or other third parties will:

- Guarantee a successful education assessment outcome, including that a student will be issued with a qualification or statement of attainment.
- Claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by the College.
- Guarantee any employment outcome as a result of training and/or assessment.
- Claim that a student will be eligible for any license or accreditation as a result of training and/or assessment.
- Give any other false or misleading information or advice in relation to itself, its course or outcomes associated with the course.
- Actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).

Prior to enrolment

- Prior to enrolment or the commencement of training the College provides to each individual current and accurate information that enables the individual to make informed decisions about undertaking training with the College.
- Course information will provide the individual with detailed information about fees in line with Standard 2.1.

Advertising and promotional materials

- The College's advertising is always factual and ethical and does not misrepresent the College's training and assessment, products and other services.
- All advertisements and promotional materials (both written and online) will:
 - Identify the College with its National RTO Code and CRICOS number.
 - Include the full name and code of the relevant Training Product to be delivered, whether it is a unit, module, qualification, skill set or accredited course so there is no confusion for students about the outcome.
 - Clearly distinguish between non-recognised training and nationally recognised training.

Marketing permissions

The College 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.

4. Responsibilities

CEO holds overall accountability for ensuring that all public information and marketing activities meet legislative and regulatory requirements. Approves final versions of strategic marketing and recruitment campaigns.

Compliance Manager oversees the implementation of this policy, conducts periodic reviews of marketing materials for compliance, and ensures that relevant staff and third parties understand and apply the requirements. Ensures internal audit coverage of this area is scheduled and acted upon.

Marketing Staff are responsible for the accurate creation, review, and approval of all public-facing content, including digital, print, social media, and verbal representations. Ensures that all advertising materials use correct training product codes, titles, and scope references. Submits materials for compliance approval prior to distribution.

Trainers and Assessors must ensure any verbal or written information provided to prospective students is consistent with approved marketing content and does not include unauthorised guarantees or representations.

Third Parties and Education Agents must comply with this policy when delivering any marketing or recruitment services on behalf of ACBI, including adherence to scope of registration, fee disclosure requirements, and accurate product information. These expectations must be formalised through written agreements and actively monitored.

All Staff have a duty to report any concerns or observed non-compliance with marketing standards or public representations to the Compliance Manager or CEO immediately.

5. Requirements.

This policy aligns with the following regulatory instruments:

Compliance Requirements for RTOs 2025 Part 2 – Division 1 – Information and Transparency, 7 Marketing and Advertising, 8 Guarantees and Inducements, Division 2 - Integrity of Nationally Recognised Training Products, 13 Nationally Recognised Training logo

National Code 2018, Standard 1 Marketing Information and Practices

National Vocational Education and Training Regulator Act 2011

Australian Consumer Law (Schedule 2 of the Competition and Consumer Act 2010)

Guidelines on the Use of the NRT Logo (Schedule 4 of the Standards)

6. Scope

This policy and procedure applies to all marketing, advertising, and public information activities conducted by ACBI, whether carried out internally, through staff, or via third-party arrangements. It applies to:

- All staff, contractors, and agents responsible for developing, approving, or distributing marketing and promotional materials.
- All training products listed on ACBI's scope of registration, including nationally recognised qualifications, accredited courses, skill sets, and units of competency.
- Any non-accredited training or services promoted by ACBI.
- All third parties or experts engaged by ACBI to deliver services or recruit students.
- Any print, digital, broadcast, or verbal communication representing ACBI to prospective or current students, industry, or the public.

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This policy also governs how ACBI represents its regulatory status, financial support options, and enrolment conditions, and supports compliance with Standard 2.1 of the Standards for RTOs 2025.

7. Procedure

ACBI maintains a structured approach to the development, approval, publication, and monitoring of all marketing and public information to ensure compliance with regulatory requirements, including Standard 2.1 of the Standards for RTOs 2025, clauses 7, 8 and 17 of the Compliance Requirements for RTOs, and Standard 1 of the National Code 2018. All advertising, promotional activities, and information provided to students or the public must be reviewed for accuracy, authorised prior to release, and monitored regularly for ongoing compliance.

7.1. Development of Marketing and Information Materials

All marketing materials, course brochures, web content, advertising campaigns, and public announcements are drafted by designated staff (e.g., Marketing Specialist) or authorised third-party providers. Where required materials must:

- Clearly identify ACBI's name, registration number, and CRICOS code.
- Accurately state the full and correct code and title of each training product as published on training.gov.au.
- All advertised training products must be verified against ACBI's current scope of registration on training.gov.au prior to approval.
- Clearly differentiate nationally recognised training from non-accredited offerings.
- Accurately represent entry requirements (including educational qualifications or work experience required, LLND requirements and minimum English language proficiency levels), fees, funding/subsidy eligibility (if applicable), course duration, and assessment requirements.
- Provide details of the training and assessment, and related educational and support services the College 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
- Include appropriate disclosures if a third party is involved in recruitment.
- Avoid false or misleading claims about employment outcomes, completion guarantees, or affiliations with other entities.
- Marketing of non-accredited programs must not use terms such as 'certificate', 'nationally recognised', or the NRT logo and must clearly indicate that the program is not nationally recognised.

7.2. Review and Approval Prior to Publication

- All marketing and advertising content must be submitted to the Compliance Manager or CEO for approval prior to publishing. The Compliance Manager or CEO ensures:
 - The training product is on scope and correctly identified.
 - Claims made are accurate, realistic, and evidence-based.
 - All disclosures regarding third parties, government funding, and financial support are correctly included and must include required disclaimers as per funding body guidelines.
 - The material complies with the Standards for RTOs 2025, National Code 2018, and relevant legislation.

Materials cannot be published or distributed until formal approval is granted by the Compliance Manager or CEO and logged on the *Marketing and Information Compliance Register*.

7.3. Publication and Distribution

Once approved, marketing content may be published or released via the intended channels (e.g., website, email, print, social media). All staff must use only the most recent approved versions of promotional materials. Superseded materials must be removed from circulation and archived in accordance with the document control policy.

Third parties authorised to promote ACBI's services must use only approved content and are not permitted to amend or develop materials without prior review and approval.

7.4. Monitoring and Ongoing Compliance

The Compliance Manager maintains a *Marketing and Information Compliance Register*, which logs:

- The type and date of each marketing material developed.
- The training products referenced.
- Approval sign-off and date.
- Review date and expiry/removal date.

Regular checks are conducted to ensure current advertising remains compliant. Where non-compliant marketing is identified, immediate corrective action is taken. This may include withdrawing the material, issuing a retraction or clarification, and notifying relevant regulatory authorities if required.

7.5. Third Party Monitoring

Third parties involved in marketing or recruitment must be under a formal written agreement with ACBI that sets out their obligations under this policy. Their activities are monitored through:

- Review of published or distributed materials;
- Spot-checks;
- Student feedback and complaints;
- Annual third-party performance reviews.

Breaches of these arrangements may result in sanctions, retraining, or termination of the agreement.

7.6. Continuous Improvement

Feedback received from staff, students, or industry regarding the clarity, transparency, or accuracy of published information is documented and analysed. Any confirmed issues are addressed through the Continuous Improvement Register and used to enhance future versions of the policy and procedures.

Procedure Table

Step	Action	Responsibility	Timing
1	Draft marketing, advertising, and public information materials.	Marketing Staff / Authorised Third Party (i.e. Graphic Designer)	As required
2	Confirm training product codes and titles are current and on scope, and ensure all required details (RTO code, CRICOS number, course details, entry requirements, delivery mode, etc.) have been added.	Marketing Staff	At time of material development
3	Submit materials for compliance review.	Marketing Staff	Prior to any publication
4	Review final draft presented by Marketing and approve accuracy, scope, funding statements, and third-party disclosures.	Compliance Manager / CEO	Within 2 business days
5	Publish or release only approved materials.	Marketing Staff	Upon approval
6	Archive or remove superseded materials.	Marketing Staff	Immediately after update
7	Log marketing item in Marketing and Information Compliance Register	Marketing Staff / Compliance Manager	Within 2 business days of release
8	Conduct regular spot-checks and compliance reviews of all published information	Compliance Manager	Quarterly
9	Monitor third-party marketing and student feedback	Compliance Manager / Account Managers	Ongoing
10	Take corrective action if non-compliance is identified	Compliance Manager / CEO	Within 2 business days
11	Record outcomes on the Continuous Improvement Register and incorporate improvements	Marketing Staff / Compliance Manager	As part of Continuous Improvement cycle

8. Policy Implementation

This policy is implemented through centralised coordination of marketing activities by the CEO and Compliance Manager, supported by clear approval workflows, and documented procedures. All marketing staff, agents, and third-party providers are inducted into the requirements under this policy, and compliance is monitored via approval logs and scheduled audits. Course developers and trainers ensure alignment between advertised content and actual course delivery, with updates cascaded through content review cycles.

9. Review and Continuous Improvement

Compliance with this policy is monitored through:

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- Regular internal audits of promotional materials and digital content;
- Spot-checks of third-party advertisements and website references;
- Annual reviews by the Compliance Manager;
- Tracking corrective actions through the Continuous Improvement Register;
- Feedback from students, industry, and regulatory bodies.

All incidents of non-compliance are recorded and trigger a review of processes or additional staff training where required.

Document Control

Version number:	2.0	Approved by:	Fabio Mejia
Approval date:	09 January 2026	Review date:	09 January 2028
Standards: Standards for RTOs 2025 (2.1), Clauses 7, 8, and 17 of the Compliance Requirements, and National Code 2018 (Standard 1)			

Version History:

Version	Date	Author	Reason	Sections
1.0	01/03/2024	Ivan Negro	Creation of policy	All
2.0	09/01/2026	Sam Hartley	Alignment with Standards for RTOs 2025	All