

POLICY: C1.1

MARKETING AND INFORMATION POLICY

1.0 INTRODUCTION

1.1 Context

The Australian Institute of Management Education and Training (AIM) is a nationally registered training organisation (RTO 0049) and an approved Smart and Skilled provider with the NSW Department of Education, Training Services NSW(TSNSW) and has obligations regarding marketing collateral and promotional activities under the National Vocational Education and Training Regulator Act 2011 (NVR), the VET Quality Framework, Standards for RTOS 2015, Australian Consumer Law, VET Student Loans Act 2016, and the NSW Department of Education Consumer Protection strategy.

The Australian Consumer Law continues to apply to any non-AQF award programs offered by AIM.

1.2 Purpose

This policy aims to ensure that AIM marketing collateral and promotional activities (including collateral and activities by Third Party Partners) are ethical, current, accurate, accessible and comply with relevant legislative requirements.

1.3 Scope

This policy applies to all AIM accredited and non-accredited marketing and promotional collateral used for student recruitment by AIM staff and Third-Party Partners, if any.

1.4 Scope Exceptions

None.

2.0 RESPONSIBILITIES

1. AIM staff and Third-Party Partners are responsible for following and complying with this policy and its procedure.

3.0 POLICY

3.1 Principles

1. AIM is committed to ensuring its marketing collateral and promotional activities are ethical, current, accurate, and accessible and maintain the integrity and reputation of the Australian education sector.
2. AIM makes a range of information publicly available in order to assist prospective students to make an informed choice.
3. AIM ensures its marketing collateral and promotional activities comply with requirements set by the National VET Regulator Act 2019, Training Services NSW and any other relevant legislation, such as Australian Consumer Law legislation and the VET Student Loans Act 2016.
4. AIM provides inductions and training on this policy and its procedure to relevant AIM staff and Third-Party Partners.
5. All marketing collateral and promotional activities are quality-assured prior to being used in the marketplace.
6. AIM will ensure that the use of third-party logos, including government logos are used in line with written authorisation or published guidelines.
7. AIM will ensure it does not:
 - a. Make statements that are incorrect, or likely to create a false impression.
 - b. Offer inducements to prospective students that contravene regulatory or legislative requirements.
 - c. Guarantee a successful outcome from undertaking a course.
 - d. Make any false or misleading comparisons with any other provider or their courses, nor any inaccurate claims about AIM's association with any other provider or organisation.
8. AIM undertakes reviews of its marketing collateral to ensure compliance requirements are met and reports outcomes to the AIM Audit and Risk Committee via the VET Governance and Risk subcommittee.

4.0 DEFINITIONS

- **Marketing collateral** includes all marketing and channels such as:
 - advertising (newspaper, radio, television)
 - brochures or other hard copy publications
 - websites including the AIM website and any other sites where the AIM RTO is referred to
 - social media (Facebook, Twitter, LinkedIn, YouTube, Instagram),
 - Online Directories (Yellow pages, TrueLocal, HotFrog)
 - Online Advertisements (Google Adwords, Groupon, Scoupon), and

- any marketing by third parties related to AIM or to any training and assessment.
- **Third Party Partner** means an organisation, other than AIM, providing education services to students on behalf of AIM via a written agreement.

5.0 REFERENCES AND ASSOCIATED INFORMATION

- AIM Marketing and Information Policy
- [ASQA Marketing and Advertising Fact sheet](#)
- [Australian Competition and Consumer Commission \(ACCC\): False or misleading claims](#)
- [Australian Competition and Consumer Commission \(ACCC\): Social media](#)
- [Avoiding unfair business practices: A guide for businesses and legal practitioners](#)
- [Competition and Consumer Act 2010](#)
- [National VET Regulator Act 2019](#)
- [VET Student Loans Act 2016](#)
- [VET Student Loans Rules 2016](#)

6.0 POLICY OWNERSHIP

Policy Owner	VET Compliance
Status	New
Approval Authority	AIM Chief Executive Officer
Date of Approval	27 January 2023
Effective Date	1 February 2023
Implementation Owner	Chief Marketing Officer
Maintenance Owner	VET Compliance
Review Due	January 2026
Content Enquiries	VET Compliance: Email: Brenda.cleaver@aim.com.au

7.0 AMENDMENTS

Version	Amendment Approval (Date)	Amendment Made By (Position)	Amendment Details
C1.0	27 January 2023	VET Compliance and Operations	New Policy
C1.1	4 October 2023	VET Compliance and Operations	Addition of information related to VET Student Loans