LATROBE COLLEGE OF ART AND DESIGN

Policy

MARKETING

VET Student Loan Rules 2016, Section 140-143 //
VET Student Loan ACT 2016, Section 60-64 //
ESOS National Code 2018 // Standards for RTOs 2025 Compliance Standard 1.7-1.8

Policy

To ensure that all marketing, promotional materials, and information provided to students, prospective students, and stakeholders—both domestic and international—are accurate, ethical, and compliant with applicable legislative and regulatory requirements.

This policy applies to all:

- LCAD staff, contractors, and agents involved in marketing or student recruitment
- Third parties promoting LCAD services or delivering training/assessment
- Marketing content across websites, social media, brochures, flyers, digital or printed media

LCAD is committed to ensuring that all public information and advertising:

- Accurately reflects the training and assessment offered.
- Compliance with consumer protection laws.
- Supports informed decision-making.
- Distinguishes between AQF-recognised training (that leads to a nationally recognised qualification or Statement of Attainment) and non-accredited learning.
- Complies with the relevant clauses of the RTO Standards, ESOS Code, and VET Student Loans (VSL) framework.
- Complies with the strict conditions when using the VSL logo.

Principles

General Marketing Standards

LCAD and its representatives must:

- Not make misleading or deceptive statements.
- Not offer inducements or gifts for enrolment.
- Not use unsolicited cold-calling or unapproved contact databases.
- Clearly identify tuition fees, census dates, and course prerequisites.
- Differentiate clearly between accredited and non-accredited offerings.
- LCAD will not mention any partners, employers, industry bodies, or education institutions unless:
    - It has their written consent
    - The nature of the relationship is clear
    - E.g., You can't say “endorsed by XYZ industry body” unless it’s true and permission is granted.
- LCAD will only advertise superseded training products if still valid. If a course has been superseded but is still on the college’s scope and students are being enrolled, the college may continue advertising it—but only during the transition period.

- LCAD will not claim that completing a course will lead to a licence or regulated job unless the relevant industry regulator has confirmed this.
  E.g., If a course "may lead to a security licence", you must clarify that it depends on other conditions like police checks, age, etc.

All marketing materials must:

- Include the RTO and CRICOS registration numbers (when relevant).
- Use full course codes and titles for nationally recognised training.
- Accurately represent the currently approved scope of registration.
- Be approved by the coordinator or CEO before release.

VET Student Loans Compliance (Domestic Students)

When referencing VET Student Loans (VSL):

- Include the following disclaimer (or words to the effect):

  > *"VET Student Loans is an Australian Government loan program that helps eligible students pay for their tuition fees. A VET Student Loan is a debt that must be repaid to the Commonwealth."*

- State LCAD's RTO code, name, and maximum tuition fees.
- Use the VSL logo only in accordance with the Commonwealth Style Guide.
- Not advertise VSL through social media (Rule 143).
- Ensure marketing references using the VSL logo meet all font and presentation requirements as per Section 142.
- Where college marketing states that financial help is available, such as VSL, LCAD will include accurate information about VSL, including the disclaimer above or words to the effect.
- If the college's ads mention payment plans, government subsidies, or VET Student Loans, the following will be clearly explained:
    - Eligibility criteria
    - Obligations or debt incurred
    - Any co-contributions required

ESOS Compliance (Overseas Visa Students)

LCAD will:

- Not provide misleading information about:
    - Course entry requirements (e.g. English proficiency).
    - Work-based training.
    - Third-party delivery arrangements.
    - Expected outcomes (e.g. migration or employment guarantees)
- Include its CRICOS name and number in all promotional materials.
- Monitor and approve marketing materials for education agents.
- Require overseas visa students to sign an Acceptance Form that confirms understanding of course details and obligations.

Guarantees and Inducements (Standard 1.8)

LCAD must not:

- Guarantee course completion, academic results, employment, or visas.
- Advertise unrealistic completion timeframes or delivery modes.
- Claim endorsement or partnerships without written consent.
- Promise industry or licensing outcomes unless formally confirmed by a regulator.

Examples:

- ❌ *“Guaranteed design job after graduation!”*
- ✅ *“This course prepares you for roles such as junior designer or layout artist.”*

Procedures

Marketing Material Approval

- All materials must be approved by the coordinator or CEO.
- All approvals documented and retained for seven years (7).
- A Checklist Marketing form must be completed before publication.

Website and Online Content

- LCAD website must list:
  - Must include a VSL Schedule of Tuition Fees, including fee periods and census dates.
  - Total tuition fees for each course advertised.
  - VET Loan eligibility information.
  - CRICOS-registered courses.
  - Contact and complaints details.

Social Media

- Social content must comply with all standards.
- No references to VSL on social media per Rule 143.

Roles and Responsibilities

See Organisation Chart

Monitoring and Review

- All policies and procedures are reviewed annually or earlier if legislative or operational changes occur.
- Audits of LCAD and other relevant websites, advertisements, social media, and third-party content.
- Student feedback gathered through surveys and complaints system to improve clarity.
- Use the Checklist Marketing to complete the annual audit.

Records Retention

Records must be kept for seven years (7)

- Approved marketing versions.
- Agent and third-party agreements.
- Staff training completion records.
- Consent documentation.
- Audit and compliance review outcomes.
- Incident reports and corrective actions.

Consequences of Non-Compliance

Internal	**External**
Disciplinary action	Regulatory penalties
Mandatory retraining	Suspension of VETSL or CRICOS approval
Loss of marketing responsibilities	Legal or reputational consequences