



ROYAL BUILDING ACADEMY

Marketing Kit

Table of Contents

About RBA Marketing Kit.....	3
Legislation on Marketing Information and Practices.....	3
Step-by-Step Marketing Process (Flow Chart).....	6
RBA Marketing Policy.....	7
Appendix 1-RBA's Marketing Checklist.....	10

ABOUT RBA MARKETING KIT

Royal Building Academy Pty Ltd, trading as Royal Building Academy (herein referred to as “RBA”), manages and conducts its marketing practices in a fair, responsible, and detailed manner.

Royal Building Academy (RBA) ensures that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas, including through an education agent (in accordance with Standard 4), is not false or misleading, and is consistent with Australian Consumer Law.

At Royal Building Academy (RBA), we make sure that we enter into a written agreement with overseas students or intending overseas students.

This Marketing kit has been developed to provide true and accurate important information to students through marketing material like the Student Handbook and to ensure that Standard 1 of the National Code 2018 and Clause 4.1, 5.1, 5.2 & 5.3 of Standards for Registered Training Organisations (RTOs) 2015 are always met by RBA. This kit contains information about legislation, Marketing policy and procedures at RBA and other vital information.

Legislation on Marketing Information and Practices

Standards of RTO 2015

Clause 4.1

Information, whether disseminated directly by the RTO or on its behalf, is both accurate and factual, and:

1. accurately represents the services it provides and the training products on its scope of registration.
2. includes its RTO code.
3. refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained.
4. uses the NRT [Nationally Recognised Training] logo only in accordance with the conditions of use specified in Schedule 4
5. makes clear where a third party is recruiting prospective learners for the RTO on its behalf.
6. distinguishes where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on its behalf by a third party.
7. distinguishes between nationally recognised training and assessment leading to the issuance of AQF [Australian Qualifications Framework] certification documentation from any other training or assessment delivered by the RTO.
8. includes the title and code of any training product, as published on the national register, referred to in that information.
9. only advertises or markets a non-current training product while it remains on the RTO's scope of registration.
10. only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised.
11. includes details about any VET [Vocational Education and Training] FEE-HELP, government-funded subsidy or other financial support arrangements associated with the RTO's provision of training and assessment (Not applicable)
12. does not guarantee that:
 1. a learner will successfully complete a training product on its scope of registration, or
 2. a training product can be completed in a manner which does not meet the requirements of clause 1.1 and 1.2, or
 3. a learner will obtain a particular employment outcome where this is outside the control of the RTO.

Clause 5.1

Prior to enrolment or the commencement of training and assessment, whichever comes first, the RTO provides advice to the prospective learner about the training product appropriate to meeting the learner's needs, considering the individual's existing skills and competencies.

Clause 5.2

Prior to enrolment or commencement of training and assessment, whichever comes first, the RTO provides, in print or through referral to an electronic copy, current and accurate information that enables the learner to make informed decisions about undertaking training with the RTO and at a minimum includes the following content:

- the code, title, and currency of the training product to which the learner is to be enrolled, as published on the national register.
- the training and assessment, and related educational and support services the RTO will provide to the learner including the:
 - I. estimated duration.
 - II. expected locations at which it will be provided.
 - III. expected modes of delivery
 - IV. name and contact details of any third party that will provide training and/or assessment and related educational and support services to the learner on the RTO's behalf.
 - V. any work placement arrangements.
- the RTO's obligations to the learner, including that the RTO is responsible for the quality of the training and assessment in compliance with these Standards, and for the issuance of the AQF [Australian Qualifications Framework] certification documentation.

The learner's rights, including:

- details of the RTO's complaints and appeals process required by Standard 6
- if the RTO, or a third party delivering training and assessment on its behalf, closes or ceases to deliver any part of the training product that the learner is enrolled in.

The learner's obligations:

- in relation to the repayment of any debt to be incurred under the VET [Vocational Education and Training] FEE-HELP scheme arising from the provision of services (if applicable)
- any requirements the RTO requires the learner to meet to enter and successfully complete their chosen training product.
- any materials and equipment that the learner must provide information on the implications for the learner of government training entitlements and subsidy arrangements in relation to the delivery of the services.

Clause 5.3

Where the RTO collects fees from the individual learner, either directly or through a third party, the RTO provides or directs the learner to information prior to enrolment or the commencement of training and assessment, whichever comes first, specifying:

- all relevant fee information including:
 - I. fees that must be paid to the RTO.
 - II. payment terms and conditions including deposits and refunds.
- the learner's rights as a consumer, including any statutory cooling-off period, if one applies
- the learner's right to obtain a refund for services not provided by the RTO in the event the:
 - arrangement is terminated early.
 - the RTO fails to provide the agreed services.

National Code 2018

Standard 1

- 1.1 The registered provider must ensure that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent (in accordance with Standard 4), is not false or misleading, and is consistent with Australian Consumer Law.
- 1.2 The registered provider must, in seeking to enter into written agreements with overseas students or intending overseas students, not provide any false or misleading information on:
 - 1.2.1 its association with any other persons or organisations the registered provider has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enroll.
 - 1.2.2 any work-based training a student is required to undertake as part of the course.
 - 1.2.3 prerequisites—including English language proficiency—for entry to the course
 - 1.2.4 any other information relevant to the registered provider, its courses or outcomes associated with those courses.
- 1.3 The registered provider must not:
 - 1.3.1 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 registered provider.
 - 1.3.2 guarantee a successful education assessment outcome for the student or intending student.
- 1.4 The registered provider must include its CRICOS registered name and registration number in any written or online material that it disseminates or makes publicly available for the purposes of:
 - 1.4.1 providing or offering to provide a course to an overseas student.
 - 1.4.2 inviting a student to undertake or apply for a course, or
 - 1.4.3 indicating it is able or willing to provide a course to overseas students.
- 1.5 The registered provider must not actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).

Marketing Process of RBA

Designate a Marketing Official

Development of Marketing material- Flyers or handbook.

Marketing Material Checklist-to be completed

Approval of Marketing Materials

Monitoring and Review

Distribution of Marketing Materials

Maintain Marketing Material Register

Marketing Policy and Procedure

Purpose

The purpose of this policy is to ensure the marketing of Royal Building Academy's (RBA) education and training services is undertaken in a professional and fair manner.

Marketing policy maintains the integrity and reputation of the VET industry and registered providers according to Standard 1-Marketing information and practices' and Standard 2-Recruitment of an overseas student as of the 'National Code 2018' along with Clause 4.1, 5.1, 5.2 & 5.3 of Standards for Registered Training Organisations 2015.

Responsibility

RBA's Chief Executive Officer (CEO) and Marketing Officer will be responsible for the accurate implementation of this policy and procedures.

Scope

This policy applies to all the international marketing activities related to the institute and recruitment of prospective overseas students/learners by RBA and its authorised marketing agents.

Requirements

Information provided by RBA or on its behalf is both accurate and factual, and

- Accurately represents the services it provides and the training products on its scope of registration.
- RBA's name, Logo, RTO Code and CRICOS code will be clearly identified on all material used to market the provider and its courses to students.
- RBA will publish its legal name, RTO and CRICOS code to social media and other platforms for social media marketing purposes.
- RBA will refer to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained.
- Uses the NRT [Nationally Recognised Training] logo only in accordance with the conditions of use.
- RBA will make clear where a third party (Agent) is recruiting prospective learners for RBA on its behalf.
- Distinguishes between nationally recognised training and assessment leading to the issuance of AQF [Australian Qualifications Framework] certification documentation from any other training or assessment delivered by RBA.
- Only advertises or markets a non-current training product while it remains on RBA's scope of registration.
- Only advertises or markets that a training product it delivers will enable learners to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised.
- Includes details about any VET [Vocational Education and Training] FEE-HELP, government-funded subsidy or other financial support arrangements associated with the RBA's provision of training and assessment. (Not applicable currently as RBA does not have VET FEE-HELP or government funding).
- RBA will ensure that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent (in accordance with Standard 4), is not false or misleading, and is consistent with Australian Consumer Law.

- In seeking to enter into written agreements with the overseas students or intending overseas students, RBA will not provide any false or misleading information on:
 - any work-based training (a student is required to undertake as part of the course undertaken)
 - Prerequisites—including English language proficiency—for entry to the course.
 - Any other information relevant to the institute, its courses or outcomes associated with those courses.
- RBA does not:
 - 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 institute.
 - Guarantee a successful education assessment outcome for the student or intending student.
- RBA does not guarantee that:
 - A learner will successfully complete a training product on its scope of registration, or
 - A training product can be completed in a manner which does not meet the requirements of clauses 1.1 and 1.2, or
 - A learner will obtain a particular employment outcome where this is outside the control of RBA.
- RBA advises prospective learners about the training product appropriate to meet the learner’s needs, considering the individual’s existing skills and competencies.
- RBA provides current and accurate information that enables the learner to make informed decisions about undertaking training with RBA and at minimum information specified in Clause 5.1-5.3 of Standards for RTOS 2015 and Standard 2 of the National Code 2018 which includes:
- RBA will be responsible for the quality of the training and assessment in compliance with these Standards and for the issuance of the AQF [Australian Qualifications Framework] certification documentation.
- Learners will be provided with information about their rights, including:
 - i) Details of the RBA’s complaints and appeals process required by Standard 6 of the National Code 2018.
 - ii) if RBA, or a third-party delivering training and assessment on its behalf, closes or ceases to deliver any part of the training product that the learner is enrolled in.
- the learner’s obligations:
 - in relation to the repayment of any debt to be incurred under the VET [Vocational Education and Training] FEE-HELP scheme arising from the provision of services (Not applicable currently)
 - any requirements that RBA requires the learner to meet to enter and successfully complete their chosen training product.
 - any materials and equipment that the learner must have.
 - information on the implications for the learner of government training entitlements and subsidy arrangements in relation to the delivery of the services.
- RBA will include its CRICOS registered name and registration number in any written or online material that it disseminates or makes publicly available for the purposes of:
 - Providing or offering to provide a course to an overseas student.
 - Inviting a student to undertake or apply for a course, or
 - Indicating it is able or willing to provide a course to overseas students.
- RBA will not actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).

Procedure

The following procedure ensures that all marketing materials and practices for RBA are authorised by an appropriate person before implementation.

- **Designate a Marketing Official**

The CEO will designate a person who shall ensure that all marketing information and practices are conducted in a professional manner and maintain the integrity and reputation of the industry and registered providers. This person will be the marketing officer.

RBA's CEO will authorise all new marketing information and practices to be reviewed, quality, and compliance checked.

- **Development of RBA's Marketing Materials**

Marketing officer will be responsible for the development of marketing materials and other marketing services. Prior to releasing any marketing materials, the Marketing officer will ensure if marketing material is compliant by:

- Consultation with the academic staff, and CEO.
- Final check of drafted marketing material with marketing material checklist
- Seeking final approval from the CEO.

Details of marketing material will be entered at the production, approval and review stage in the marketing material register.

- **Approval of marketing material**

Marketing material checklist will be filled up by the marketing officer to make sure that marketing materials follow the Standards for RTOs 2015 and the National Code 2018.

After completing the marketing material checklist, the marketing material will be sent to the CEO for approval.

CEO will check if the material meets all compliance requirements as per the Standards for RTO 2015, the National Code 2018 and will approve the material using the marketing material checklist.

- **Monitor and review.**

To facilitate ongoing monitoring after publication, a review date will be decided and entered in the marketing material register.

RBA will conduct a review of its marketing material in response to any changes including legislation, training package updates, changes in delivery and assessment of a course.

Details of the review and corrective action will be entered in the marketing material register including the updated version.

- **Distribution of marketing material:**

CEO will make sure that RBA's marketing staff and agent uses RBA developed and approved marketing materials only.

Once an agent has been approved and is registered with RBA, a full set of marketing materials will be provided to the Education Agent.

Any changes to marketing materials will be notified to the Education Agent and an updated version of marketing material will be provided to education agents where required.

- **Marketing material register**

RBA has developed the marketing material register for effective implementation of the marketing material process.

Marketing register will record the marketing material process at each stage including development, implementation, monitoring, and action taken at each stage.

Details will be entered into the marketing material once approved by the CEO.
Marketing material register includes the following information.

Production Stage :

- Type of material
- Marketing cohort: Target Clients-International students
- Marketing material checklist completed.
- Approval and publication

CEO Approval and Publication

- Publication date
- Publication location
- Version details

Monitoring and Review

- Next review date
- Details of corrective action after review
- Completion date of corrective
- Updated version no.
- Review authorised by

Related documents

Marketing material Checklist (Appendix 1)
Marketing material Register

Appendix 1: Marketing Material Checklist

Marketing Materials Checklist			
Section 1 - Marketing Materials Details			
Developed by Name:		Date:	
Marketing Type:			
Brochure / Flyer Student Handbook Press	Email Content Website Information Training Calendar	Exhibition / Event Television	

Marketing Materials Checklist

Others (please specify)

Promotion of:

Course (please specify):

- CPC30620 - Certificate III in Painting and Decorating
- RII60520-Advanced Diploma of Civil Construction Design
- BSB40120 - Certificate IV in Business
- MSF30322 - Certificate III in Cabinet Making and Timber Technology

Section 2 – Verification / Content Review

Check:	Comments
Accurately represents the services it provides and the training products on its scope of registration to meet the learner’s needs, considering individual’s existing skills and competencies.	
Royal Building Academy (“RBA”) RTO Code is included and is used correctly.	
RBA has included CRICOS registered name and code on all marketing materials that is available publicly to students.	
Course Name is correctly used with the Correct code	
Training: Qualification/Unit/Module – Codes, titles are correct and current as published on the National register	
Course estimated duration is clearly defined in line with TAS or volume of learning including holiday and breaks	
Expected locations at which courses will be provided	
Expected modes of study/delivery including compulsory online and/or work-based training, placements, collaborative learning, and assessment methods.	
Makes it clear whether training includes mandatory work placements.	
Mandatory work placements are part of the training. Clear information on who will arrange	

Marketing Materials Checklist	
these, where it will be arranged and what will be required, has been provided to the students	
<p>Includes Learner's rights,</p> <ul style="list-style-type: none"> • RBA's complaints and appeals process for pre-enrolment information as required by Standard 6 • RBA, or a third-party delivering training and assessment on its behalf, closes or ceases to deliver any part of the training product that the learner is enrolled in 	
<p>Includes Learner's Obligation</p> <p>- Any requirements for overseas students that RBA requires the learners to meet to enter and successfully compete in each course-including minimum level of English language proficiency, educational qualifications, and course credit if applicable</p>	
Any materials, equipment and learning resources available to students and any material, equipment and learning resources that the learners must have.	
Wording is accurate, true, and correct	
RBA has ensured that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent (in accordance with Standard 4), is not false or misleading, and is consistent with Australian Consumer Law	
<p>No false or misleading information is provided to students or intending students on:</p> <ul style="list-style-type: none"> - prerequisites—including English language proficiency—for entry to the course. - any work-based training a student is required to undertake as part of the course. - any other information relevant to the RBA, its courses or outcomes associated with the courses 	
Course qualifications, awards, or other outcomes	
Is the AQF logo/Statement appropriately used & correct?	
Are Special conditions noted appropriately/accurately?	
RBA has clearly provided information that RBA does not 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 registered provider	

Marketing Materials Checklist	
Are regulatory/licensing outcomes appropriately promoted?	
<p>Ensures that no guarantee of success is made including:</p> <ul style="list-style-type: none"> • a learner will successfully complete a training product on its scope of registration, or • misleading statement of students can complete the course without meeting course training and assessments requirements or requirements defined in Clause 1.1 & 1.2 of Standards for RTOs 2015 • a learner will obtain a particular employment outcome where this is outside the control of the institute. • RBA does not guarantee a successful education assessment outcome for the students or intending students. 	
Marketing Information Checklist	
Refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained (If applicable)	
Distinguishes between nationally recognised training and assessment leading to the issuance of AQF [Australian Qualifications Framework] certification documentation from any other training or assessment delivered by RBA.	
RBA's obligations to the learner, include that the RBA is responsible for the quality of the training and assessment in compliance with the Standards, and for the issuance of the AQF [Australian Qualifications Framework] certification documentation.	
Makes clear where a third party is recruiting prospective learners for RBA on its behalf.	
Only advertises or markets a non-current training product while it remains on the RBA's scope of registration	
<p>RBA clearly specifies information about</p> <ul style="list-style-type: none"> - all relevant fees (tuition and non-tuition fees) that must be paid to RBA, - payment terms and conditions including deposits and refund policies, 	
<p>RBA clearly specifies.</p> <ul style="list-style-type: none"> - Learners' rights as a consumer, including any statutory cooling-off period, (if one applies) 	

Marketing Materials Checklist	
Includes learner's right to obtain a refund for services not provided by RBA in the event the: i) arrangement is terminated early ii) RBA fails to provide the agreed services.	
Advice on the potential for change to fees over the duration of the course.	
Grounds, on which the overseas student's enrolment may be deferred, suspended or cancelled.	
RBA will notify learners when any change occurs that may affect the services that RBA is providing to them. -Any change in ownership of RTO (i.e., RBA). -any changes to, or new third-party arrangements RBA puts in place, for the delivery of services to those learners.	
Policy and process that RBA has in place for providing and assisting overseas students with accommodation, support, and welfare services for students (in accordance with standard 6 of the National Code 2018)	
Provided information on accommodation options and indicative costs of living in Australia or adjusting to life in Australia.	
Includes the ESOS framework, including official Australian Government material or links to this material online	
RBA has implemented a policy and process for assessing and recording Recognition of Prior Learning (RPL) and granting course credit if it is intended. If RPL is granted, students are informed with: - Reduced course duration following granting RPL and ensures the confirmation of enrollment (CoE) is issued only for the reduced course duration. - Report changes in course duration in PRISMS if RPL or course credit is granted after the student's visa is granted. - If a release is granted, it will be at no cost and students are given advise to contact Immigration to seek advice on whether a new student visa is required.	
RBA has provided advice to prospective overseas students that the results of their study will not be available on USI transcripts.	
Section 3 – Authorisation for use of Marketing Material	

Marketing Materials Checklist			
Approval Status:	APPROVED	NOT APPROVED	NEEDS EDITING
Comments:			
Name:		Position:	
Signed:		Date Processed:	