McGibbon Institute of Trade and Business

Marketing Policy and Procedures

Contents

Purpose of the policy..... 3
Policy statements.....3
Procedures.....6
Document Control.....8

Purpose of the policy

This policy and associated procedures have been developed to guide McGibbon Institute of Trade and Business when undertaking marketing and advertising activities. This is to ensure that learners are provided with current, clear, accurate, and accessible information before enrolling in a course.

This policy and associated procedures meet the requirements of Standards 2.1 and 2.2 of the Outcome Standards for RTOs 2025, as well as marketing and advertising requirements in Compliance Requirements, the National Code of Practice for Providers of Education.

Policy statements

Information about training, assessment and support services provided by McGibbon Institute of Trade and Business or any third parties contracted by McGibbon Institute of Trade and Business enables learners to make informed decisions about enrolling in a course that is relevant to their needs and considers their existing skills and competencies.

This information is provided prior to commencement and is accessible in both electronic and print form.

Information provided by McGibbon Institute of Trade and Business to prospective and current students:

- provides current, clear and accurate information regarding services offered.
- is sufficient to allow students to make an informed choice.
- distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification and any non-accredited training offered (VET courses only).
- includes all the information required under the relevant standards of the Outcome Standards for RTOs 2025 and Compliance Requirements, as well as the National Code 2018 as follows:

- Legal entity and/or trading name and RTO Code or links to this information.
- The code, title and currency of the Training Product or accredited course (as published on the National Register) or links to this information. A non-current Training Product will only be advertised or marketed while it remains on McGibbon Institute of Trade and Business's scope of registration. Any other outcomes of the course will also be provided (for example, the option to apply for a licence).
- Includes information about any third parties who are recruiting students on behalf of McGibbon Institute of Trade and Business, and their names and contact details.
- Outlines any work-based training and associated arrangements a student is required to undertake as part of the course.

- Outlines entry requirements (including English language proficiency, educational qualifications or work experience) for entry to the course.
- Provides information on course credit and recognition of prior learning.
- Includes information on the duration (including holiday breaks), as well as the date of commencement, scheduling, location and mode/s of delivery.
- Includes information on facilities, equipment and other resources available to students.
- Includes information on materials and equipment, including IT equipment, that the student is expected to provide as part of their course.
- Includes information on support services available, including training support services, as well as wellbeing support services.
- Includes information about obtaining a USI.
- Includes links to information on the ESOS framework.
- Outlines any other information relevant to the registered provider, its courses or outcomes associated with those courses.
- Includes all relevant cost information, including all tuition and non-tuition fees, payment terms and conditions, and the potential for fees to change over the duration of a course.
- Includes information about withdrawing from a course, including refund policies.
- Outlines the grounds on which a student's enrolment may be deferred, suspended or cancelled.

McGibbon Institute of Trade and Business or any associated third party will not:

- guarantee that a student will successfully complete a course and will be issued with a qualification or statement of attainment.
- state that a course can be completed such that it will not meet the requirements of the Standards.
- guarantee a successful education assessment outcome.
- guarantee any employment outcome arising from the completion of the training product.
- claim to secure any migration outcomes based on completing a course with McGibbon Institute of Trade and Business.
- claim that a student will be eligible for any license or accreditation unless the issuer of the license or certification guarantees the license outcome.
- give any other false or misleading information or advice in relation to itself, its course or outcomes associated with the course.

McGibbon Institute of Trade and Business will publish a list of education agents on its website, including names and contact details.

All Course Brochures are developed according to information from McGibbon Institute of Trade and Business 's training and assessment strategies. Marketing information will not in any way suggest that the training can be completed in any manner other than as described in each training and assessment strategy.

McGibbon Institute of Trade and Business will comply with all marketing, promotion, and advertising requirements under the Australian Consumer Law.

Procedures

Procedures	Person Responsible
Develop Marketing Plan • Develop a marketing plan for marketing communications based on business objectives. • Implement and monitor the marketing plan. • Adjust the marketing plan based on the effectiveness of marketing strategies or otherwise.	CEO Compliance and Academic Manager Compliance and QA Assurance Coordinator
Develop marketing material • Access this policy when planning marketing materials. • Use information about pre-enrolment information and communication methods to determine the type of marketing materials that need to be developed. • Access the course information from the Training and Assessment Strategy (TAS) for VET courses and course curriculum for ELICOS courses. • Develop the marketing materials using the relevant template. • Review materials developed in conjunction with TAS, or the course curriculum, and approved course fees. • Re-review and approve the marketing material. • Publish the information (print or website). • Update the Marketing Materials Register.	CEO Compliance and Academic Manager Compliance and QA Assurance Coordinator

Review Marketing Material • Conduct a review of the marketing materials, including the website, at least every 12 months, or upon any change, to ensure accuracy and completeness in accordance with this policy. • Make the changes and document the changes in the Continuous Improvement Register and Marketing Materials Register.	CEO Compliance and Academic Manager Compliance and QA Assurance Coordinator

Document Control

Document Name:	Marketing Policy and Procedures
Author:	McGibbon Institute of Trade and Business
Status:	Active from 2026
Approved by:	CEO