

Marketing and Recruitment Policy

1. Purpose

Contempo College is committed to ethical, transparent, and accurate marketing and recruitment practices.

This policy ensures that all marketing, advertising, and student recruitment activities enable prospective learners to make **informed decisions** and comply with:

- **Standards for Registered Training Organisations (RTOs) 2015 – Standard 4 (Information and Transparency)**
- **Australian Consumer Law**
- **ASQA marketing and advertising requirements**

2. Scope

This policy applies to:

- All marketing and promotional materials (online and offline)
- The Contempo College website and social media platforms
- Recruitment activities conducted by staff, agents, or third parties
- Information provided to prospective and current students

3. Principles of Ethical Marketing

Contempo College ensures that all marketing and recruitment activities:

- Are **accurate, current, and not misleading**
- Clearly distinguish between **nationally recognised training** and non-accredited training
- Reflect only training products that are **within Contempo College's current scope of registration**
- Do not guarantee outcomes such as employment, visas, or licensing unless authorised by the relevant regulator

4. Accuracy of Course Information

Marketing materials must include:

- The **correct qualification or unit code and full title** as listed on *training.gov.au*

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- Accurate information regarding:
 - Entry requirements
 - Delivery mode and location
 - Expected duration
 - Assessment methods
- Clear identification of the issuing RTO

Only training products that are **currently on scope** may be marketed or promoted.

5. Fees and Financial Information

Contempo College ensures that:

- Tuition fees, non-tuition fees, and refund policies are published on the website
- Any government funding, subsidies, or financial assistance is clearly explained
- Marketing materials do not misrepresent costs, discounts, or inducements

All fee information must be available to students **prior to enrolment**.

6. Use of the Nationally Recognised Training (NRT) Logo

The NRT logo:

- Is used **only** in accordance with ASQA's Conditions of Use
- Appears exclusively in relation to nationally recognised training
- Is not used to market non-accredited training or services

7. Recruitment Practices

Recruitment processes must ensure that:

- Students are provided with sufficient information to determine suitability
- Entry requirements and learner support needs are appropriately identified
- No student is enrolled in a course that is unsuitable for their needs or capabilities based on misleading information

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8. Third-Party and Agent Marketing

Where Contempo College engages third parties or agents:

- All marketing conducted on behalf of Contempo College must comply with this policy
- Third parties must be provided with accurate, approved marketing materials
- Contempo College retains responsibility for compliance with ASQA requirements

9. Prohibited Marketing Practices

Contempo College does **not** permit:

- Guaranteed job, visa, or migration outcomes
- Misleading claims about course duration or assessment shortcuts
- False claims of licensing or regulatory outcomes
- Marketing qualifications or units not on scope

10. Monitoring and Review

Marketing and recruitment practices are:

- Regularly reviewed for accuracy and compliance
- Updated promptly when training products, fees, or regulatory requirements change
- Monitored through internal audits and continuous improvement processes

Non-compliant marketing materials are withdrawn immediately.

11. Complaints Related to Marketing

Any complaints regarding marketing or recruitment practices are managed in accordance with Contempo College's **Complaints and Appeals Policy**.

12. Policy Review

This policy is reviewed at least annually, or earlier if required by changes to legislation or ASQA guidance.

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