7.2.1 Marketing Material Integrity and Compliance Policy

1.0 Rationale

Acknowledge Education's (AE) commitment to upholding the integrity and reputation of the Australian education industry through ethical marketing and promotional practices. It aims to prevent the dissemination of false or misleading information to prospective students.

2.0 Scope

This policy applies to all marketing and promotional activities conducted by AE, including written and online materials, advertisements, and communications with prospective students, including overseas students.

3.0 Regulatory Context

This policy aligns with the Higher Education Standards Framework (Threshold Standards) 2021, Standard 7.1.1, which states, "*Representation of the higher education provider, its educational offerings and charges, whether directly or through agents or other parties, is accurate and not misleading"* and 7.2 that states specific information is available to prospective and current students.

This policy also aligns with the National Code of Practice for Providers of Education and Training to Overseas Students 2018, including Standard 1 (Marketing information and practices), Standard 4 (Education agents) and Standard 7 (Overseas student transfers). From 2 October 2026 to 30 June 2027, the transfer restriction period under Standard 7 is temporarily extended from six to 12 months for non-school overseas students. From 1 July 2027, the restricted period reverts to six months. The existing six-month restriction for school students remains unchanged.

Marketing of vocational education and training (VET) programs must comply with the 2025 Standards for Registered Training Organisations (RTOs), including the Compliance Requirements relating to Information and Transparency - Marketing and advertising.

This policy aligns with Education Services for Overseas Students Act (2000) Part 3, Division 1 section 15 that states registered providers must not engage in misleading or deceptive conduct.

The policy also complies with the Australian Consumer Law, specifically the Competition and Consumer Act 2010.

4.0 Policy

The purpose of this policy is to ensure that AE upholds the integrity and reputation of the Australian education industry by implementing ethical marketing and promotional practices.

4.1 Marketing and Promotion:

4.1.1 AE must ensure that all marketing and promotional activities accurately represent the courses and education services offered, without false or misleading information.

4.1.2 Written and online materials, including brochures, websites, and social media posts, must prominently display AE's registered name and CRICOS registration number.

4.1.3 False or misleading information regarding course requirements, work-based training, entry prerequisites, or other relevant information is strictly prohibited.

4.1.4 To support informed decision-making for students, accurate, relevant, and timely information is publicly available in print and easily accessible to all students, including those with special needs. The information will include:

- Course details, prerequisites, schedule, and application dates.
- Support for educational activities, including orientation, technical requirements, and access to resources.
- Student obligations, financial responsibilities, deadlines, disciplinary procedures, and misconduct policies.
- Academic governance policies, including admission, progression, assessment, and appeals.
- Access to support services, including educational resources and personal and cultural support.
- Grievance resolution processes and sources of assistance.
- Information for international students, including living costs, accommodations, healthcare, and schooling obligations for dependents.

4.2 Written or Online Material

4.2.1 All written or online materials, including course information, promotional materials, and enrollment documents, must include AE's registered name and CRICOS registration number.

4.2.2 This requirement extends to materials that provide course information, invite applications, or indicate AE's ability to offer courses to overseas students.

4.2.3 All marketing material must be consistent with AE's obligations under National Code Standard 7 and the 1.1.6 Provider Transfer Policy and Procedure. From 2 October 2026 to 30 June 2027, AE must not actively recruit non-school overseas students from another registered provider during the first 12 months of their principal course unless an applicable exception or release applies. From 1 July 2027, this period reverts to six months. For school-sector students, the existing restriction remains the first six months of the student's first registered school-sector course.

4.2.4 The phrase “This training is delivered with Victorian and Commonwealth Government funding” must be included on all Skills First-related publications, advertisements, and digital content.

4.2.5 AE must not:

- Market guaranteed employment or migration outcomes.
- Offer inducements such as gifts or prizes in return for enrolment in Skills First-funded training.
- Make comparisons with other providers that are false, misleading, or unverifiable.
- Recruit students into Skills First programs without a completed Pre-Training Review (PTR) and Statement of Fees being issued.

4.2.6 Before producing and disseminating new promotional and student-related materials, the Director of Marketing, with the Quality and Compliance Team, will review the material to ensure compliance with relevant regulatory requirements and accuracy of the information provided.

4.2.7 All marketing material related to government-subsidised funding will encourage individuals with disabilities to access such training opportunities.

4.2.8 All marketing and promotional material relating to Skills First government-subsidised training must:

- State that training is delivered with Victorian and Commonwealth Government funding.
- Avoid suggesting that a government-subsidised place is guaranteed.
- Clearly distinguish between government-subsidised fees and full-fee student fees.
- Avoid any misleading statements about student entitlements, eligibility, or future access to Skills First-funded training.

4.2.9 AE must ensure marketing and advertising accurately identifies services delivered by third parties, including where a third party recruits prospective VET students or delivers training and assessment on AE's behalf.

4.2.10 The Director of Marketing, with the Quality and Compliance Team, will conduct an annual review of promotional and student-related materials, including website content, to ensure accuracy and currency. Any issues or potential non-compliance identified will be investigated and remedied accordingly.

4.3 Marketing to Overseas Students

4.3.1 Marketing staff are responsible for monitoring educational agents' actions and ensuring they market education and training services with integrity and accuracy. Staff, to the best of their ability, will ensure that agents provide clear and accurate information regarding courses and the qualifications or capacities required by students.

4.3.2 Overseas students should receive accurate information about the cost of living, health and welfare, opportunities for further study, and language prerequisites for relevant courses.

4.3.3 Marketing efforts targeting overseas audiences should align with the educational, cultural, and regulatory systems of the respective countries.

4.3.4 The Director of Marketing at AE will ensure that no form of undue influence is exerted on students, educational agents, the AE Admissions Team, or the Head of Student Administration that may compromise the integrity of AE operations.

5.0 Roles and Responsibilities

5.1 Director of Marketing

5.1.1 It is the responsibility of AE's management to ensure compliance with this policy and provide guidance to staff members involved in marketing and promotion.

5.1.2 Review and approve all new marketing and promotional materials before dissemination.

5.2 Marketing and Admissions Staff

5.2.1 All staff involved in marketing and admissions must be familiar with this policy and adhere to its principles in their respective roles.

5.2.2 Ensure all Skills First-related materials are reviewed by the Compliance Team prior to release.

5.2.3 Confirm that Statements of Fees are consistent with published marketing materials.

5.2.4 Provide accurate advice to prospective students about Skills First eligibility, ensuring no guarantees are made.

5.3 Head of Quality and Compliance

5.3.1 Work collaboratively with the Director of Marketing to ensure all marketing and promotion materials comply with regulatory and legal requirements.

5.3.2 Ensure marketing and promotional materials are subject to periodic compliance review, including annual review, and that outdated or erroneous information is rectified in consultation with the Director of Marketing.

6.0 Definitions

Term	Definition
Agents	individuals or organisations appointed by AE to assist in marketing and recruiting international students. Agents act as intermediaries between AE and prospective students, providing information, guidance, and support throughout the student recruitment and enrollment process.
CRICOS	Managed by the Department of Education, Skills and Employment., the Commonwealth Register of Institutions and Courses for overseas Students (CRICOS) is a regulatory framework that ensures the quality and standards of education and training provided to international students in Australia.
Promotional Material	Any written, visual, or audio content produced by AE with the purpose of promoting its courses, education services, or institution.
Online Material	any content or information presented or made available through AE's digital platforms, such as websites, webpages, online portals, social media platforms, or electronic documents.

7.0 Related Documents

Document Number
1.1.0 Framework for Student Recruitment
5.4.1 Delivery with Other Parties Policy
5.4.3 Delivering with Other Parties Framework
1.1.1 Admissions and Enrolment Policy and Procedures

8.0 Policy Information

Policy Name	Marketing Material Integrity and Compliance Policy
Document Number	7.2.1
Purpose	The purpose of this policy is to ensure that AE upholds the integrity and reputation of the Australian education industry by implementing ethical marketing and promotional practices.
Category	Representation, Information and Information Management
Subcategory	7.2 Information for Prospective and Current Students
Approval Date	27/01/2009
Effective Date	27/01/2009
Last Approved	02/10/2026
Next Review Date	Undergoing further review and harmonisation with ICHM as at Oct 2026
Policy Advisor	Head of Marketing
Approving Authority	Board of Directors
Contact	Quality Assurance/Regulator Compliance Manager regulatorcompliance@ae.edu.au

9.0 Change Log

Date	Version	Version by	Notes
15/5/2012	1.1	RF	New Format – last amended 19/8/2009
19/10/2012	2.0	RF	Updated from Review and Approval of Marking Information
8/02/2014	2.1	ML	Updated section three
10/06/2023	3.0	Narelle Whatley	Updated Policy Template Major Re-write for clarity and updated to reflect newly created positions director of marketing and quality assurance manager.
15/10/2023		Narelle Whatley	Amended Regulatory to include ESOS 3.15
18/09/2025		Megan Newcomb	Review and minor updates
02/10/2026			• Temporary National Code Standard 7 transfer restriction update (12 months for non-school students from 2 October 2026 to 30 June 2027, reverting to six months from 1 July 2027); corrected 2025 RTO Standards marketing reference; updated third-party marketing requirements and obsolete role/document references. • Full policy review and consolidation with ICHM remains underway.