



VSL Marketing and Publishing Policy

1. Purpose

This policy ensures that ALACC Health College Australia (ALACC) markets, promotes, and publishes information about its approved VET Student Loan (VSL) courses in a way that is **accurate, ethical, compliant**, and meets the requirements of:

- **VET Student Loans Act 2016;**
- **VET Student Loans Rules 2016;**
- **VET Student Loans Manual for Providers;**
- **Australian Consumer Law.**

It ensures that students can make informed enrolment decisions and that ALACC maintains the integrity of the VSL program.

2. Scope

This policy applies to:

- All ALACC staff, agents, brokers, and representatives involved in promoting VSL courses;
- All marketing, advertising, and promotional activities mentioning VET Student Loans;
- All publishing of required VSL information on ALACC's public website.

3. Marketing Requirements

3.1 Marketing that Mentions VET Student Loans

Any marketing that refers to VET Student Loans must prominently include:

- ALACC's full legal name ("Australasian Lawrance Pty Ltd") and trading name ("ALACC Health College Australia");
- ALACC's Registered Training Organisation (RTO) code (21872);
- A statement that VET Student Loans are only available to students who meet eligibility requirements;
- A statement that VET Student Loans create a HELP debt that must be repaid to the Commonwealth.

Font size: These statements must be in a similar font size as the main marketing content and clearly visible.

Web marketing: This information must appear on the same webpage where any VET Student Loan information is mentioned.



3.2 Course Fee Information

- Marketing that mentions a VSL-approved course must also prominently display the **maximum tuition fees** for the course.
- ALACC must not market an approved course unless the course's tuition fees are already published on the ALACC website and easily accessible to the public.

3.3 Social Media Marketing

- **Social media** platforms (e.g., Facebook, Twitter, Instagram, YouTube) **must not mention the availability of VET Student Loans** — including paid ads or automated posts.

3.4 Use of VET Student Loans Logo

- ALACC may use the **VET Student Loans logo** on marketing materials if compliant with the **VET Student Loans Style Guide**.
- The logo must not be misleading and must align with approved branding guidelines.

3.5 Prohibited Practices

- **No inducements or benefits** can be offered to students to influence them to apply for a VET Student Loan, except:
 - Course content and quality;
 - Course tuition fees;
 - Availability of a VET Student Loan;
 - Marketing merchandise with a **value up to \$30 per person**.
- **Cold Calling:**
ALACC will not refer to VET Student Loans when cold calling (unsolicited contact) prospective students by phone, email, SMS, in-person, or other means.
- **Third-party contact lists:**
ALACC will not use third-party contact details to promote VSL courses unless the student has given **express written consent** in accordance with Section 138 of the VET Student Loans Rules 2016.

3.6 Publishing Requirements (Website)

ALACC must publish and maintain the following VSL-related information publicly, easily accessible without login barriers:

Student Entry Requirements

- Academic suitability process (e.g., LLN assessment, Year 12 certificate, AQF Level 4 qualification);
- The VSL-approved assessment tool used;
- How students are informed of their assessment results.



Tuition Fees

- Published **tuition fees** for each part/unit/subject of every approved course;
- Fee variations (if applicable);
- Fees other than tuition fees.

Census Days

- Published **census days** for each part of the course, visible on the website before any student enrolls.

Withdrawal and Cancellation Procedures

- Student withdrawal procedure (including without penalty up to the census date);
- Enrolment cancellation procedure.

Student Complaints and Appeals

- Student complaints process, including:
 - Independent review options;
 - Re-crediting of HELP balances;
 - Procedures for reviewable decisions.

Tuition Protection

- ALACC's obligations if it defaults (e.g., course closure) or acts as a replacement provider for another RTO.

Other Required Information

- Student information about VET Student Loan obligations;
- VET Student Loans Statement of Covered Fees.

3.7 Approval and Compliance Monitoring

- All marketing and advertising mentioning VSL must be **approved by the CEO/Director of Studies** before use.
- The **Compliance team** will review VSL marketing and published information **at least annually**, or earlier if regulatory changes occur.
- Evidence of approvals, samples, and reviews must be maintained.

3.8 Record Keeping

ALACC will maintain evidence of:



- Approved marketing materials mentioning VET Student Loans;
- Public website screenshots showing tuition fees, census days, student entry procedures, and other published VSL information;
- Consent forms for use of student information (where applicable).

4 Non-Compliance

Any breaches of this policy will be investigated under ALACC's **Complaints and Appeals Policy** and corrective actions applied. Non-compliance with VSL marketing rules may result in penalties under the VET Student Loans Act 2016.

5 Legislation and Guidelines

- VET Student Loans Act 2016
- VET Student Loans Rules 2016
- VET Student Loans Manual for Providers
- VET Student Loans Style Guide
- Australian Consumer Law
- Standards for RTOs 2015

6 Document Control

Policy:	VSL Marketing and Publishing Policy
Policy owner:	CEO / Director of Studies
Reviewed by:	Compliance Team
Approval authority:	Dr Janet Lawrence, D.Ed., FACN CEO/Director of Studies
Last Review date:	April 2025
Version:	2025.1
Next review:	April 2027
Summary of changes:	This policy was revised to focus specifically on VET Student Loans (VSL) requirements, ensuring marketing clearly includes ALACC's legal name, RTO code, VSL eligibility warnings, HELP debt warnings, maximum tuition fees, and census dates, with prohibited practices (e.g., no VSL mentions on social media, cold calling, or third-party lists) strictly addressed. It was also updated to meet new publishing obligations, requiring all VSL-related information to be publicly



available, easily accessible without login, and fully aligned with the VET Student Loans Act 2016, Rules 2016, and the VET Student Loans Manual for Providers.