



Marketing Information and Practices Policy

1. Purpose

This policy sets out the principles, responsibilities, and authorities for marketing and communication activities at ALACC Health College Australia (ALACC), ensuring that:

- All public communications and promotional content reflect ALACC's brand, values, and vision accurately.
- Marketing practices support compliance with regulatory frameworks including:
 - Standards for RTOs 2025
 - National Code of Practice for Providers of Education and Training to Overseas Students 2018
 - Education Services for Overseas Students Act 2000 (ESOS Act)
 - Australian Consumer Law (Competition and Consumer Act 2010)
 - Higher Education Standards Framework (where relevant)
 - Spam Act 2003 and Privacy Legislation
 - In-country regulations for international student recruitment

It also governs:

- Brand governance and visual identity
- Marketing and advertising practices
- Internal and external communication including digital and social media
- Media engagement and public comments
- Website governance and compliance

2. Scope

This policy applies to:

- All ALACC staff and contractors
- Agents and third-party providers representing ALACC
- Students referenced or involved in marketing activities



- Online and offline promotional content (domestic and international markets)

3. Policy Principles

3.1 Communication and Marketing Governance

- All marketing and communications must be professional, ethical, accurate, and consistent with ALACC's values and strategic objectives.
- ALACC's official name, RTO Code (21872), and CRICOS Code (02933E) must be displayed in all promotional material.
- Communication will respect cultural diversity, student privacy, and First Nations people's ways of knowing, being, and doing.
- Visual and written communication must align with approved branding and editorial style guides.
- Staff are responsible for protecting the ALACC brand across all platforms and public engagements.

3.2 Marketing and Advertising Integrity

- All claims in marketing must be verifiable. Marketing must not:
 - Mislead or deceive
 - Guarantee outcomes (e.g., employment, migration)
 - Misrepresent course accreditation or government funding
- The NRT logo and other official emblems must only be used according to usage guidelines.
- ALACC distinguishes between nationally recognised and non-accredited training.

3.3 CRICOS Compliance and International Marketing

- ALACC ensures international marketing is consistent with the ESOS Act and National Code.
- ALACC does not:
 - Recruit students still within 6 months of their principal course unless released by their current provider



- Promote false or misleading entry requirements or work-based training components
 - Promise migration or visa outcomes
- Agents and third parties must operate under formal agreements and comply with ALACC's policies.

3.4 Governance of Digital, Social Media, and Website

- The ALACC website is the primary official communication platform.
- Pages referencing courses must use the full code and title from training.gov.au.
- Social media platforms must display ALACC's RTO code and ensure posts align with branding standards.
- Consent is required for publishing images, testimonials, or identifiable content.

4. Pre-Enrolment Communication

- ALACC provides factual, accessible information to prospective students before enrolment, including:
 - Entry requirements
 - Delivery methods, course structure, fees, refunds
 - Work placement, RPL/Credit Transfer options
 - Complaints and Appeals, support services, student rights and responsibilities
- All pre-enrolment information must align with ALACC's Training and Assessment Strategy.

5. Approval and Review

- All marketing and communications require approval from the CEO/Director of Studies.
- Bi-annual reviews will be conducted to assess effectiveness and compliance.
- Reviews will evaluate:
 - Enrolment performance vs. marketing targets
 - Feedback from stakeholders



- Brand alignment and legal compliance

6. Record Keeping

- Maintain documented evidence for:
 - Approvals of all promotional material
 - Consent forms for image use
 - Archived samples of campaigns
 - Meeting minutes for marketing reviews
 - Records of agent and third-party activity

7. Breaches and Complaints

- Alleged breaches are managed under the ALACC Complaints and Appeals Policy.
- Where no complaint is lodged, but potential non-compliance is detected, the CEO will initiate an internal investigation and corrective actions.

8. Related Legislation and Guidelines

- Standards for RTOs 2025
- ESOS Act 2000
- National Code 2018
- Competition and Consumer Act 2010
- Higher Education Standards Framework 2021
- Spam Act 2003, Privacy Laws
- ALACC Brand and Marketing Guidelines
- ALACC Social Media Guidelines
- ALACC Monitoring Agent Policy, Consumer Protection Policy



9. Document Control

Policy:	VET Student Loan Tuition Fees
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:	Policy expanded to include communication governance, brand identity, media engagement, and website/social media controls Enhanced compliance with ASQA 2025 and National Code 2018- Strengthened record-keeping and review mechanisms- Ensured alignment with new privacy, consumer law, and marketing standards