

# ADVERTISING AND MARKETING

POLICY

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**The Green Academy Australia**

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## Purpose

The purpose of this policy is to ensure that all advertising and all marketing collateral produced by The Green Academy is accurate, ethical, and complies with all legislative and regulatory requirements, including consumer law and the ESOS framework, and more specifically the National Code, National ELICOS Standards.

## Scope

To cover all staff involved in the design, development, production, and approval of any advertising or marketing material produced by The Green Academy.

## Policy

The Green Academy is committed to a policy of ethical and truthful advertising and marketing of its products and services for English language training and any associated activities.

It is an offense to make false or misleading statements regarding services or education/training and penalties are applicable.

It is the policy of The Green Academy for all school materials, services and products to be always advertised and marketed in an ethical manner.

All marketing or advertising must comply with the following:

- The logos of other approving bodies and partner organisations can only be used with their approval;
- All stakeholders utilising the services of the company will be provided with full details of any contractual arrangements they may enter into;
- All programs, products and services marketed by the company will be accurately represented to prospective stakeholders;
- No false or misleading statements regarding the products and services of the company will be made in any advertising or marketing;
- No misleading or false comparisons to other companies will be advertised or marketed;
- Written permission will be obtained from any stakeholders before using any information regarding, or photographs portraying, that individual in promotional, marketing or advertising materials (Photo/Video Consent)
- All marketing and advertising material are to be approved by the CEO or delegate prior to publishing or release.

It is the policy of The Green Academy to ensure that written permission is gained from any person or organisation to be included or spotlighted for use in any marketing or advertising material which refers to that person or organisation.

The Green Academy must abide by the conditions of that permission.

Additionally, as per Standard 1 of the National Code Part D for the delivery of training to overseas students – Marketing Information and Practices – the following applies:

1. The Green Academy must ensure the marketing of our education and training services is undertaken in a professional manner and maintain the integrity and reputation of the industry and registered providers.
2. The Green Academy ensures to:
  - a. Clearly state name and CRICOS number in written marketing and other material for students, including electronic form; and
  - b. Not give false or misleading information or advice in relation to:
    - claims of association between providers
    - the employment outcomes associated with a course
    - automatic acceptance into another course
    - possible migration outcomes.

The Green Academy will ensure that prior to acceptance of any enrolment, current and accurate information has been made available to the student. This information will include:

- the requirements for acceptance into the course(s), including the minimum level of English language proficiency, educational qualifications or work experience required, and whether course credit may be applicable;
- the course content and duration, a qualification offered if applicable, modes of study, and assessment methods;
- campus locations and a general description of facilities, equipment, and learning and library resources available to students;
- details of any arrangements with another registered provider, person, or business to provide the course or part of the course;
- indicative course-related fees including advice on the potential for fees to change during the student's course and applicable refund policies;
- information about the grounds on which the student's enrolment may be deferred, suspended, or cancelled;
- a description of the ESOS and relevant information on living in Australia, including:
  - indicative costs of living;
  - accommodation options, and where relevant, schooling obligations and options for school-aged dependants of intending students, including that school fees may be incurred.

When recruiting overseas students, The Green Academy will ensure that the marketing and promotion of its courses and education service are not false or misleading and is consistent with Australian Consumer Law.



**Green Academy Pty Ltd.**

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CRICOS

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