Marketing and Advertising Policy

ANC understands its obligations under the ESOS and National Code 2007 to engage in ethical marketing practices and offer accurate information to prospective and current students. ANC must ensure that the marketing of its material is undertaken in a professional manner and maintains the integrity and reputation of the industry and the registered providers. Under this policy ANC must clearly identify its name and CRICOS number in written marketing and other material for students, including electronic forms.

ANC will not give false or misleading information or advice in relation to:

1. Claims of association between providers;
2. The employment outcomes associated with a course;
3. Automatic acceptance into another course;
4. Possible migration outcomes;
5. Any other claims relating to registered providers, its course or outcomes associated with the course.

ANC will not recruit a student where it clearly conflicts with its obligations under standard 7.

1. Accurate and Ethical Marketing/Advertising:
   • ANC will only advertise the qualifications that are within the Scope of its registration as a RTO.
   • ANC will only advertise the products and services as stated within its scope of registration.
   • When referring to its RTO status in compliance with National Code it will provide details of its name, RTO provider Number or TOID, CRICOS Code and Training Packages and Course Codes it is registered to deliver.
   • ANC will accurately present information about its product and services by documentation that clearly outlines accredited course names, course codes and training packages.
   • ANC will provide accurate information about its product and services in an ethical manner.
   • ANC will ensure that its clients (students, agents etc) will have access to full conditions of service through the provision of contracts, policies, procedures and written agreements.
   • All information obtained via marketing activities will be government by the ANC privacy policy.
   • When third party information is required ANC will seek written permission in accordance with its privacy policy.
2. ANC Marketing/Advertising Material:

- All advertising and marketing material will reflect the guidelines mentioned in Section 1 above.
- The Logos used in Statements of Attainment and AQF qualifications will include:
  1. The Nationally Recognised Training Logo (in accordance with current condition of use).
  2. State/Territory Training Logo.
  3. ANC logo.
- ANC marketing/advertising material will in no manner provide false or misleading statements relating to the level of qualifications, entry requirements, college campus, college facilities, and equipment.
- Development of promotional material: all promotional material must be developed by staff trained on National Code and particularly on Standard 1. The Campus officer will supervise the development of marketing material to ensure its compliance with National Code. The Marketing Checklist must be signed off by the Campus Officer before a Marketing Material is sent for production and uploaded on the website.