

AGENCY POLICIES AND MARKETING GUIDELINES

Policy Summary

Australian Learning Group (ALG) aims to provide vocational education and training for students. Part of the recruitment can be done through agents in the business of international student recruitment and promotion of education providers, as agents are contacting and recruiting prospective students on ALG's behalf.

ALG and the agents recognize their responsibility to comply with the requirements of the Education Services for Overseas Students Act 2000 (ESOS Act) and its associated National Code 2018 and the requirements of the Australian Skills Quality Authority (ASQA) Standards for Registered Training Organisations RTO's 2015.

These requirements are enumerated in the [National Code 2018, Standard 4](#).

[Click here to view our Education Agent Policy and Procedure.](#)

Marketing Guidelines

To ensure best practices in marketing and advertising our courses we have put together this guideline to help ensure that any marketing or advertising you do on behalf of Australian Learning Group is compliant.

If you have any questions or need advice on best practices when marketing or advertising courses, please contact our marketing team at marketing@edu.com.au

STEPS

1. Always make sure that it is obvious that you are recruiting on our behalf. Prospective students must be aware that your role is to introduce them to our college, but very clear that the course delivery is with ALG. Ensure that our name and college codes are mentioned when talking about our school and courses – *Australian Learning Group, RTO 91165, CRICOS 03071E*.
2. Always include the national qualification codes, CRICOS course code and qualification titles when describing about courses we offer. All our nationally accredited courses have a national qualification code and CRICOS code. The correct and current codes can be found on our [individual course pages](#). This also includes that you must update the course codes when we advise you that these have changed.
3. Only use information provided by us to make sure all information provided is correct and factual. Please only use information we have provided to you either directly, via

our websites or our agent portal. This ensures you do not make any non-factual statements about: Course durations, Course Contents, Job Outcomes.

4. Apply these guidelines across ALL your advertising and media. These guidelines apply to all your advertising and promotion including brochures, print advertising, websites, social media etc. Note, ASQA guidelines make particular reference that your social medial advertising should carry details on provider and course codes.

For additional information on ASQA marketing guidelines please refer to their factsheet that can be found here: <http://www.asqa.gov.au/media-and-publications/marketing-and-advertising.html>