

1. Purpose

The purpose of this policy and procedure is to ensure that prospective and current learners are properly informed and protected when making decisions regarding their learning needs, choice of training products, training organisation, fees, delivery methods, contract and agreements and consumer rights.

This policy ensures that Opengate Institute complies with the requirements of Standards for monitoring the marketing and recruitment of students for Opengate Institute.

2. Responsibility

The Manager will be responsible for the implementation and update of this policy and to ensure that the marketing staff members and agents are aware of its application and procedures.

3. Scope

This policy applies to all activities related to marketing and recruitment of students by the Institute and its authorised marketing agents.

4. Policy

Opengate Institute will uphold the integrity and reputation of Australia's education industry by ensuring the marketing of its courses and services is not false or misleading. Opengate Institute will recruit responsibly by ensuring students are appropriately qualified for the course for which they seek enrolment, including having the necessary English language proficiency, educational qualifications and work experience. Students must have enough information to enable them to make informed decisions about studying with Opengate Institute.

4.1 Marketing and Advertising

The Institute will ensure the marketing of its courses through its own channel and by agents is undertaken in a professional manner and maintains the integrity and reputation of the industry and the Institution as a registered training provider.

The Institute will:

- a. clearly identifies its name in written marketing and other materials for students, including in electronic forms;
- b. accurately represents the services it provides and the training products on its scope of registration;
- c. not give false or misleading information or advice in relation to (or that indicates):
 - claims of association between providers which include information in marketing materials and website;
 - the employment outcome associated with a course; automatic acceptance into another course and pathways;

Marketing and Student

Include:

- any claims relating to the Institution, its course outcomes associated with the course;
- any guarantee that a learner will successfully complete a training product on its scope of registration

All authorised marketing agents will forward marketing materials such as brochure and flyer prior to printing for Opengate Institutes final review and approval.

4.2 Ethical Marketing Practices

Opengate Institute will obtain written consent from its students before using their information for the Institute's advertising or marketing materials. This includes websites, newspapers, magazines, brochures, flyers, radio and television advertising. Opengate Institute will always accurately represent all of its training and assessment services to all prospective students.

Opengate Institute will ensure that all clients are provided with full details of any conditions in any contractual arrangements related to advertising and marketing.

4.3 Accurate and Clear Marketing

Opengate Institute and its authorised marketing agents will ensure that:

- Only those qualifications that are on the Institute's scope of registration will be advertised;
- Advertisements will clearly delineate nationally recognised training and assessment leading to the issuance of certification documentation from any other training or assessment delivered by Opengate Institute;
- Correct names of all Training Packages/courses on the Institute's scope of registration will be used;

Authorised marketing agents or marketing collateral will not:

- Offer any inducements to prospective students
- target any vulnerable students or group who cannot complete the course
- fill up enrolment form for prospective students
- enrol students at the first instance of visit
- encourage unrealistic expectations about the level of qualifications attainable and the facilities and equipment provided
- make any claim to approval or recognition that is inaccurate, or use misleading or false comparisons of courses provided by Opengate Institutes competitors
- make any misleading statements concerning the qualifications or experience of its staff
- make misleading or false statements about the prospects of employment following the course

5. Student Engagement Before Enrolment

Opengate Institute will ensure that each learner is fully informed and protected and able to make an Informed decision about studying with Opengate Institute.

Prior to accepting a student for enrolment or commencement of the course, Opengate Institute will provide in print, or through referral to an electronic copy, current and accurate information regarding the following:

- a. entry requirements for acceptance into a course, including Language, Literacy and Numeracy (LLN), educational qualifications or work experience required and whether course credit may be applicable
- b. pre-training review prior to the enrolment into a course of studies to ensure that the training and assessment provided by Opengate Institute can meet the student's individual needs
- c. course content and estimated duration expected location of delivery, qualification offered any work placement arrangements, modes of study and assessment methods,
- d. campus locations and a general description of facilities, equipment, and learning resources available to students
- e. details of any arrangements with the Third Party, person or business to provide the course, or part of the course (if any)
- f. indicative course-related fees, including advice on the potential for fees to change during the student's course, and applicable refund policies
- g. information about the grounds on which the student's enrolment may be deferred, suspended or cancelled
- h. information about the services it will provide to students, along with the rights and obligations of both the students and Opengate Institute.
- i. Opengate Institute obligations to the students, including that Opengate Institute is responsible for the quality of the training and assessment in compliance with the Standards for Training Organisation and for the issuance of certification documentation.
- ii. the student's rights, including:
 1. details of Opengate Institutes complaints and appeals process as required by
 2. if Opengate Institute closes or ceases to deliver any part of the training product that the learner is enrolled in.
- iii. the learner's obligations:
 1. any requirements that Opengate Institute requires the learner to meet to enter and successfully complete their chosen training product including Pre Training Review (PTR),and
 2. any materials and equipment that the learner must provide

6. Use of Logos

- The correct logos will be used on qualifications and certification

7. Obligation for authorised marketing agents

It is mandatory that agents working for Opengate Institute will:

- assist and comply with all contractual obligation mentioned in contract agreement;
- Cooperate with Regulatory Authority for any compliance requirements including sharing requested information;
- provide Opengate Institute with detailed marketing information (marketing strategies, staff details, geography, etc.) on regular basis;
- abide by instructions provided by the Institute;
- use only approved marketing materials by the Institute;
- share any marketing related complaint raised by the students with the institute;

8. Monitoring

Opengate Institute will monitor the whole range of marketing activities of its agents and Third Parties through different approaches Engaging Education Agents Policy and Procedures. The monitoring could be desk auditing, student survey, real time monitoring in the field.