P002 Marketing and Student Information Policy (VET)

1. Purpose

This policy makes sure all marketing and information Collarts and anyone acting on its behalf give prospective and current students is accurate, complete and lawful, so students can make an informed choice.

2. Scope

It applies to all advertising, marketing and information given to current and prospective students in any medium by Collarts or on its behalf, including third parties and auspiced schools.

This policy applies to all three delivery models: direct delivery by Collarts staff, third-party delivery on Collarts' behalf, and auspice (VETDSS) arrangements with secondary schools. Where a requirement differs by model or funding source, the policy says so.

3. Definition of Key Terms

Term	Definition
Marketing	Any advertising, promotion or information about Collarts or its training products, including websites, social media, brochures, flyers, signage and verbal recruitment.
NRT logo	The Nationally Recognised Training logo, used only under the conditions of use in the Standards for RTOs 2025.
TOID	Collarts' training organisation identifier for the Skills First Program. [CONFIRM: TOID number – usually the same as the RTO code, 0109.]
Victorian Skills Gateway	The Department's website for VET in Victoria, where Collarts must keep an up-to-date provider and course profile (Schedule 1, cl 1.4).

4. Principles

- All information is accurate and factual and does not mislead.
- Students know before enrolment who Collarts is, who will deliver their training, what it costs and what it involves (Outcome Standard 2.1).
- Marketing never takes advantage of a person's vulnerability and never offers incentives to enrol in subsidised training.

5. What all marketing must do

- Identify Collarts as the RTO and include RTO code 0109.
- Use the exact code and title of each training product as published on training.gov.au, and only advertise products on Collarts' scope.
- Distinguish nationally recognised training leading to AQF certification from any other training.
- Make clear where a third party delivers training or recruits for Collarts, and what each party does. A third party must not present itself as the RTO.
- Use the NRT logo only in line with its conditions of use.
- Refer to another person or organisation only with their consent.

- Only claim a licensed or regulated outcome where the regulator has confirmed it.
- Never guarantee that a student will complete a training product, complete it faster than the training product requires, or get a particular job.
- Include or link to accurate information about fees, funding and support arrangements.

6. Additional requirements for Skills First programs

- Inform prospective students accurately about the nature and requirements of the training and assessment (including any placement), all costs, training hours and commitment, expected outcomes, and any subcontract arrangement affecting who delivers it (Schedule 1, cl 1.1).
- Acknowledge Government funding prominently, e.g. “This training is delivered with Victorian and Commonwealth Government funding”, and identify Collarts by legal name and TOID (cl 1.2).
- Don’t use Department or State logos without written approval, and meet Equal Opportunity Act 2010 (Vic) requirements, including encouraging people with disability to access training (cl 1.2).
- Don’t market a program as Skills First subsidised unless Collarts is permitted to offer it that way (cl 1.1(e)).
- These requirements apply to every promotional item prepared by Collarts or by anyone on its behalf, including a third party’s own website, course pages, social media and audition or recruitment material (cl 1.2).

7. Website and Victorian Skills Gateway

For every Skills First program, Collarts publishes the following in a prominent place on its website, normally on the course page with a link from the VET students page (Schedule 1, cl 1.3):

Required item	What Collarts publishes
Skills First tuition fees (cl 1.3(a))	The standard tuition fee for each program, including concession fees, kept up to date, with this exact caveat: ‘The student tuition fees as published are subject to change given individual circumstances at enrolment’.
Other fees (cl 1.3(b))	All other fees, including student services, amenities, materials, equipment and any audition or application fee charged by Collarts or a third party.
Brokers (cl 1.3(c))	A list of all providers of brokering services, or the statement ‘Collarts does not use brokers to recruit students for Skills First training’.
Subcontract arrangements (cl 1.3(d))	The name of each third party delivering training and assessment, the program and location, and what Collarts does and what the third party does, using the standard third-party statement below.
Complaints and appeals (cl 1.3(e))	A plain-English summary of the complaints and appeals process with links to the current P003 Complaints and Appeals Policy (VET) and forms, and the Skills First complaint contact (TAFE and Training Line).
Funding acknowledgement and identity (cl 1.2)	‘This training is delivered with Victorian and Commonwealth Government funding’, Collarts’ legal name (Australian College of the Arts Pty Ltd trading as Collarts) and TOID.

7.1. Standard third-party statement

‘[Program code and title] is delivered by [third party legal name] on behalf of Australian College of the Arts Pty Ltd trading as Collarts (RTO 0109, TOID 109). Collarts is the registered training organisation and you enrol with Collarts. [Third party] [promotes the course, runs auditions,] delivers training and conducts assessment. Collarts checks eligibility, conducts the pre-training

review, enrols you, issues your training plan and fees, provides student support, monitors quality, manages complaints and appeals, and issues your qualification.' The third party uses the same statement on its own website and material, with a link to the Collarts course page.

7.2. Accuracy of course information

- Course pages match the approved TAS, fee schedule and timetable: intake and start dates, duration, delivery mode and location, stream and elective names, entry requirements and units are consistent everywhere they appear.
- Fees shown on course pages match the approved fee schedule. Fees are not described as estimates unless the reason is explained.
- Links to VET policies and forms point to the current approved versions, and each link opens the document its label describes.

7.3. Victorian Skills Gateway

- Collarts registers for and maintains a provider profile on the Victorian Skills Gateway, listing every program it delivers on its Funded Scope, with current fees, locations, delivery modes and contact details (cl 1.4).
- The profile is updated whenever fees, programs, locations or third-party arrangements change, within 10 business days of the change, and checked before each intake.

8. Approval and monitoring

- All marketing material is approved by the Head of VET before release, using the Marketing Review Checklist. Approval is recorded by email and in the Marketing Register.
- Third parties and auspiced schools send all material that names Collarts or its training products for approval before use, and keep a copy of approved material.
- The Head of VET checks the website, the Victorian Skills Gateway profile and third-party and school websites each quarter, before each intake opens, and whenever fees change, using the Website and VSG Compliance Checklist. Screenshots are kept as evidence.

9. Delivery models

Delivery model	Marketing arrangements
Direct delivery	Collarts marketing team prepares material; Head of VET approves.
Third-party delivery	The third party may market the program only with approved material that names Collarts as the RTO and explains each party's role.
Auspice (VETDSS)	Only approved auspicing partners with a current agreement may advertise Collarts qualifications, using the statement "(School name) delivers nationally recognised training in partnership with and under the auspices of Australian College of the Arts (Collarts) Pty Ltd RTO 0109".

10. Appeals and complaints

Complaints about marketing are managed under the Collarts P003 Complaints and Appeals Policy (VET). Queries can be directed to the Head of VET on 1300 818 777 or vet.support@collarts.edu.au.

11. References and Related Legislation

- Standards for RTOs 2025 – Outcome Standard 2.1; Compliance Standards (Information and Transparency; NRT Logo conditions of use)

- 2026 VET Funding Contract – Skills First Program, cl 4.8(e); Schedule 1, cl 1.1–1.4
- Competition and Consumer Act 2010 (Cth); Equal Opportunity Act 2010 (Vic)

12. Related Policies and Associated Documents

This policy should be read in conjunction with the following documents:

- P010 Third Party Arrangements Policy (VET)
- P007 Fees, Concessions and Refunds Policy (VET)
- P003 Complaints and Appeals Policy (VET)
- SOP002 Marketing Approval Procedure (VET)
- Marketing Review Checklist; Marketing Register; Website and VSG Compliance Checklist; school marketing brief

13. Policy Information

This policy is made available to:

- currently enrolled students via MyCollarts (login required)
- current staff via the Staff Intranet (login required)
- other individuals, including prospective students, via Collarts website

Policy Name:	P002 Marketing and Student Information Policy (VET) – replaces P002-2025 RTO Advertising & Marketing Policy
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Policy Owner:	Chief Executive Officer
Responsible Officer:	Head of VET
Endorsed by (date):	9th December 2025
Approved by (date):	Chief Executive Officer [date]
Review cycle	1 year, or earlier if the Standards for RTOs or the VET Funding Contract change
Next review:	Q4 2027

Document history

Version	Date	Summary of changes	Approved by
2021	02/03/2021	RTO_VETDSS Advertising & Marketing 2021 – rebranded.	Head of VET
2025	Dec/ 2025	Third-party clause added; refers to Standards for RTOs 2025.	Head of VET