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MARKETING OF VET STUDENT LOANS ENABLED COURSES POLICY AND PROCEDURE

PURPOSE

The VET Student Loans Act 2016 require a Registered Training Organisation (RTO) that is approved to offer VET Student Loans assistance to its eligible students (a VET Provider) to market its VET Student Loans enabled courses (VET courses of study) in such a way that prospective students who are, or would be entitled to VET Student Loans assistance under Divisions 1 & 2 of the VET Student Loans Act 2016 are fully informed about a VET course of study before they enrol and are not offered any prohibited inducements to enrol in a VET course of study.

DEFINITIONS

Eligible Student: refers to a student who is entitled to VET Student Loans assistance under clause Divisions 1 & 2 of the VET Student Loans Act 2016.

Prospective Students: refers to an applicant for a VET Course of Study who would be entitled to VET Student Loans assistance under Divisions 1 & 2 of the VET Student Loans Act 2016.

Shafston House College Limited (SHCL): refers to the approved provider under the VET Student Loans government loan program, trading as Service Skills Academy, offering VET Student Loans enabled courses.

VET Course of Study: a course for which an Eligible Student or Prospective Student may access VET Student Loans assistance to pay for all or part of their Tuition Fees.

VET Unit of Study: a published unit of study that a student may undertake to complete a VET Course of Study.

PROCEDURES

Shafston House College Limited (SHCL) will market its VET Courses of Study in an ethical manner and in compliance with the VET Student Loans Act 2016 and VET Student Loans Rules 2016 – Division 8 – Marketing.

SHCL WILL NOT at any time:

1. Market a VET Course of Study or VET Unit/s of Study as:
 - a) Not a loan; or
 - b) That the loan does not have to be repaid
2. Offer or provide certain inducements or benefits that would induce a person to apply for a VET Student Loan for a course
3. Cold call a person to market, advertise or promote a VET course of study.
4. Use third party contact lists to recruit students into VET Courses

Offering Certain Inducements

For the purposes of subsection 61(2) of the Act, the only permissible benefits a provider may market include:

- a) the content and quality of the course;
- b) the amount of the tuition fees for the course;
- c) the availability of a VET student loan for the course;
- d) marketing merchandise up to the total value of \$30 per person.

Use of Third Party Contact Lists

The Use of third party contact lists is only permissible where:

1. The student has given express consent to being contacted by the provider.
2. The student is taken to have provided express consent if:
 - a) information in the request was presented clearly, and set out the specific purpose for which the student's personal information would be used if consent were given; and

- b) *the request was prominent; and*
- c) *the student was able to give consent in a separate optional tick box from other consents; and*
- d) *the request was not a required field to be answered in order for a person to submit other information; and*
- e) *the request did not include a default tick for consent; and*
- f) *the request named the provider; and*
- g) *the request detailed any referral fee or other fee that would be paid to the person who made the request and any other benefit that would be provided to the person who made the request.*

3. *The student is taken to have provided express consent if the student initiates contact with a third party for the purpose of:*
- a) *giving information relating to education and training to the provider; or*
 - b) *getting information relating to education and training from the provider.*

Other marketing requirements

Information that must be provided

An approved course provider must ensure that any marketing of its approved courses prominently mentions:

- a) the provider's name and any registered business name or other business name that the provider uses; and
- b) the provider's registration code; and
- c) the maximum tuition fees for the course.

Information about fees

An approved course must not be marketed unless the tuition fees for the course:

- a) have been published on the provider's website in a way that is readily accessible by the public; and
- b) have been given to the Secretary in accordance with section 115.

Marketing that mentions VET student loans

An approved course provider must ensure that any marketing in which the provider mentions the possible availability of a VET student loan (however described) for students undertaking a course:

- a) prominently mentions:
 - i) the provider's name and any registered business name or other business name that the provider uses; and
 - ii) the provider's registration code; and
 - iii) that VET student loans will not be approved for students who do not meet eligibility requirements; and
 - iv) that a VET student loan gives rise to a HELP debt that continues to be a debt due to the Commonwealth until it is repaid; and
- b) presents the information covered by paragraph (a) in a font size that is approximately the same as any other marketing information that accompanies it; and
- c) if the marketing is online—presents the information covered by paragraph (a) on the same webpage as the other marketing of the course; and
- d) if the marketing uses the VET student loans logo—presents the logo in accordance with the style guide for the use of the logo published on the Department's website.

Marketing through social media

An approved course provider must ensure that any marketing of the provider or its courses through social media does not mention the possible availability of a VET student loan (however described) for students undertaking a course.

DOCUMENT HISTORY AND VERSION CONTROL

Version	Date Approved	Effect Date	Approved By	Brief Description
1.0	03/01/2017	03/01/2017	Executive Director (Academic)	Document compiled in accordance with VET Student Loans Act 2016 and VET Student Loans Rules 2016.