



International Agent Marketing & Promotional Material Policy & Procedure: Marketing & Promotional Material 4-4019:

1. Policy

This policy and procedure supports 'Standard 1 – Marketing information and practices' of the 'National Code of Practice for Registration Authorities & Providers of Education & Training to Overseas Students 2007' which states:

“Registered providers ensure that marketing of their education and training services is professional, accurate and maintains the integrity and reputation of the industry.”

The following procedure ensures that all marketing materials and practices for the Hospitality Training Australia (HTA) are authorised by an appropriate person before implementation.

2. Procedure

- HTA will designate a person who shall ensure that all marketing information and practices are conducted in a professional manner and maintains the integrity and reputation of the industry and registered providers. This person is currently the Admission Coordinator.
- The Admission Coordinator shall authorise all new marketing information and practices.
- The Admission Coordinator shall ensure the following occurs:
 - Ensuring all materials used by HTA for marketing and promoting itself contain the name of HTA and it's CRICOS number. This includes electronic information such as website downloads and e-mails.
 - Not allow false or misleading information to be present.
 - Not actively recruit students from another RTO that have not completed six (6) months of their primary studies with that RTO (Standard 7 requirements) through the use of promotional material.
- Where the Admission Coordinator has approved a new document or practice the appropriate implementation plan will developed to ensure all old versions are replaced and staff made aware of the changes.
- The Admission Coordinator will also ensure any promotional material or practices and changes developed are communicated to all representatives (inc. agents) and representatives of HTA.

Policy Authorisation:

Responsibility:	C.E.O.	
Confirmation Date:	30/06/2008	Signed:
Version No:	2	
Electronic Record:	C:\My Documents\H.T.V\Policies & Procedures\AQTF Standard 1\1-1003 Privacy Policy.doc	