

## VSL1.2: VSL Marketing Policy and Procedure

### Purpose

This policy outlines the obligations of Casey College of Beauty Therapy Pty Ltd in marketing VET student loans (VETSL).

### Policy Statement

Casey College of Beauty Therapy provides information to students via its website, Student Handbook, promotional materials and induction materials. Information is reviewed every six months to ensure the most up-to-date and relevant information is available and that all information is accurate and clearly explained and that no information is false or misleading.

All marketing materials prepared by Casey College of Beauty Therapy clearly identify the registered training provider registered business name, RTO code, the code and title of qualification for which the VETSL is applicable and the maximum tuition fees for the course.

Marketing materials are developed and reviewed using a Marketing Material Register and version control along with samples of the materials, in order to track and review effective marketing strategies and to ensure materials are up-to-date and do not mislead potential students about courses and services.

Information provided to students highlights that VET Student Loans (VETSL) will not be approved for students who do not meet eligibility requirements, and that a VET Student Loan gives rise to a VETSL debt which continues to be a debt due to the Commonwealth until it is repaid.

Marketing cannot take place until tuition fees for the course (including tuition fees for units/parts of courses) and additional costs have been published on the Casey College of Beauty Therapy website in a way that is readily accessible by the public and published on the Your Career website

<https://www.yourcareer>

The VET Student Loans logo is placed on the page outlining information about VET Student Loans on the Casey College of Beauty Therapy website. It may **not** be used on any other materials or printed publications such as office stationery, business cards, letterheads, signs and pamphlets and cannot be used by third parties.

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### Procedure

1. Statements will only be used in respect of training and/or assessment within its scope of registration with VRQA and a link to the qualification attracting VSL.
2. All applicants will be provided with the following information:
  - a) Enrolment procedure and VSL eligibility requirements, including audition requirements, the need to provide own instrument and laptop computer as well as language, literacy and numeracy competency.
  - b) Program outline, duration and mode of delivery
  - c) Attendance and progress expectations
  - d) Assessment procedures
  - e) Location of premises, facilities and equipment
  - f) Tuition fees and additional costs
  - g) Refund policy
  - h) Complaints, grievances and appeals procedure
  - i) Processes for withdrawal
  - j) A link to the VET Student Loan website <https://www.dewr.gov.au/vet-student-loans>
3. All information relating to the VSL will be presented in a font size approximately the same as any other marketing material in print or on its website.
4. The VET Student Loans logo will be presented in accordance with the style guide as published by the department and placed to the right of Casey College of Beauty Therapy own logo. It may be published on the Casey College of Beauty Therapy website on the page outlining information about VET Student Loans. The VSL logo will not appear on Casey College of Beauty Therapy's homepage, or in multiple locations throughout the website.

In marketing VSL, Casey College of Beauty Therapy will not:

- represent that a VSL is not a loan or does not have to be repaid,
- offer or provide a benefit or cause a benefit to be offered or provided which would be reasonably likely to induce a person to apply for a VET Student Loan for a course,
- when cold calling another person to market, advertise or promote a course, mention the possible availability of VET Student Loans for students undertaking the course ,
- use contact details received from another person to contact a student (or prospective student) to market, advertise or promote a course or enrol the student in a course, and in so doing mention the possible availability of a VET Student Loan
- mention the possible availability of a VET student Loan via social media.

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