



Vibe College is the trading name of Adore Education Pty Ltd

ABN 66 088 173 433 | RTO 31652 | CRICOS 03500M

www.vibecollege.edu.au

Marketing & Advertising Policy & Procedures

VIBE

COLLEGE

BRISBANE

Level 2, 30 Herschel Street

Brisbane, QLD 4000 Australia

+61 7 3088 6644

info@vibecollege.edu.au

Version Control

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Jul 2016	V1.0	Initial Version release	CEO/PEO
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Contents

1. SCOPE	3
2. POLICY.....	3
3. PROCEDURE.....	3
3.1. General Marketing Collateral Requirements	3
3.2. No Guarantee	4
3.3. International Students Marketing Practices.....	4
3.3.1 Transfer between providers	5
3.4. ITECA Code of Ethics	5
3.5. Conditions of Use of Nationally Recognised Training Logo.....	5
3.6. Conditions of Use of Australian Qualifications Framework Logo.....	6
3.7. Testimonials and other References	7
3.8. Government Loan, Funding, Subsidy or other Support	8
3.9. Jurisdictional Specific Marketing Requirements	8
3.9.1 Queensland	8
3.10. Marketing Collateral Approval Process	12
3.11. Promotional Methods.....	12
3.11.1 Do Not Call Register	12
3.11.2 Third Party Representatives	12
3.11.3 Telemarketing and Research Calls Industry Standard	12
3.11.4 Managing Call Lists.....	15
3.12. Campaign Records	16
3.14. Prospective Client Expressions of Interest & Registrations.....	17

1. Scope

The policy applies to the ethical, promotion, marketing and advertising of the organisation's training and assessment services both in the electronic and print media.

Service/Product promotion will be by way of verbal networking, general networking amongst industry professionals, web media and any other form determined as appropriate by the organisation.

The Vibe College Marketing Manager is responsible for ensuring that promotional materials, representations and services to be provided, are consistent with the ability of the business, including scope of registration and scale of operation, to meet the required standard expected of the business and the client.

All staff are required to discuss any proposed marketing activities with the Marketing Manager prior to any promotion being commenced.

The Marketing Manager is responsible for the overall design and dissemination of marketing and advertising materials.

2. Policy

This policy is created pursuant to the ESOS Act 2000 and Standard 1 of the National Code of Practice for Providers of Education and Training to Overseas Students 2018.

This policy is in place to ensure there is a consistent approach in the marketing and promotion of Vibe College training services. This policy should ensure processes associated with marketing and promotions are carried out with integrity and accuracy to clients.

Vibe College enables informed choice for clients and students by providing clear and factual information, whether this is done directly or by a third party. Vibe College is responsible for all marketing or other material disseminated on its behalf, regardless of the channel or method used.

Vibe College is conscious of the national requirements for the marketing of nationally recognised training and ensures that the information used is accurate, clear and managed ethically. Vibe College is subject to all relevant consumer protection law that applies in any jurisdiction where it operates and ensures it honours all commitments it makes.

Vibe College's marketing and advertising material is consistent with its training and assessment strategies.

Vibe College ensures its marketing of AQF qualifications to prospective students is ethical, factual and accurately represents the services it provides and the training products on its scope of registration.

3. Procedure

3.1. General Marketing Collateral Requirements

All Vibe College marketing materials are required to include the following requirements:

- Vibe College RTD and Cricos Codes Must be included
- The relevant RTD responsible for the training and/or assessment and for issuing a qualification or statement of attainment must be absolutely clear to anyone viewing any marketing or advertising material;
- The NRT Logo is only used in accordance with the conditions of use as noted below;
- Marketing collateral makes clear where a third party is recruiting prospective students for Vibe College on its behalf;

- Marketing collateral distinguishes where Vibe College is delivering training and assessment on behalf of another RTO (internal to Vibe College or external partner RTO) or where training and assessment is being delivered on Vibe Colleges' behalf by a third party;
- Marketing collateral distinguishes between nationally recognised training and assessment leading to the issuance of AQF certification documentation from any other training or assessment delivered by Vibe College;
- Marketing collateral includes the RTO code, Cricos code and course title of any training product, as published on the National Register, referred to in that information;
- Marketing collateral includes any relevant currency information, such as whether a qualification has been superseded or removed from a training package;
- Vibe College only advertises or markets a non-current training product while it remains on the RTO's scope of registration;
- Vibe College only advertises or markets that a training product it delivers will enable students to obtain a licensed or regulated outcome where this has been confirmed by the industry regulator in the jurisdiction in which it is being advertised;
- Marketing collateral includes details about any income contingent loan, government funded subsidy or other financial support arrangements associated with Vibe College's provision of training and assessment; and
- Where Vibe College delivers training that is not nationally recognised (including school and higher education programs), it must clearly separate marketing or other information about this training from marketing and information about training that is nationally recognised.

3.2. No Guarantee

Vibe College does not provide any guarantee that:

- A student will successfully complete a training product on its scope of registration; or
- A training product can be completed in a manner which does not meet the requirements of the Standards for RTOs 2015 (Cth); or
- A student will obtain a particular employment outcome where this is outside the control of Vibe College.

3.3. International Students Marketing Practices

Vibe College ensures that marketing of their education and training services is professional, accurate and maintains the integrity and reputation of the industry.

Vibe College:

- Clearly identifies the business trading name and RTO number in written marketing and other material for students, including electronic form.
- Does not give false or misleading information or advice in relation to any aspects of service provision, including:
 - Claims of association between providers;
 - The employment outcomes associated with a course;
 - Automatic acceptance into another course;
 - Possible migration outcomes; or
 - Any other claims relating to the entity, its course or outcomes associated with the course.

3.3.1 Transfer between providers

Vibe College does not actively recruit a student where this clearly conflicts with obligations under Standard 7 of the National Code 2018 - Transfer between registered providers.

Vibe College takes reasonable steps to check whether a student is enrolled with another provider before completing an enrolment. 'Reasonable steps' include asking the student if he or she is currently enrolled with another provider, checking a student's visa and using PRISMS.

3.4. ITECA Code of Ethics

Vibe College complies with the ITECA Code of Ethics for Members and for the Engagement of Education Agents (February 2015).

Vibe College publicises the fact that it adheres to the Code which defines obligations to students, the public and to other providers of education and training services. Vibe College has copies of this Code or an equivalent internal Code available for inspection by students and other clients who ask to inspect it.

Vibe College may also publish the ITECA logo on its website and marketing material, to emphasise its status as an ITECA endorsed member.

3.5. Conditions of Use of Nationally Recognised Training Logo

The Nationally Recognised Training (NRT) Logo is a distinguishable mark of quality for promoting and certifying national vocational education and training leading to AQF certification documentation. The NRT Logo is a registered trademark.

Vibe College only uses the NRT Logo in line with the range of situations and conditions outlined below.

Advertisements and Promotional Information in any Medium (Print, television, radio, banners, internet, etc.)

Vibe College uses the NRT Logo to promote only nationally recognised training that is within its scope of registration.

Vibe College ensures impressions are not created that may lead an observer to conclude the NRT Logo applies to all training provided where this is not the case.

Where training is being promoted that does not meet the requirements stipulated in the VET Quality Framework (that is, non-accredited training) or is outside Vibe College's scope of registration, it is made clear the NRT Logo is not associated with that training.

Client Information (Brochures, course handbooks, prospectuses, etc.)

Vibe College ensures that when it is promoting the training it offers and wishes to use the NRT Logo, its promotional material such as brochures, handbooks and prospectuses clearly distinguish between nationally recognised training within the scope of registration and that which is not nationally recognised.

Corporate Stationery, Business Cards, Buildings, Training Resources and Marketing Products

Vibe College does not use the NRT Logo on products such as corporate stationery, business cards, building signage, mouse pads, pens, satchels, packaging around products nor learning resources supporting training.

Certificates, Statements of Attainment and other Testamurs

Vibe College ensures the NRT Logo is correctly and accurately depicted on all AQF certification documentation issued. The NRT Logo is not depicted on other testamurs or record of results.

NRT Logo Specification

The NRT logo consists of both the triangular shape and the descriptor. The triangle is not to be used without the descriptor. The typeface is Fritz Quadrata. Under no circumstances is the descriptor to be typeset in any other typeface.

The complete NRT logo may be varied in size. The size and position of the NRT logo on the final product is at the discretion of the product designer. Although the size of the logo may be varied, the proportions of the triangle and the descriptor in relation to each other may not be varied.

Under no circumstance is the logo to be reproduced in mirror image or be rotated.

Two colour reproduction

Where the NRT logo is reproduced in colour, it must comply with these colour requirements.

Deviation from these colours is not permitted; nor are colours to be swapped around or stippled. The only colours to be used are:

- GREEN PMS 343
- RED PMS 192

One colour reproduction

Where the NRT logo is reproduced in one colour, it should preferably be in GREEN PMS 343 or, where this is not suitable, it may be reproduced in black. In some situations, the background colour may clash or the logo may not be prominent. In those situations, the black logo may be reversed out to display in white.

3.6. Conditions of Use of Australian Qualifications Framework Logo

Vibe College only uses the AQF Logo in line with the range of situations and conditions outlined below.

Course Appropriateness

The AQF logo cannot be associated with education and training that does not lead to an AQF qualification. If promoting both AQF qualifications and qualifications that do not meet the requirements specified in the AQF, Vibe College ensures it is made clear that the AQF logo is not associated with those that are not AQF qualifications. The impression must not be created that may lead an observer to conclude that the AQF logo applies to all education and training provided, if this is not the case.

Course within Scope of Registration

Vibe College may use the AQF logo to advertise or promote AQF qualifications that it is authorised to offer.

Permitted Collateral Uses

Vibe College may use the AQF logo on student information, advertising and promotional material.

Non-Permitted Collateral Uses

Vibe College ensures that the AQF logo is not be used for corporate use including corporate stationery such as business cards and letterhead; building or other corporate signage; marketing products such as mouse pads, pens, satchels, product packaging; or educational resources used to support teaching and learning.

AQF Logo Specification

No element of the logo can be altered, moved or changed in any way. Under no circumstance is the logo to be reproduced in mirror image or be rotated.

The AQF logo must consist of both the circular/arrows shape and the words 'Australian Qualifications Framework' and be set in the typeface Gill Sans Light or Gill Sans Regular. The complete AQF logo may be varied in size but the proportions of the circle/arrows and the words in relation to each other may not be varied.

The minimum clear space required around the logo image is 10mm on all sides. No other graphic or text elements may appear within the clear space.

The AQF logo must always appear in:

- Its principal Pantone spot colours: PMS 144C, 3272C, 258C;
- Black C and white; or
- Reversed out of black.

Black and white reproduction

Where the AQF logo is reproduced in one colour, it must be in black and white.

Reversed out of black reproduction

Where the AQF logo is reproduced in one colour and it is used on backgrounds where black print will not be legible, reversed black and white may be used.

3.7. Testimonials and other References

Where Vibe College makes reference to another person or organisation (such as testimonials or photos) in marketing or advertising material, it has gained consent from the person or organisation for the use of that reference. This includes references via text, statements, logos and photos. Vibe College ensures all testimonials are true and correct before using them to endorse products.

Various Vibe College contractual arrangements with government stakeholders, enterprise clients and other third parties may routinely include consent for the use of information and images in marketing collateral, including the use of organisational logos and other trademarks.

For more specific advertising and marketing purposes, client consent is obtained and recorded using the Marketing Consent Form. Completed Marketing Consent Forms are stored with the marketing team and are accessible through the Vibe College Marketing Manager.

3.8. Government Loan, Funding, Subsidy or other Support

Where students would be accessing any government income contingent loan or subsidy, Vibe College provides details of these arrangements. Details include:

- Any costs associated (including interest or similar costs);
- Any debt that will be incurred; and
- Any loss of entitlement from the student undertaking a course at Vibe College.

This includes, in the cases of limited entitlement schemes, where students are only able to access one course or there are restrictions on what courses may be subsidised after completing their study at Vibe College.

3.9. Jurisdictional Specific Marketing Requirements

The following jurisdictional specific marketing requirements also apply.

3.9.1 Queensland

VET Pre-Qualified Supplier Requirements General provisions

Vibe College ensures only the Department, Vibe College and no other person markets, promotes or advertises Vibe College's status as a Pre-Qualified Supplier (PQS) or Vibe College's capacity to claim funding under the Program except with the prior written consent of the Department.

Information provision

Vibe College does not make any misleading public statements, including any statements to Students, employers or any organisation, about the agreement and any Program, the level of funding or actions taken by the Department under the agreement.

Vibe College, in making any public statements in relation to the Training and Assessment funded under the agreement, include an acknowledgment of the funding received from the Department and such acknowledgement will be on terms reasonably approved by the Department.

Vibe College Marketing and promotional material:

- Refers to Programs that may be specified from time to time by the Department;
- Does not contravene any Department directive or publication/marketing guideline relating to the marketing of Programs; and
- Refers to Program(s) by such name as is specified from time to time by the Department.

Inducements

Vibe College does not give, or offer to give, any gift or other benefit to a student including a prospective student or any other person(s) which, in the Department's reasonable opinion, is an inducement or likely to influence the student, prospective student or any other person(s) to enrol with the Supplier in a qualification funded under a Program.

Third Party Sub-contracting

Vibe College may subcontract or enter into arrangements with third parties to assist the Supplier to deliver Training and Assessment.

Vibe College does not subcontract or enter into an arrangement whereby the Contractor promotes, markets or advertises the Program or the Supplier's status as a Pre-qualified Supplier for the Program.

Disclose information upfront to enable informed consumer choice

Vibe College publishes in a prominent and easy-to-access location on its website the total co-contribution fees – concessional and non-concessional – to be charged to an enrolled student for each qualification or skill set it is approved to deliver under a program.

Vibe College provides a prospective student with notice of the co-contribution fee relevant to the student's circumstances prior to enrolment in the qualification or approved skill set.

Vibe College provides the prospective student with a copy of, or access to, its refund policy prior to enrolment.

Vibe College notifies the prospective student of the expectations and rules regarding accessing a government subsidised training place under the relevant program. This notification includes advice that the student will no longer be eligible for a government subsidised training place under a program once they complete the qualification level targeted through the program.

Vibe College is able to show evidence of the student's acknowledgement of program rules. Vibe College refers the prospective student to any applicable student fact sheet for the relevant program published on the department's training website, so they have access to independent information and a point of contact with the department.

Where some or all of the training and/or assessment services are to be subcontracted to a partner RTO, Vibe College notifies the prospective student of the full name of the partner RTO and the training and/or assessment services to be provided by the partner RTO.

Demonstrate professional and ethical standards of behaviour

Vibe College only represents itself to the marketplace as a PQS for a program on or after the start date specified in the department's letter of authority (i.e. approval letter).

Vibe College complies with all department policies and directives in relation to the proper marketing of a program.

This includes not advertising, marketing or promoting to consumers any gifts or inducements an enrolled student would be eligible to receive upon enrolment in training offered by the PQS under a program.

Vibe College invites the Minister for Training and Skills to attend, or send a representative to, any official launch, graduation or significant public event relating to the provision of services under the PQS Agreement.

Fees

Vibe College discloses upfront concessional and non-concessional fees and clearly publish and label them on its website as the co-contribution fee, along with all pertinent information about the offering.

Vibe College also provides prospective students with a copy of, or access to, its refund policy prior to enrolment.

ASQA audit results

Vibe College publishes a summary of its latest ASQA VET Quality Framework audit results in an easy-to-access location on its website, as per the information required below.

Vibe College publishes the following minimum audit information:

- Audit date
- Qualifications audited (i.e. list all qualifications audited on the above date)
- Audit outcomes:
 - Audit non-compliance identified: Yes or No
 - A summary of significant and/or critical non-compliances (if applicable) and actions taken to rectify
 - Non-compliances rectified: Yes or No or Not applicable.
 - Non-compliances are categorised as minor, significant or critical as follows:

Minor

The evidence reviewed indicates that the requirements of the VET Quality Framework have not been met but there is minimal or no serious adverse impact on students and/or persons affected by the outcomes of the training and assessment services provided.

Significant

The evidence reviewed indicates that the requirements of the VET Quality Framework have not been met and there are indications of a serious or potentially serious adverse impact on students and/or persons affected by the outcomes of the training and assessment services provided.

Critical

The evidence reviewed indicates that the requirements of the VET Quality Framework have not been met and there is an actual or potential critical adverse impact on students and/or persons affected by the outcomes of the training and assessment services provided.

Marketing & Disclosure Directives

Principle one – no third-party marketing

Only Vibe College is approved to deliver training for a funding program by the Department of Education and Training is permitted to market or advertise that program.

A third party, irrespective of the nature of the relationship it has with Vibe College, must not market or advertise the program or Vibe College's participation in the program.

The department defines a third party as any entity, organisation or person that is not a part of the registered training organisation (RTO) entity that has been awarded PQS status (for example, those not employed by the PQS nor within its organisational structure, such as a director).

Note: A third party with expertise in marketing or similar is exempt from this principle if it has been engaged by the PQS to provide advice or assistance within the department's marketing directives.

Principle two – Clearly identify the program

All Vibe College marketing or advertising must include:

- The correct and full name of the funding program; and
- Acknowledgement of the Queensland Government and the department as the funding source by stating – *'funded by the Queensland Government'*.

It is not acceptable to use abbreviations in marketing or advertising material. The Certificate 3 Guarantee program must appear as 'Certificate 3 Guarantee program' or 'Certificate 3 Guarantee' and not appear as C3G or Certificate III Guarantee.

Principle three – Queensland Coat of Arms

Vibe College does not use the Queensland Coat of Arms or other Queensland Government logos or intellectual property, with the exception of public VET providers with the required Queensland Government authorisation to do so.

Principle four – Advertise appropriate qualification levels

In most cases, Vibe College is only permitted to market or advertise the vocational qualification level primarily targeted by the program (for example, UserChoice Certificate 3 targets certificate III level vocational qualifications).

Principle five – Responsible marketing practice

Vibe College does not market or advertise itself to the marketplace as a PQS for a program prior to the start date approved by the department.

Vibe College does not market or advertise a qualification or course under a program prior to the start date approved by the department. Vibe College does not market or advertise qualifications that are not eligible for Queensland Government funding under the program, or suggest they are part of a Queensland Government funded program.

Vibe College does not market, advertise or offer any gift or other benefit to a student, prospective student, employer or any other person which, in the department's reasonable opinion, is considered to be an inducement or likely to influence the student, prospective student, employer or any other person to enrol with Vibe College.

Vibe College does not indicate the training is fee-free when a co-contribution fee is mandated under the program policy for the student cohort. Vibe College does not market or advertise program details which are inaccurate or no longer current.

Vibe College does not make references to government funding that could be misleading.

C O L L E G E

Information disclosure requirements

Vibe College provides prospective students and participating employers (if applicable) with a range of information upfront and prior to enrolment, to inform their decision making and selection of a course and training provider.

The following information must be supplied to consumers prior to enrolment:

- Vibe College provides specific information about the program, qualification or course and co-contribution fee charges as prescribed in the relevant program policy.

- This includes the requirement to refer prospective students to the department's student fact sheets developed for programs, so they have access to independent advice and a point of contact within the department if needed.

Vibe College discloses and publishes in a prominent location on its RTO website, the concessional and non-concessional co-contribution fees it will charge for each qualification it is approved to deliver under a program and include with the fee information all pertinent information about the offering.

The fee must be labelled as the 'contribution fee' on Vibe College website so it is easily identifiable. The co-contribution fee must represent the total cost to the student to enrol in the offering, undertake training and be awarded the qualification.

Vibe College publishes, in a prominent location on its RTO website, its latest VET Quality Framework audit results (or latest Australian Quality Training Framework audit results if not yet audited under the VET Quality Framework).

Vibe College provides a copy of, or access to, its complete refund policy terms and conditions.

3.10. Marketing Collateral Approval Process

Before use, Vibe College ensures all marketing collateral is checked and approved by a senior manager or delegated authority.

Marketing materials are approved using the relevant **Marketing Approval Form**, and once approved are recorded in the **Marketing Register**. Completed Marketing Approval Forms are stored with the relevant marketing collateral, managed by the Marketing Manager.

Vibe College monitors all marketing activities and collateral on an ongoing basis to ensure it remains current and accurate.

3.11. Promotional Methods

Vibe College internal and third-party representatives maintain compliance with a range of regulatory requirements when undertaking promotional activities.

3.11.1 Do Not Call Register

Vibe College representatives who make unsolicited contact with potential students in order to sell them course services comply with the Do Not Call Register Act 2006 and associated telemarketing standards.

3.11.2 Third Party Representatives

Vibe College ensures that any third-party agreements that include the making of telemarketing calls and marketing faxes require compliance with the Act.

3.11.3 Telemarketing and Research Calls Industry Standard

The Telemarketing and Research Calls Industry Standard applies to all voice calls made to Australian numbers that:

- Offer, advertise or promote goods, services, land, interests in land, business opportunities or investment opportunities;

- Advertise or promote suppliers or prospective suppliers of such things;
- Solicit donations; and
- Conduct opinion polling or standard survey-based research.

The industry standard establishes minimum requirements for those making telemarketing and research calls.

Permitted Contact Hours

Vibe College representatives do not undertake telephone or fax marketing to clients:

- On a Sunday or a public holiday;
- Before 9am or after 8pm on a weekday; or

Except in cases where consent has been given by the call recipient in advance to receive the call during the prohibited calling hours.

Provision of Information

Vibe College representatives making telemarketing calls, at the start of the call, provide their contact information, the name of the person or business that caused the call to be made and explain the purpose of the call.

On request, Vibe College representatives also provide:

- The source of the telephone number; and
- The name and contact details at Vibe College for dealing with consumer enquiries and complaints.

Providing for the termination of calls

Vibe College representatives will immediately terminate the call in a range of circumstances, including where the call recipient asks for the call to be terminated or otherwise indicates that he or she does not want the call to continue.

Requiring callers to enable calling line identification

Vibe College ensures that calling line identification is enabled at the time that the caller makes or attempts to make a call.

Provision of Information during Calls

Vibe College provides individuals with certain information when calls are conducted, as per the requirements of the Act. Exactly when the provision of information is needed differs, depending on whether it is a research call or other telemarketing call.

Telemarketing Calls	
<p>Information that must be provided as soon as the call starts:</p>	<ul style="list-style-type: none"> ▪ The given name of the person calling; ▪ The purpose of the call; and ▪ If the telemarketing company is calling on behalf of another business, the name of that business.
<p>Information that must be provided on request if applicable, but does not need to be provided if the consumer doesn't ask for it:</p>	<ul style="list-style-type: none"> ▪ The full name or staff ID of the person calling; ▪ If the person is making the call as an employee of a company or business, the name and contact details of the person's employer; ▪ If the person is not making the call as an employee of a company or business, their own full name or business name and contact details (details of a telephone number used principally for residential purposes are not required where the caller makes the calls from their residential address); ▪ If the telemarketing company or business is calling on behalf of another business, the contact details of that business; ▪ The name and contact details of the person responsible for dealing with inquiries and complaints about (as applicable): <ul style="list-style-type: none"> ○ The person making the call; ○ The telemarketing company or business they are calling from; and ○ The business on behalf of which the telemarketing company or business is calling.
<p>Information that must be provided within a reasonable time frame (not exceeding 7 days) if the consumer asks for it:</p>	<ul style="list-style-type: none"> ▪ Where the person calling obtained the telephone number, or that it was from a private individual; ▪ The name of the person the call was intended for (if applicable); and ▪ The name and contact details of any organisation that provided the information to the person calling (if applicable).

V I B E
C O L L E G E

Research Calls	
Information that must be provided as soon as the call starts:	<ul style="list-style-type: none"> ▪ The given name of the person calling; and ▪ The purpose of the call.
Information that must be provided on request or, if the consumer doesn't request it, before the end of the call:	<ul style="list-style-type: none"> ▪ If the research company is calling on behalf of another business, the name of that business.
Information that must be provided on request if applicable, but does not need to be provided if the consumer doesn't ask for it:	<ul style="list-style-type: none"> ▪ The full name or staff ID of the person calling; ▪ If the person is making the call as an employee of a company or business, the name and contact details of the person's employer; ▪ If the person is not making the call as an employee of a company or business, their own full name or business name and contact details (details of a telephone number used principally for residential purposes are not required where the caller makes the calls from their residential address); ▪ If the research company or business is calling on behalf of another business, the contact details of that business; ▪ The name and contact details of the person responsible for dealing with inquiries and complaints about (as applicable): <ul style="list-style-type: none"> ○ The person making the call; ○ The research company or business they are calling from; and ○ The business on behalf of which the research company or business is calling.
Information that must be provided within a reasonable time frame (not exceeding 7 days) if the consumer asks for it:	<ul style="list-style-type: none"> ▪ Where the person calling obtained the telephone number, or that it was from a private individual; ▪ The name of the person the call was intended for (if applicable); and ▪ The name and contact details of any organisation that provided the information to the person calling (if applicable).

3.11.4 Managing Call Lists

Vibe College submits calling lists to the register for washing through the Telemarketer Access Portal:
<https://www.donotcall.gov.au/dncrtelem/index.cfm>

Washed lists identify which numbers are:

- Registered, and therefore should not be called; and
- Not registered, and therefore may be called.

Vibe College relies on the validity of washing results for thirty (30) days from the date the register returns the washed list. Calling lists are kept in a valid 'washed' state by monitoring when the 30 day validity period of each

list is about to lapse, and making sure that any numbers intended to be called after the end of the validity period are re-washed before the validity period ends.

Vibe College has clearly documented steps taken to ensure that numbers identified as being on the register are not called unlawfully, and that numbers identified as not being on the register are not called outside the 30day validity period. Work instructions include:

- The process for preparing and washing lists;
- The timeframes within which key steps are to occur; and
- The process for rewashing unused numbers before the 30day period expires.

The Vibe College Marketing Manager is responsible for the ongoing monitoring and maintenance of work instructions with all Vibe College representatives.

3.12. Campaign Records

Vibe College representatives maintain the following records for at least twelve (12) months:

Call Lists

- Washing receipts provided by the register operator for each washed list (among other things, the receipts include a unique transaction ID, time and date stamps, and a summary of the quantity of numbers submitted and returned); and
- Copies of all files submitted for washing (in the format in which they were submitted) and all files as returned by the register operator.

Call Records

For each telemarketing call made or attempted, Vibe College representative's record:

- The telephone number called;
- The date and time of the call;
- The length of the call;
- The outcome of the call (for example, answered or unanswered);
- The client, campaign or service (as appropriate) for which the call was made.

These records are maintained for all calls and attempted calls (that is, not just calls that give rise to an outcome, or the final attempt to a number before it is abandoned).

Campaign Records

For each campaign, Vibe College representative's record:

- Details of the services marketed by telemarketing calls (for example, call scripts, brochures, information sheets)
- The names, addresses, contact details and roles of all parties who were involved in making the calls or causing them to be made;
- The carriage RTOs who provided the outbound telephone service through which the calls were made
- If another person such as a contracted call centre or reseller made telemarketing calls under a telemarketing agreement, copies of all contracts and agreements relating to the making of telemarketing calls.

Records are stored in various Customer Relationship Management (CRM) recording systems relevant to each individual Vibe College representative entity.

3.13. Electronic Marketing

The Spam Act 2003 prohibits the sending of unsolicited commercial electronic messages—known as spam—with an Australian link. A message has an Australian link if it originates or was commissioned in Australia or originates overseas but was sent to an address accessed in Australia.

The Spam Act 2003 defines a commercial electronic message as:

- Offers, advertises or promotes the supply of goods, services, land or business or investment opportunities;
- Advertises or promotes a supplier of goods, services, land or a provider of business or investment opportunities; or
- Helps a person dishonestly obtain property, commercial advantage or other gain from another person.

The Act classifies an electronic message as 'commercial' by considering:

- The content of the message;
- The way the message is presented; and
- Any links, phone numbers or contact information in the message that leads to content with a commercial purpose—as these may also lead the message to be defined as 'commercial' in nature.

Messages sent without consent

As an educational institution, Vibe College representatives can send messages to past and current students without their consent, but only if the messages relate to goods or services supplied by Vibe College.

Identification

All commercial electronic messages sent by Vibe College representatives accurately identify Vibe College as the organisation that authorised the sending of the message. Information provided includes:

- Clear and accurate information on the correspondence that authorised the sending of the message — including the correct legal name of the organisation and an Australian Business Number; and
- Accurate information about how the recipient can contact Vibe College.

Vibe College ensures that this information remains correct and valid for at least 30 days after the message is sent.

3.14. Prospective Client Expressions of Interest & Registrations

All Vibe College promotional activities conducted by internal and third- party representatives are aimed at providing initial general- purpose information to prospective clients, in order to secure initial interest and/or a registration for further information. Vibe College provides extensive current and accurate information about its course services via publishing publicly on its website.

This public information includes the relevant handbook for each stakeholder group that contains information about:

- Vibe College itself;
- student rights & responsibilities;
- General regulatory and legislative compliance;
- student attendance and behaviour expectations;
- Equity commitment;
- Work health and safety requirements;

- Privacy arrangements;
- Fees, charges and refunds;
- Language, literacy and numeracy arrangements;
- Recognition of prior learning (RPL) and credit transfer;
- Competency-based training and assessment processes;
- Complaints and appeals processes;
- Records, release of information and access to student records;
- Cheating, plagiarism and discipline arrangements;
- Evaluation and feedback arrangements; and
- Further information contact details.

A range of compliance and operating information is also publicly published on the Vibe College website. Please refer to the Advertising & Marketing section of this manual for further information.

