

# VET Student Loan Marketing Policy

Move Academy ensure it's marketing is accurate about its' services and performance to prospective and current learners to enable them to make informed decisions about their training.

Under the VET Student Loan (VSL) Move Academy implement it's business practices in line with the legislation requirements.

## **Marketing Requirements:**

Move Academy as an approved course provider must ensure that any marketing of its approved courses prominently mentions:

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

## **Information about fees**

Move Academy must ensure that an approved course is not 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 (the Act).

## **Marketing that mentions VET student loans**

Move Academy must ensure that any marketing that mentions the possible availability of a VET student loan (however described) for students undertaking a course:

- a) Prominently mentions;
  - i. The registered business name
  - ii. The registrations code
  - 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 VETSL debt that continues to be a debt due to the Commonwealth until it is repaid; and
- b) Present information covered by paragraph (a) in a font size that is approximately the same as ny 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 loan 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**

Move Academy as 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.

**Other information and Documents**

Move Academy must retain any marketing and promotional materials relating to approved courses to be retained for 5 years.

Move Academy will not offer inducements, incentive or benefits which would be reasonably likely to induce a person to apply for a VSL for a course.

The following benefits that may be offered are:

- 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.