



MINECRAFT
COLLEGE OF AUSTRALIA



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Marketing Kit

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MARKETING KIT

Minecraft College of Australia Pty Ltd (referred to as "MCA" hereafter) manages and conducts its marketing practices in a fair, responsible, and detailed manner. Minecraft College of Australia Pty Ltd (MCA) ensures that the marketing and promotion of its courses and education services in connection with the recruitment and enrollment of students or intending students are not false or misleading and is consistent with the Australian Consumer Law. At MCA, we make sure that we enter into a written agreement with the students or intending students.

This Marketing kit has been developed to provide true and accurate important information to students through marketing material like the student handbook and to ensure that Clause 4.1, 5.1, 5.2 & 5.3 of Standards for Registered Training Organisations 2015 are always met by Minecraft College of Australia Pty Ltd (MCA). This kit contains information about legislation, Marketing policy and procedures at MCA and other vital information.

Legislation on Marketing Information and Practices

Standards for RTO 2015

Clause 4.1

Information, whether disseminated directly by the RTO or on its behalf, is both accurate and factual, and:

1. accurately represents the services it provides and the training products on its scope of registration
2. includes its RTO code
3. refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained
4. uses the NRT [Nationally Recognised Training] logo only in accordance with the conditions of use specified in Schedule 4
5. makes it clear where a third party is recruiting prospective learners for the RTO on its behalf.
6. distinguishes where it is delivering training and assessment on behalf of another RTO or where training and assessment is being delivered on its behalf by a third party (if applicable)
7. distinguishes between nationally recognised training and assessment leading to the issuance of AQF [Australian Qualifications Framework] certification documentation from any other training or assessment delivered by the RTO
8. includes the title and code of any training product, as published on the national register, referred to in that information
9. only advertises or markets a non-current training product while it remains on the RTO's scope of registration
10. only advertises or markets that a training product it delivers will enable learners 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
11. includes details about any VET [Vocational Education and Training] FEE-HELP, government-funded subsidy or other financial support arrangements associated with the RTO's provision of training and assessment (Not applicable in case of MCA)
12. does not guarantee that:
 - i. a learner will successfully complete a training product on its scope of registration, or
 - ii. a training product can be completed in a manner which does not meet the requirements of clause 1.1 and 1.2, or
 - iii. a learner will obtain a particular employment outcome where this is outside the control of the RTO.

Clause 5.1

Prior to enrolment or the commencement of training and assessment, whichever comes first, the RTO provides advice to the prospective learner about the training product appropriate to meeting the learner's needs, considering the individual's existing skills and competencies.

Clause 5.2

Prior to enrolment or the commencement of training and assessment, whichever comes first, the RTO provides, in print or through referral to an electronic copy, current and accurate information that enables the learner to make informed decisions about undertaking training with the RTO and at a minimum includes the following content:

- the code, title and currency of the training product to which the learner is to be enrolled, as published on the national register
- the training and assessment, and related educational and support services the RTO will provide to the learner including the:
 1. estimated duration
 2. expected locations at which it will be provided
 3. expected modes of delivery
 4. name and contact details of any third party that will provide training and/or assessment, and related educational and support services to the learner on the RTO's behalf (if applicable)
 5. any work placement arrangements.
- the RTO's obligations to the learner, including that the RTO is responsible for the quality of the training and assessment in compliance with these Standards, and for the issuance of the AQF [Australian Qualifications Framework] certification documentation
- the learner's rights, including:
 - i. details of the RTO's complaints and appeals process required by Standard 6
 - ii. if the RTO, or a third-party delivering training and assessment on its behalf, closes or ceases to deliver any part of the training product that the learner is enrolled in.
- the learner's obligations:
 - i. in relation to the repayment of any debt to be incurred under the VET [Vocational Education and Training] FEE-HELP scheme arising from the provision of services (not applicable in case of MCA)
 - ii. any requirements the RTO requires the learner to meet to enter and successfully complete their chosen training product.
 - iii. any materials and equipment that the learner must provide information on the implications for the learner of government training entitlements and subsidy arrangements in relation to the delivery of the services.

Clause 5.3

Where the RTO collects fees from the individual learner, either directly or through a third party, the RTO provides or directs the learner to information prior to enrolment or the commencement of training and assessment, whichever comes first, specifying:

- all relevant fee information including:
 - i. fees that must be paid to the RTO
 - ii. payment terms and conditions including deposits and refunds.



- the learner's rights as a consumer, including any statutory cooling-off period, if one applies
- the learner's right to obtain a refund for services not provided by the RTO in the event the:
- arrangement is terminated early
- the RTO fails to provide the agreed services.

Marketing Process of Minecraft College of Australia Pty Ltd (MCA)



Minecraft College of Australia Pty Ltd (MCA) Marketing Policy and Procedure

a. Purpose

The purpose of this policy is to ensure the marketing of Minecraft College of Australia Pty Ltd (MCA) education and training services is undertaken in a professional and fair manner.

Marketing policy of MCA maintains the integrity and reputation of the VET industry and registered providers according to Marketing and Recruitment Clause 4.1, 5.1, 5.2 & 5.3 of Standards for Registered Training Organisations 2015.

b. Responsibility

MCA's Chief Executive Officer (CEO) and Marketing Officer will be responsible for the accurate implementation of this policy and procedures.

c. Scope

This policy applies to all the marketing activities related to MCA and the recruitment and enrolment of prospective students/learners by MCA.

d. Requirements

Information provided by MCA or on its behalf is both accurate and factual, and:

- Accurately represents the services it provides and the training products in its scope of registration.
- MCA's name, Logo, and RTO Code will be clearly identified on all material used to market MCA and its courses to students.
- MCA will publish its legal name and RTO on social media and other platforms for social media marketing purposes.
- Refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained.
- Uses the NRT [Nationally Recognised Training] logo only in accordance with the conditions of use.
- Distinguishes between nationally recognised training and assessment leading to the issuance of AQF [Australian Qualifications Framework] certification documentation from any other training or assessment delivered by MCA.
- Only advertises or markets a non-current training product while it remains on MCA's scope of registration.
- MCA will ensure that the marketing and promotion of its courses and education services in connection with the recruitment of students is not false or misleading and is consistent with Australian Consumer Law.
- In seeking to enter into written agreements with the students or intending students, MCA will not provide any false or misleading information on:
 - o Prerequisites for entry to the course.
 - o Any other information relevant to the Institute, its courses, or outcomes associated with those courses.



- Minecraft College of Australia Pty Ltd (MCA) does not:
 - Guarantee a successful education assessment outcome for the student or intending student.
- MCA does not guarantee that:
 - A learner will successfully complete a training product on its scope of registration, or
 - A training product can be completed in a manner that does not meet the requirements of clauses 1.1 and 1.2, or
 - A learner will obtain a particular employment outcome where this is outside the control of MCA.
- MCA advises prospective learners about the training product appropriate to meet the learner's needs, taking into account the individual's existing skills and competencies.
- MCA provides current and accurate information that enables the learner to make informed decisions about undertaking training with MCA and at a minimum, information specified in Clause 5.1-5.3 of Standards for RTOS 2015, which includes:
 - MCA will be responsible for the quality of the training and assessment in compliance with these Standards, and for the issuance of the AQF [Australian Qualifications Framework] certification documentation.
- Learners will be provided with information about their rights, including:
 - i) If MCA closes or ceases to deliver any part of the training product that the learner is enrolled in.
- the learner's obligations:
 - any requirements that MCA requires the learner to meet to enter and successfully complete their chosen training product.
 - any materials and equipment that the learner must have.

e. Procedures

The following procedure ensures that all marketing materials and practices of MCA are authorised by an appropriate person before implementation.

- ***Designate a Marketing Official***

The CEO has designated a person who shall ensure that all marketing information and practices are conducted in a professional manner and maintain the integrity and reputation of the industry and registered providers. This person is the Marketing Officer.

MCA's CEO will authorise all new marketing information and practices to be reviewed, quality, and compliance check.

- ***Development of Minecraft College of Australia Pty Ltd (MCA)'s Marketing Materials***

The Marketing Officer will be responsible for the development of marketing materials and other marketing services. Prior to releasing any marketing materials, the Marketing Officer will ensure if marketing material is compliant by:

- Consultation with the academic staff and CEO.
- Final check of drafted marketing material with marketing material checklist.



- Seeking final approval from the CEO.

Details of marketing material will be entered at the production, approval and review stage in the marketing material register.

- ***Approval of marketing material***

Marketing material checklist will be filled up by the Marketing Officer to make sure that marketing materials are in compliance with the Standards for RTOs 2015.

After completing the marketing material checklist, the marketing material will be sent to the CEO for approval.

The CEO will check if the material meets all compliance requirements as per the Standards for RTO 2015 and will approve the material using the marketing material checklist.

- ***Monitor and review***

In order to facilitate ongoing monitoring after publication, a review date will be decided and entered in the marketing material register.

MCA will conduct a review of its marketing material in response to any changes including legislation, training package updates, changes in delivery and assessment of a course.

Details of the review and corrective action will be entered in the marketing material register, including the updated version.

- ***Distribution of marketing material:***

The CEO will make sure that MCA's Marketing Officer uses MCA developed and approved marketing materials only.

Any changes identified in marketing materials will be updated and used for marketing purposes.

- ***Marketing material register***

Minecraft College of Australia Pty Ltd (MCA) has developed the marketing material register for the effective implementation of the marketing material process.

The marketing register will record the marketing process at each stage, including development, implementation, monitoring, and action taken at each stage.

Details will be entered in the marketing material register once approved by the CEO.

The marketing material register includes the following information.

Production stage :

- Type of material
- Marketing cohort: Target Clients
- Marketing material checklist completed

CEO approval and Publication

- Approved by CEO
- Previous Version
- Publication date



- Publication location
- Updated Version

Monitoring and review

- Next review date
- Details of corrective action after review
- Completion date of corrective
- Closed by

Related documents

- Marketing Material Checklist (Appendix 1)
- Marketing Material Register

Appendix 1

Marketing Materials Checklist													
Section 1 – Marketing Materials Details													
Developed by Name:		Date:											
Marketing Type:													
<ul style="list-style-type: none">○ Brochure / Flyer○ Student Handbook○ Press	<ul style="list-style-type: none">○ Email Content○ Website Information○ Training Calendar	<ul style="list-style-type: none">○ Exhibition / Event○ Television○ Others (please specify)											
Promotion of:													
Courses (please specify):													
<table border="1"><thead><tr><th>Please tick</th><th>Unit of Competency, Course Code, and Name</th></tr></thead><tbody><tr><td></td><td>CPC30220 - Certificate III in Carpentry</td></tr><tr><td></td><td>CPC40120 - Certificate IV in Building and Construction</td></tr><tr><td></td><td>CPC50220 - Diploma of Building and Construction</td></tr><tr><td></td><td>AUR30620 - Certificate III in Light Vehicle Mechanical Technology</td></tr></tbody></table>	Please tick	Unit of Competency, Course Code, and Name		CPC30220 - Certificate III in Carpentry		CPC40120 - Certificate IV in Building and Construction		CPC50220 - Diploma of Building and Construction		AUR30620 - Certificate III in Light Vehicle Mechanical Technology			
Please tick	Unit of Competency, Course Code, and Name												
	CPC30220 - Certificate III in Carpentry												
	CPC40120 - Certificate IV in Building and Construction												
	CPC50220 - Diploma of Building and Construction												
	AUR30620 - Certificate III in Light Vehicle Mechanical Technology												
Section 2 – Verification / Content Review													
Check			Comments										



Marketing Materials Checklist

Accurately represents the services it provides and the training products within its scope of registration to meet the learner's needs, considering the individual's existing skills and competencies	
Minecraft College of Australia Pty Ltd (MCA) RTO Code is included and is used correctly	
MCA has included the RTO registered name and code on all marketing materials that are publicly available to students	
The Course Name is correctly used with the Correct code	
Training: Qualification/Unit/Module – Codes, titles are correct and current as published on the National Register	
The course's estimated duration is clearly defined in line with TAS or volume of learning, including holidays and breaks	
Expected locations at which courses will be provided	
Expected modes of study/delivery, including practical training, placements, and assessment methods (whichever is applicable).	
Makes it clear that MCA does not offer any work placements and does not guarantee any job or employment outcomes.	
Includes Learner's rights, <ul style="list-style-type: none">• MCA's complaints and appeals process for pre-enrolment information as required by Standard 6.• Students will be informed if MCA closes or ceases to deliver any part of the training product that the learner is enrolled in.	
Includes Learner's Obligation –Any requirements for domestic students that MCA requires the learners to meet to enter and successfully complete each course-including educational qualifications and/or course credit if applicable.	
Any materials, equipment, and learning resources available to students, and any material, equipment and learning resources that the learners must have.	
Wording is accurate, true, and correct.	
MCA has ensured that the marketing and promotion of its courses and education services in connection with the recruitment of domestic students or intending domestic students is not false or misleading and is consistent with the Australian Consumer Law.	
No false or misleading information is provided to students or intending students on: <ul style="list-style-type: none">– prerequisites—for entry to the course– any other information relevant to MCA, its courses, or outcomes associated with the courses.	



Marketing Materials Checklist

Course qualifications, awards, or other outcomes.	
Is the AQF logo/Statement appropriately used & correct?	
Are Special conditions noted appropriately/accurately?	
Ensure that no guarantee of success is made, including: <ul style="list-style-type: none">• a learner will successfully complete a training product on its scope of registration, or• A misleading statement of a student can complete the course without meeting the course training and assessment requirements or requisites defined in Clauses 1.1 & 1.2 of Standards for RTOs 2015• A learner will obtain a particular employment outcome.• MCA does not guarantee a successful education assessment outcome for the students or intending students.	
Marketing Information Checklist	
Refers to another person or organisation in its marketing material only if the consent of that person or organisation has been obtained.	
Distinguishes between nationally recognised training and assessment leading to the issuance of AQF [Australian Qualifications Framework] certification documentation from any other training or assessment delivered by MCA.	
MCA's obligations to the learner include that the MCA is responsible for the quality of the training and assessment in compliance with the Standards, and for the issuance of the AQF [Australian Qualifications Framework] certification documentation.	
Only advertises or markets a non-current training product while it remains on the MCA's scope of registration	
MCA specifies information about: <ul style="list-style-type: none">– all relevant fees (tuition and non-tuition fees) that must be paid to MCA,– payment terms and conditions, including deposits and refund policies,	
MCA specifies: <ul style="list-style-type: none">– Learner's rights as a consumer, including any statutory cooling-off period,	
Includes the learner's right to obtain a refund for services not provided by MCA in the event the: <ul style="list-style-type: none">i) The arrangement is terminated earlyii) MCA fails to provide the agreed services.	
Advice on the potential for change to fees over the duration of course.	
Grounds on which the student's enrolment may be deferred, suspended, or cancelled.	
Minecraft College of Australia Pty Ltd (MCA) must notify learners when any change occurs that may affect the services that MCA is providing to them. <ul style="list-style-type: none">-Any change in ownership of RTO (i.e., MCA).	



Marketing Materials Checklist

The policy and process that MCA has in place for providing and assisting students with support and welfare services for students.

Students are provided with credit transfer and RPL information, including procedures related to it prior to enrolment through marketing material i.e., Student's handbook.

MCA has provided advice to prospective students that the results of their study will not be available on USI transcripts.

Section 3 – Authorisation for use of Marketing Material

Approval Status:

APPROVED

NOT APPROVED

NEEDS
EDITING

Comments:

Signed:

Position:

Name:

**Date
Processed:**