



# ABCI Marketing Material Compliance Checklist

**References:** [Clause 4.1 - Provide accurate and accessible information to prospective and current students](#)

## **1. Accuracy and Truthfulness:**

- Does the marketing material accurately represent the scope, content, and outcomes of the training services offered?
- Is all information provided in the marketing material truthful, up-to-date, and reflective of the current status of courses and services?

## **2. Transparent Advertising:**

- Does the marketing material provide clear and concise information about the qualifications, courses, and services offered? This includes:
  1. Course codes and full titles of training products
  2. Amount of training
  3. CRICOS codes
  4. Any prerequisites or entry requirements
  5. Requirements for work placement
  6. Information that is consistent with the Training and Assessment Strategy.
- Are any claims made in the advertising material substantiated and verifiable?
- Are limitations, prerequisites, or conditions associated with the courses clearly communicated?

## **3. Ethical Recruitment Practices:**

- Does the marketing material avoid misleading learners about the nature of the training, assessment, and support services offered?
- Are there any elements in the material that could be considered deceptive or could entice learners to enroll through misleading practices?

## **4. Currency of Information:**

- Has the marketing material been reviewed and updated to ensure all information provided is current and accurate?
- Have any outdated or obsolete information been removed or corrected?

## **5. Cultural Sensitivity:**



- Is the marketing material culturally sensitive and respectful to the target audience, especially considering the diverse backgrounds of international students?

#### **6. Compliance with International Student Regulations:**

- Does the marketing material comply with any specific regulations or guidelines related to marketing to international students in the respective countries or regions?

#### **7. Compliance with Visa and Immigration Information:**

- If the marketing material includes information about visas and immigration, is it accurate and in compliance with relevant regulations?

#### **8. Review and Approval Process:**

- Has the marketing material undergone the review and approval process by the designated authority within the organization?

#### **9. Language and Clarity:**

- Is the language used in the marketing material clear and easily understandable for the international audience?
- Have translations been provided where necessary, and are they accurate?

#### **10. Inclusion of International Student Support Information:**

- Does the marketing material include information about the support services available for international students, including language assistance, cultural integration, and academic support? (If applicable)

#### **11. Compliance with Privacy and Confidentiality:**

- Does the marketing material comply with privacy and confidentiality standards, especially when referring to specific students or case studies?

#### **12. Accessibility:**

- Is the marketing material accessible to individuals with disabilities, in compliance with accessibility standards?

#### **13. Record-Keeping:**

- Are records of the marketing material, approvals, and updates being maintained for audit purposes?
- Has the marketing material been logged in the ABCI marketing material register?

#### **14. Training and Awareness:**

- Have staff involved in creating or approving marketing materials received training on international student recruitment guidelines and cultural sensitivity?

#### **15. Continuous Improvement:**



- Are there processes for continuous improvement based on feedback received?

#### 16. Nationally recognised training logo

- Does the use of the NRT logo comply with the requirements in [Schedule 4](#) of the Standards?

#### Revision history

Revision	Date	Description of modifications
1.0	Jan 2024	Original