



VET FEE–HELP marketing guide

Approved VET providers must ensure that marketing of their VET FEE-HELP education and training courses is professional, accurate and maintains the integrity and reputation of the VET FEE-HELP scheme. This guide is to be used by VET providers when they develop marketing material which incorporates VET FEE-HELP.

Key requirements for all approved VET providers

- Marketing information and practices must be professional and ethical.
- Information or advice given to students must not be false or misleading.
- Marketing information and practices must comply with the requirements set out in the:
 - *Standards for NVR Registered Training Organisations 2012*
 - *Standards for Registered Training Organisations 2015 or*
 - Australian Qualifications Framework for jurisdictions that are *referring states* under the *NVETR Act*, or for jurisdictions that are *non-referring states* under the *NVETR Act* the *Australian Quality Training Framework*.
- A VET provider must publish the information required by the *Higher Education Support Act 2003 (HESA)*, and the *VET Guidelines 2013* (a legislative instrument under *HESA*).
E.g. the census dates for units, schedule of VET tuition fees, grievance review procedures, and the statement of VET tuition assurance.

Accurate, professional and ethical information

VET providers must market their education and training services in a professional manner. This means that marketing activities will maintain the integrity and reputation of the industry and the VET FEE-HELP scheme. VET providers and their agents must not engage in false or misleading marketing, including marketing in relation to:

- the VET provider's approval to offer VET FEE-HELP;
- the implications of Government policy for whether or not the student must pay back their loan, i.e. saying that the student will never have to pay back their loan because they will never meet the salary threshold; or
- advertising a course as 'free' or 'Government funded' when VET FEE-HELP loan assistance is available for the course.

VET providers must not:

- advertise VET FEE-HELP for courses that are not eligible for VET FEE-HELP assistance; or
- make reference to VET FEE-HELP as FEE-HELP; or
- offer inducements of any kind, either directly or through marketing agents, to encourage student enrolment. (Inducements may include, but are not limited to cash, meals, prizes, vouchers, iPads or laptops)

VET FEE-HELP should be referenced as an Australian Government scheme in TV, radio and press advertising.



Website information

VET FEE-HELP information published on a VET provider's website must be regularly maintained to ensure accurate information is provided to students. It must be clear to students that VET FEE-HELP is a student loan scheme. VET providers must publish the current year's FEE-HELP limit, income threshold level for compulsory repayment and provide a link to the student VET FEE-HELP Information booklet on their web site. Providers may choose to link to [Study Assist](#) as this information is updated regularly.

The following milestones are relevant to VET providers:

- On 1 January each year, the FEE-HELP limit is adjusted. The latest FEE-HELP limit is available from [Study Assist](#).
- Every 1 July the income threshold level for compulsory HELP debt repayments is adjusted. The latest threshold level is available from [Study Assist](#).
- The VET FEE-HELP Information booklet and VET FEE-HELP brochure are also available on [Study Assist](#).

How to use VET FEE-HELP publications

The *VET FEE-HELP brochure* is to be used to raise awareness of the scheme amongst students. It is the most cost-effective publication to distribute at expos, career days and in response to general enquiries about VET FEE-HELP.

The *VET FEE-HELP Information booklet* contains more detailed information and is aimed at students who have already read the brochure, or visited [Study Assist](#), and wish to apply for VET FEE-HELP assistance.

VET providers should only provide the booklet and application form on request or when a student wishes to apply for VET FEE-HELP assistance. Booklets must be provided to all students completing a *Request for VET FEE-HELP Assistance form*, booklets can also be downloaded from [Study Assist](#).

Key messages

- Eligible students may be able to obtain an Australian Government student loan for all or part of their tuition fees
- The VET FEE-HELP scheme provides student loans and not Government funding for a course
- Students can only access VET FEE-HELP through approved VET FEE-HELP providers
- Students will repay the loan when their income is above the minimum repayment threshold for compulsory repayment
- An eligible student must be an Australian citizen or permanent humanitarian visa holder who is resident in Australia for the duration of study
- Information about VET FEE-HELP can be found on [Study Assist](#)



Australian Government



Providers who are in the disallowance period

VET providers operating in the disallowance period must advise students before they enrol and make them aware that if the provider's approval becomes subject to disallowance by Parliament, students will be unable to access VET FEE-HELP for the remainder of the course in which they are enrolled. They will only incur a VET-FEE-HELP debt for units with a census date prior to any disallowance motions being passed.

When developing VET FEE-HELP communication materials during the disallowance period, VET FEE-HELP providers may like to use some of these facts:

- Students should be aware that (insert VET provider)'s approval as a VET provider may still be disallowed by the Federal Parliament.
- In the event that (insert VET provider)'s approval is disallowed, students will not be able to access VET FEE-HELP for the remainder of their course.
- Any VET FEE-HELP debts already accrued before disallowance will not be affected. For example, if students requested VET FEE-HELP assistance for units of study where the census date has passed, they would not be affected by disallowance as they will have incurred the VET FEE-HELP debt on the census date.

Third party arrangements

A third party organisation means any party that provides services on behalf of the RTO but does not include a contract of employment between an RTO and its employee.

Third party organisations cannot market VET FEE-HELP for their organisation. Only approved VET FEE-HELP providers can promote the VET FEE-HELP scheme and use the VET FEE-HELP logo. All references to VET FEE-HELP must be regarding the approved VET provider and the VET provider's website.

It must be clear to students that the course is awarded by the VET provider and links must take students to the VET provider's website where the VET tuition schedule exists. Further, it is encouraged that census dates are also published on the third party provider's website.

Use of Education Agents

The VET provider should ensure that its education agents have access to up-to-date and accurate marketing information. The VET provider should take immediate corrective and preventative action upon the VET provider becoming aware of an education agent being negligent, careless or incompetent or being engaged in false, misleading or unethical advertising and recruitment practices, including practices that could harm the integrity of the industry and the VET FEE-HELP scheme.

The logo

The logo should always appear as shown in these guidelines at figure 1 and figure 2. The logo must always be used in its approved form to maintain its character and integrity.

If you have any further questions in relation to the use of the VET FEE-HELP logo please contact:

TSEnquiries@education.gov.au.



Figure 1.



Figure 2.

Incorrect use of the logo

- Do not contract or stretch the logo. Always scale the logo proportionally.
- Do not alter the design elements in any way. Always use the logo in its original form (see figures 1 and 2).
- Do not place the logo on an angle. The logo must always be straight.
- Do not apply other colours to the logo. Use the logo in its original colour form.
- Do not place the logo on photos or textures.
- When printing in black and white, use only the approved mono version of the logo.

Using the logo with other logos and brands

The VET FEE-HELP logo may be used in conjunction with your organisation’s logo while promoting VET FEE-HELP. However, you must not use the logo in a way that represents your organisation or staff as an Australian Government agency or as public servants. You may not use the Australian Government Coat of Arms. You may use the VET FEE-HELP logo on your organisation’s branded communication materials (e.g. flyers, handbooks, brochures, and website), however you must adhere to the logo usage guidelines included in this guide.

VET FEE-HELP is a student-facing logo and should only be used to communicate with students, their parents and teachers about specific VET FEE-HELP approved courses.

Frequently asked questions

Can VET providers use the VET FEE-HELP logo?

The logo may be used only by approved VET providers. RTOs cannot use the VET FEE-HELP logo or advise students of any information relating to their application until they receive approval as a VET provider and become a VET provider.

What communication should utilise the VET FEE-HELP logo?

Any communication aimed at informing students, parents or their teachers about the VET FEE-HELP loan scheme in relation to a specific VET FEE-HELP approved course.

Can I use the VET FEE-HELP logo on materials that are not related to the loan scheme?

No.

Can I use the Australian Government Coat of Arms on my materials?

No.



Australian Government



Where do I get the VET FEE-HELP logo?

The logo was sent to your VET FEE-HELP contact in HITS on approval, if your organisation did not receive the logo, please email TSEnquiries@education.gov.au

Where do I get the latest VET FEE-HELP information?

[Study Assist](#) or <http://www.education.gov.au/help-and-other-information>

Contact us

Contact TSEnquiries@education.gov.au