2017 Higher Education Prospectus for Local Students
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THE VISION

To bridge the gap between art and commerce by encouraging participants to shift their mindsets towards more flexible thinking, demonstrating how to blend professionalism with spontaneity in order to achieve optimum results without compromising on creativity.

Our values are simple but powerful. If you are not making memories, you are wasting time. If you are not standing up for what you believe in, you are pretending. If you are not asking questions, you are not learning.

For our students, today’s dream can turn into tomorrow’s start up, with an eye on the stock exchange, if that is the goal. The Diploma of Creative Enterprise trains participants to adapt, invent, innovate and thrive in today’s learning economy.

Every member of Acknowledge Creativity, including students is expected to treat each other equally and with respect.

Acknowledge Creativity management is also responsive to its students’ needs, and regular surveys are conducted in order to ensure continuous improvement of its services. Importantly, Acknowledge Creativity organisational hierarchy is structured in such a way as to ensure that continuous improvement of its services is capable of being undertaken effectively.

This prospectus aims to provide you with all the relevant information you need before arriving and commencing your studies with Acknowledge Creativity. The information includes pre-departure and pre-arrival tips, general information on the destinations, information on enrolment and payment of fees, information on refund policy, and important information on Acknowledge Education’s (trading as Acknowledge Creativity) policies. These policies include the Deferment, Suspension and Cancellation policy, the Course progress and Attendance policy and the Complaints and Appeals Policy.

The prospectus also provides important contact information of the relevant administrative, academic and student support officers.

*Acknowledge Creativity wishes your success in studying with us and in your further studies.*
POLICIES AND PROCEDURES

Acknowledge Education (trading as Acknowledge Creativity) Policy and Procedures govern the way you, your teachers, and the management of Acknowledge Education approach, manage and respond to your learning environment. It is important that you read and understand the Policies to ensure you comply with the institution’s expectations of you and the rights you have as a student.

Policies and Procedures are constantly being reviewed and updated based on our quality enhancement and compliance frameworks. Therefore, to ensure their currency, documents are not reproduced in this Prospectus. You can access the documents online at: www.acknowledgecreativity.com

The Policies and Procedures page also contains important information for overseas students, FEE-HELP students, and documents such as library regulations.

You should pay particular attention to the:

Admission and Enrolment
For enrolment information and admission requirements please refer to Acknowledge Education Student Admission – Higher Education Policy.

Access and Equity
Acknowledge Creativity courses, by their very nature, are congruent with access and equity, as they are designed for individuals from all social backgrounds. Please refer to Acknowledge Education Access and Equity Policy.

Use of Personal Information
Students can access personal information held by Acknowledge Creativity and may request corrections to information that is incorrect or out of date. If the student wishes to view his or her record, the student should see the Administration officer in accordance with the Access to Records Procedures. Please refer to Acknowledge Education Privacy Policy.

Recognition of Prior Learning
Students who believe they already have some of the competencies in the course may apply for Recognition of Prior Learning (RPL). Application may only be made after enrolment and payment of fees. Please refer to the RPL and Credit Transfer Policy on the website.

Student Progress and Attendance
Acknowledge Creativity is committed to identifying, at the earliest possible stage, students at risk of academic failure in order to provide these students with timely assistance, resources and support. Please refer to Acknowledge Education Student Progress and Attendance Policy.

Deferment, Suspension and Cancellation
In certain circumstances, a student or Acknowledge Creativity may defer, suspend or cancel a student’s enrolment. Please refer to Acknowledge Education Deferment, Suspension and Cancellation Policy.
Complaints and Appeals
Acknowledge Creativity provides to students an efficient, fair and confidential process to resolve both their academic and non-academic disputes and grievances. Please refer to Acknowledge Education Complaints and Appeals Policy and Procedures (Academic) and Complaints and Appeals Policy and Procedures (Non-Academic).

Credit Transfer
Students who have completed units from their course at other institutions will be given recognition on presentation of a verified transcript, an award or a statement of attainment. Please refer to Acknowledge Education Credit Transfer Policy.

Course Transfer
For information on course transfers, please see Acknowledge Education Student Transfer Policy.

Refunds
For information on refunds, please see Acknowledge Education Refund Policy.

OTHER IMPORTANT INFORMATION

Quality Assurance
The Tertiary Education Quality and Standards Agency (TEQSA) is Australia’s independent national regulator of the higher education sector. The Agency regulates and assures the quality of Australia’s large, diverse and complex higher education sector, and registers and assesses the performance of higher education providers against the Higher Education Standards Framework. [www.teqsa.gov.au](http://www.teqsa.gov.au)

The Australian Qualifications Framework (AQF) is an Australian Government national system that regulates all Australian qualifications to ensure a high standard of Australian qualifications throughout the country. The AQF contributes to the worldwide recognition of Australian qualifications.

Student Orientation
Orientation is conducted on the first day of commencement. Its purpose is to fully inform new students of most aspects of life at Acknowledge Creativity and to provide an introduction to studying, study destination’s costs of living, transportation, facilities and accommodation. In addition, Acknowledge Creativity staff will be introduced, a tour of Acknowledge Creativity and the local area will take place and an opportunity to ask questions will be given.

Topics to be covered at orientation include:

- Acknowledge Creativity;
- Structure of academic year;
- Introduction to Course - outline and objectives;
• Requirements and expectations of students (e.g. code of conduct etc.);
• Assessment methods;
• Plagiarism and referencing;
• Company policies and procedures – Student Handbook issued

General Description of Facilities
The Diploma of Creative Enterprise program is conducted at our Melbourne and Sydney Campuses.

• Melbourne Campus
Address: 168 Exhibition Street, Melbourne VIC 3000, Australia

Right in the middle of the central business district, Melbourne’s Acknowledge Creativity is a modern take on the traditional study space. Boasting views across the city, this campus seeks to deliver a relaxed and professional atmosphere.

• Sydney Campus
Address: 60 Hickson Road, Sydney, NSW 2000, Australia

Located in the heart of Barangaroo, Australia’s fastest-growing business and recreation hub, Sydney’s Acknowledge Creativity is an expansive, 400 square metres of heritage-listed space that serves as your personal learning playground.
QUALIFICATION

Diploma of Creative Enterprise

Course Overview
It’s the perfect place to develop your creative, technical and entrepreneurial talents, and will prepare you for an eclectic range of creative careers, no matter which pathway you choose. Our students learn via traditional and contemporary teaching models. The course will develop a tangible understanding of how creative careers fit within society and the important role they play in communicating to a wide audience.

The Diploma of Creative Enterprise addresses a growing need for businesses and business people to tackle problem-solving in a creative manner, utilising a collaborative approach to workplace culture and a more humanistic style.

If you are a young entrepreneur, a business-minded individual, someone who wishes to embrace creative industries, or simply acquire new knowledge to enhance your current career, this course is for you. The Diploma of Creative Enterprise promotes interactive collaboration and experience-based learning to prepare students for real-world scenarios and constantly changing workplaces.

Students will learn the skills vital to succeed in our ever-changing global economy of ideas. It offers an opportunity to examine the production and application of original and inspired knowledge, and be exposed to new ways of thinking. A diverse range of tools will help students navigate the rapid rate of change in technology and the societal influences that are shaping our world on a day-to-day basis.

Course Structure
This course will focus on face-to-face learning, hands-on activities, and practical outcomes. Each unit is facilitated by industry leaders and incorporates the most current learning methodologies.

The course is divided into 4 stages of 6 weeks each, with 2 units per stage. Each unit has 4 contact hours per week and you are expected to complete an additional 6 hours of self-study per unit.

Units

COLLABORATIVE SALES, MARKETING AND PR

In this unit, you will learn the key components that have strategic importance in any organisation’s management decision making. Students will define and understand the product value for customers, as well as developing and effectively communicating a marketing plan for a product or service that is not only efficient in its design but also incorporates tools such as referrals.
The Human Resources recruitment process will be studied in order to see how it can create compelling value in a business, and strategies employed by businesses and individuals to advertise, publicise, promote and differentiate their business or service will be identified.

**Leading with Vision Purpose and Values**

Understanding and developing personal relationships in the workplace in order to increase trust and empowerment is vital, along with a communication strategy that is authentic and inspires conviction. Learn to identify and demonstrate the role of integrity in order to reinforce desired values.

Be confident in the creation and communication of a shared purpose in the organisation in order to increase initiative, passion and contribution to common goals, and prepare for the future by creating and managing a successful succession plan. Students will evaluate the management requirements of various networks in a range of situations.

**Negotiating Pricing and Contracts**

Understand the importance of protecting your company and how risks and liabilities can affect the cash flow in a business. Develop a communication strategy that is authentic and inspires confidence in both you and your clients.

Use relevant negotiation techniques to create client relationships with long-term benefits, with the understanding that certain tools can be implemented in emotionally charged negotiations to benefit the business (including personal behaviour techniques that enhance business outcomes).

Understand how confidence is used in various negotiation techniques in order to create growth.

**Managing the Budget and Business Information**

Describe the basic elements of organisational budgets and the budgeting process, prepare profit and loss statements and simple budgets, and analyse and interpret basic financial statements.

This unit will demonstrate an understanding of the basic forms of business information and how it is collected, stored, and managed, so participants can describe how effective information and knowledge management contributes to organisational efficiency and competitive advantage.

Contemporary ethical issues and practices associated with the collection, use, and retention of business information will be defined and discussed.

**Understanding Finance**
Finance is undisputedly a core concept for anyone wishing to go into any type of business, and this unit will give students an understanding of contemporary business accounting concepts, principles, and terminology.

It will demonstrate an understanding of the components of organisational budgets, as well as identifying and discussing the key elements and functions of the Australian taxation system and its operations within the creative industries.

Students will recognise and discuss the sources of finance and funding available to businesses operating within the creative industries and consider business growth, new venture creation, risk mitigation and the costs and benefits of different operations solutions.

**Idea Generation and Innovation**

In order to create a future for themselves in the creative industries, students must cultivate strategies and opportunities to build a successful business by proactively identifying and enquiring within the industry.

Participants will identify and use effective and efficient problem-solving methods in business, as well as understanding creative methods and technologies that generate and implement ideas valuable for the market.

Engaging in idea generation requires decisions about organisational constraints, member interactions and goals as well as being aware of factors that can hinder the process. To ensure the continual flow of the vast number of opportunities available, students will discover and develop methods for improving their creativity.

**Managing the Growth Process**

There are many ways businesses can grow - either internally by increasing revenue or number of staff, or through mergers and acquisitions. Business must be approached from a practical standpoint, otherwise success, if not handled properly, can lead to the downfall of a business.

Learn to conceptualise growth and organisational change, describe the growth life cycle, and discuss various dimensions of business growth. Critically assess strategies for growing entrepreneurial ventures and explain the transition process from entrepreneur to business owner and manager, and discuss the risks associated with organisational (or individual) business growth so as to sustain long-term growth.

**Cultural Communication Behavior**
The key to a successful company lies in its people. This unit focuses on analysing and using the changing business environment for growth. Identify and inspire a culture of autonomy, accountability and initiative to enable growth in the business.

Recruit, induct and promote a high-performance team for the business and understand how creating a workplace where people grow professionally and personally will help to reduce the cost of turnover. Use classical and contemporary models of ethical decision-making to analyse typical organisational dilemmas. Develop and create an innovative environment where people experiment, take risks and learn, with benefits for all.

Entry Requirements

- Year 12 or Certificate IV level studies.
- Students with an ATAR score under 50 will be interviewed by the Dean or his representative before admission.
- Applicants without a formal qualification, but with significant and relevant work experience, will be considered if they can demonstrate that they can undertake the course with a reasonable prospect of success and an enthusiasm and genuine interest in the course and industry.

FEE-HELP

Acknowledge Creativity (a division of Acknowledge Education Pty Ltd) has been approved by the Commonwealth Government to offer FEE-HELP. FEE-HELP is a loan scheme that assists eligible fee-paying Diploma of Creative Enterprise students to pay all or part of their tuition fees.

FEE-HELP loans do not cover any additional expenses such as course materials, incidental fees or living expenses. Please go to [www.studyassist.gov.au](http://www.studyassist.gov.au) for more information and eligibility criteria.

Student Code of Conduct

The Code of Conduct stipulates the minimum standards that students should adhere to at all times when studying at Acknowledge Creativity:

1) Students must treat Acknowledge Education staff and other students with respect, fairly and without discrimination, regardless of religious, cultural, racial and sexual differences, age, disability or socio-economic status;

2) Students must ensure the safety and cleanliness of the study environment;
3) Students must not intimidate or attempt to intimidate Acknowledge Education staff and other students;

4) Students must not damage or misuse Acknowledge Education property and other students’ properties;

5) Students must not use mobile phones during class times;

6) Students must not smoke in non-smoking areas.

Students are also expected to:

1) Inform themselves of, and comply with, all relevant laws and Acknowledge Education policies and procedures;

2) Participate constructively in the learning process and experience;

3) Inform themselves of their courses and their unit requirements as well as their individual academic progress;

4) Use facilities and services in an honest and responsible manner;

5) Recognise that cheating, plagiarism and fabrication or falsifications of data are not acceptable and will be dealt with seriously;

6) Recognise, embrace and promote diversity;

7) Adhere to the proper use of copyrighted material and the internet.

Corresponding to the above-mentioned standards stipulated in the Code of Conduct, Acknowledge Creativity students are afforded the following rights:

1) The right to study in an environment free from unlawful discrimination, bullying, intimidation or harassment;

2) The right to be provided with accurate and accessible information about all relevant aspects of a course including unit learning outcomes, content, assessment and timetables in a timely manner before the start of each study period;

3) The right to have any disputes settled in a fair, efficient and rational manner (this is accomplished by the Complaints and Appeals Policy);

4) The right to express and share ideas and the right to ask questions in class rooms or in individual consultations with staff; and

7) The right to provide feedback on unit or subject quality, educators’ delivery performance, student support services and facilities.

NON-COMPLIANCE
Students should note that non-compliance with the Code of Conduct will result in an investigation by Acknowledge Education. The following procedures will be followed:

STEP 1: A member of the Acknowledge Education staff will contact students in the first instance to discuss the issue or the non-compliant behavior and to determine how the issue might be rectified. This meeting and its outcomes will be documented, signed by all parties and included in the student’s personal file.

If the issue or the behavior constitutes a gross breach of the Code of Conduct, the student will be excluded from his or her class (or suspended) in accordance with the Acknowledge Education Deferment, Suspension and Cancellation Policy.

If, on the other hand, the breach does not constitute a gross breach of the Code of Conduct, the student will not be excluded from his or her class. However, the student behavior and conduct will continue to be monitored.

STEP 2: Where the issue or behavior continues, students will be invited for a personal meeting with the principal or the course coordinator to discuss it further. This meeting and its outcomes will be documented, signed by all parties and included in the student’s personal file.

STEP 3: Should the issue or behavior continues, the student will be provided with a final warning in writing and a time frame in which to rectify the issue. A copy of this letter will be included in the student’s personal file.

After the three steps in the discipline procedure have been followed, should the issue or behavior still continue, the student will be notified in writing that their enrolment has been terminated.

At any stage of this procedure, students are able to access the Complaints and Appeals Policy to settle any disputes that may arise.

**Student Support Services**

Acknowledge Creativity based its provision of services to students on the commitment of continuous care. This is reflected in the various support services programs and initiatives that it provides to students before commencement of their studies, during their studies and when they complete their studies. Our student support officers are committed to support and assist students in various areas of their academic and personal lives.
Before commencing study with Acknowledge Creativity, students or their education agents will be assisted by the registrar, the administration officer and the relevant bilingual officers in preparing their application for study, their departure and arrival and where relevant, their accommodation in Australia.

**During Enrolment**

Once students have commenced their studies with Acknowledge Creativity, students can always contact staff members whenever they have questions regarding their studies. In addition to the availability of these officers, Acknowledge Creativity will also provide a comprehensive orientation program whereby students are introduced to their campuses, Acknowledge Creativity facilities and staff, Acknowledge Creativity policies and Codes of Conduct and the availability of student support services.

Acknowledge Creativity has comprehensive Student Support Service programs that are designed to target students who are at risk of failing, who are having language difficulties, who are behind in their studies and/or students who are lacking life skills. The student services sessions/classes will provide students with supports in the following areas:

- Reading and comprehension of the assignments and lesson notes;
- Verbal and visual presentation skills;
- Referencing skills;
- Researching from texts, journals and the internet;
- Ongoing practise of presentation and conversing in English;
- Developing the confidence and esteem of the students to be able to assimilate into, enjoy and comprehend their future classes;
- Creating letters of application and resumes for future employment.

The librarian(s) will also assist students in the areas of research, referencing and other related services.

**Information Technology Support**

The Information Technology (IT) support officer will be available at the campus twice a week. The scheduled availability times will be posted on the computer lab door. In addition, the librarian can also provide students with basic IT support.

**Consultation**

Acknowledge Creativity has an open-door policy in its dealings with students. Students are always welcomed and encouraged to speak or consult the relevant staff of Acknowledge Creativity once they have an issue or concern. This enables staff and lecturers to identify the students and refer them to the appropriate services more efficiently and effectively.

Full-time staff are available at the campus when they are not teaching. A copy of a particular staff’s teaching timetable will be placed on the staff’s door. Part-time staff will also be available for consultation at least 1 hour depending on unit load. Alternatively, students can also contact both the full-time and part-time staff through phone or email.
Importantly, the student support services officer will be available by appointment 2 hours per week or more based on the number of appointments made.

**External Services**

In addition, Acknowledge Creativity offers the Student Support Link Program to be utilised by students who are experiencing considerable difficulties that might impact on their studies and course attendance. The students will be given information about the availability of relevant services in their local area or region. This program ensures that students are referred and linked to the most appropriate agencies and services within their area. Acknowledge Creativity will follow up with the students as to the outcome of the referral service and as to whether or not the students’ needs have been assisted.

Acknowledge Creativity staff will be pro-active in identifying and referring students who need support services from within or outside of Acknowledge Creativity. A student who has been identified as needing support services will be sent a letter inviting him or her to speak to the student support services officer or to attend any student support services class.

**Graduating**

Students who are about to finish their studies with Acknowledge Creativity will also have the opportunity to consult the Dean of Studies about their potential career pathways or their opportunities for further study within or outside of Acknowledge Creativity.

**Continuous Improvement**

As part of our commitment of continuous care and improvement, Acknowledge Creativity also conducts surveys each semester in order to ensure the continuous improvement of our service provisions to students and to ensure that its students support services programs are effectively targeting the needs of its students.

**Costs**

As part of our commitment of continuous care, Acknowledge Creativity Student Support Services classes can be utilised by students at no cost. This is also the case with student referrals to external agencies as assisted by Acknowledge Creativity. It should, however, be noted, when Acknowledge Creativity refers students to external agencies or organisations, students might be required by those external bodies to pay service fees.
**IMPORTANT CONTACT DETAILS**

The following is the list of other important contact details that students should be aware of:

<table>
<thead>
<tr>
<th>Services</th>
<th>Contact Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Police, Ambulance, Fire</td>
<td>000</td>
</tr>
<tr>
<td>National Security Hotline</td>
<td>1800 123 400</td>
</tr>
<tr>
<td>Interpreting Services</td>
<td>131 450</td>
</tr>
<tr>
<td>Poisons Information Centre (24hr advice on all exposures to poisons, medicines, plants, bites/stings)</td>
<td>13 11 26</td>
</tr>
<tr>
<td>Abortion Grief Counselling</td>
<td>1300 363 550</td>
</tr>
<tr>
<td>Centres Against Sexual Assault</td>
<td>1800 806 292</td>
</tr>
<tr>
<td>Direct Line (24hr telephone counselling, information and referral)</td>
<td>1800 888 236</td>
</tr>
<tr>
<td>Gambler’s Help</td>
<td>1800 156 789</td>
</tr>
<tr>
<td>Nurse-on-call (24hr health advice and information form a registered nurse)</td>
<td>1300 606 024</td>
</tr>
<tr>
<td>Pregnancy Help Line (Pregnancy options and alternatives to abortion)</td>
<td>1300 139 313</td>
</tr>
<tr>
<td>Disability Information and Support (9.00 am to 5.00pm, Monday to Friday)</td>
<td>1800 783 783</td>
</tr>
<tr>
<td>Alcoholics Anonymous</td>
<td>9429 1833</td>
</tr>
</tbody>
</table>