

Marketing Policy and Procedure

1. Purpose

- 1.1 The purpose of this policy is to ensure that Edvantage Institute Australia (EIA) complies with the Higher Education Standards Framework and National Code 2018.
- 1.2 The policy is to outline how EIA develops and disseminates marketing, branding and advertising materials, and to ensure that materials are not false or misleading, and is consistent with Australian Consumer Law.
- 1.3 This policy complies with the Higher Education Standards Framework (Threshold Standards) HES 2015 in the Tertiary Education Quality and Standards Agency Act 2011 by the Commonwealth of Australia, specifically to Standard 7 and the National Code 2018 Standard 1 and 2.

2. Responsibility

- 2.1 The Executive Manager of Marketing is responsible for the implementation of the policy and ensuring staff are aware of its application.
- 2.2 The General Manager is responsible for monitoring the compliance of this policy.

3. Requirements

- 3.1 At all times, EIA guarantees that its practices relating to accuracy and integrity of marketing will be adhered to through the Marketing Manager who will be responsible for:
 - 3.1.1 Accurately representing all of its courses in line with EIA's scope of registration and the currency of courses to all enrolled and prospective students and stakeholders at all times.
 - 3.1.2 Ensuring all marketing materials and collateral, such as EIA website, student prospectus, course brochure and enrolment form, contains appropriate, accurate and current information about the course, assessment, entry requirements, EIA's obligations and student rights and obligation before enrolment/entering into a written agreement.
 - 3.1.3 Ensuring that all individuals or organisations are provided with full details of any conditions in any contractual arrangements, funding subsidies, or licensing or regulated outcomes as a consequence of their enrolment.
 - 3.1.4 Defining AQF qualifications only if EIA is registered with the scope to deliver those qualifications.
 - 3.1.5 Identifying AQF qualifications separately from courses without such recognised status.
 - 3.1.6 Using the corresponding course codes and titles of all qualifications as on EIA's scope of registration.

- 3.1.7 EIA does not actively recruit a student who is seeking to transfer from another registered provider that conflicts with EIA's obligation under standard 7 (National Code Part B).
- 3.1.8 Securing permission to use images or testimonials.
- 3.1.9 Ensuring that EIA's provider number and CRICOS provider number is displayed on all appropriate marketing and advertising materials for overseas students.
- 3.1.10 Ensuring all marketing or promotional literature and general media advertising will not:
- Make misleading or false information about association with other provider or encourage unrealistic expectations about:
 - The level of qualifications attainable
 - Guaranteed successful completion
 - The facilities and equipment provided
 - Any work-based training required to undertake as part of a course
 - Pre-requisites for entry to a course
 - Make any claim of approval or recognition that is inaccurate or use misleading or false comparisons of courses provided by competitors; or
 - Make any misleading statements concerning the qualifications or experience of its staff; or
 - Make misleading or false statements about the prospects of employment of graduates following the completion of training; or
 - Claim to commit to secure a possible migrations outcomes from undertaking courses with EIA
- 3.2 This policy and procedure will be reviewed on an annual basis.

4. Procedures

4.1 EIA will abide by the following procedures:

- 4.1.1 All prospective advertising and marketing activities are initiated by the Marketing Manager. The Marketing Manager may delegate a marketing staff to create draft content and design concept.
- 4.1.2 The Marketing Manager is responsible for the approval of the content of all respective qualification information and marketing materials. The Marketing Manager will use the marketing material checklist, which was designed against the requirements of Standards 1 and 2 of the National Code and Standard 7 of the Higher Education Standards Framework.
- 4.1.3 Ensure the request to create or amend document and content of marketing/advertising collateral is approved in writing by the Marketing Manager.
- 4.1.4 The design approved materials will be proofread by another marketing officer.
- 4.1.5 After the marketing material has been content approved and proofread, it will be sent to the General Manager for design approval.
- 4.1.6 The final draft will be submitted to the Compliance Manager for a compliance check. The final version will be filed in the marketing material register for future auditing purposes.

4.1.7 Outdated marketing materials will be removed from all locations.

Reviewing of Marketing Material

4.2 Active marketing materials will be reviewed at least once per year by the Marketing Manager and will be signed off by the General Manager. This is to ensure the accuracy of the information included in marketing materials.

4.3 The following (but not limited to) will be reviewed:

- College Website
- Student Prospectus
- Course Brochure
- Enrolment Application Form

Document Title	Marketing Policy and Procedure
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Created By	Executive Manager of Marketing
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Custodian	Governance Officer
Responsible for Implementation	Executive Manager of Marketing
Version History	
Version Number	Amendments
1.1 (approved on 19/05/2020)	1. Add wording to align with the requirements of NC 2018 standards 1.2 and 1.3.1 2. Add reference to ESOS and National Code to history table 3. Add requirements of: - not providing misleading/misinformation - work-based training and pre-requisites for entry - claim to secure for possible migration outcomes 4. Add reference to the marketing checklist mapped against standard 1,2 of NC and standard 7 of HE Standards
1.2	Change company name to Edvantage Institute Australia (EIA)