

## MARKETING AND ADVERTISING MATERIALS PROCEDURE

<b>Approving authority</b>	Executive Management Team
<b>Purpose</b>	The purpose of this procedure is to ensure all marketing and advertising materials and methods which promote courses and services provided by Ozford Institute of Higher Education are professional, accurate, timely ethical, not false or misleading and is consistent with Australian Consumer Law and readily accessible by prospective students to assist in their decision-making process and to support current students.
<b>Responsible Officer</b>	President and CEO
<b>Next scheduled review</b>	August 2028
<b>Document Location</b>	<a href="http://www.ozford.edu.au/higher-education/policies-and-procedures/">http://www.ozford.edu.au/higher-education/policies-and-procedures/</a>
<b>Associated documents</b>	Marketing and Advertising Materials Policy Academic Appeals Policy and Procedure Academic Progress Policy and Procedure Admissions Policy and Procedure Credit Transfer and Articulation Policy and Procedure Domestic Student Fee Refund and Remission Policy and Procedure International Student Fee Refund Policy and Procedure Deferring, Suspending or Cancelling a Student's Enrolment Policy and Procedure Engaging Managing and Monitoring the Performance of Education Agents Policy and Procedure Social Media Policy and Procedure (Students) Social Media Policy and Procedure (Staff) Student Code of Conduct Policy and Procedure Student Grievance and Appeals Policy and Procedure Transfer between Registered Providers Policy and Procedure Use of IT Facilities and Services Policy and Procedure (Students) Use of IT Facilities and Services Policy and Procedure (Staff) Younger Student Policy and Procedure Marketing Plan

### 1. PRINCIPLES

The *Higher Education Standards Framework (Threshold Standards) 2021* is established by section 58(1) of the *Tertiary Education Quality and Standards Agency Act 2011*. The Threshold Standards represent the minimum acceptable requirements for the provision of higher education in or from Australia by higher education providers registered under the TEQSA Act 2011.

This Ozford Institute of Higher Education (herein after referred to as 'the Institute') policy on the use of marketing materials is required to meet the Threshold Standards and the *National Code of Practice for Providers of Education and Training to Overseas Students 2018* (National Code 2018) Standards 1 and 2.

## 2. SCOPE

This procedure applies to all materials prepared by or used by staff, education agents or contractors involved in the promotion of the Institute's courses.

## 3. DEFINITIONS

### *Marketing and advertising materials*

Marketing and advertising materials refers to all materials printed, online or published relating to the Institute. This includes all materials used to:

- Provide, or offer to provide, a course to a student;
- Invite students to undertake or apply for a course; or
- Indicate the Institute is able or willing to provide a course to overseas students.

## 4. PROCEDURE

- 4.1 The Marketing Team receive training in the threshold standard and ESOS requirements including admissions transparency requirements ie. the common terminology to be used and the terms to be avoided.
- 4.2 The Marketing Team have responsibility for preparing the Institute's marketing materials based on the Marketing Plan. The Marketing Plan includes:
  - Market analysis
  - Competitor analysis
  - Proposed objectives, countries of focus, course offerings and strategic initiatives and KPIs.
  - Marketing tools
  - Marketing Expenditure
- 4.3 The Marketing Team ensure that the Institute's website contains complete, compliant, relevant and accurate plain English marketing materials and information about the Institute's policies, procedures, courses and education support services that is consistent with the Marketing Plan..
- 4.4 The Institute's website materials are designed with an accessible student-centred approach so that prospective students can easily find easy to understand, quality admissions information that allows them to make an informed study choice.
- 4.5 The information relevant to prospective students will be accessible on the website. This will include information about:
  - Course and unit details including the CRICOS course code, course content, modes of study for the course including compulsory online and/or work-based training/placements, and assessment methods.
  - Important dates (including closing dates for applications)
  - Student services that may support a prospective student.

- The ***Admissions Policy and Procedure*** that sets out the requirements for an overseas student's acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required, and the ***Credit Transfer and Articulation Policy and Procedure*** that sets out the course credit process.
- The course duration and holiday breaks
- The course qualification, award or other outcomes
- The campus location and facilities, equipment and learning resources available to students
- Information to assist in planning for and participation in educational and other activities, including:
  - contact points, advice about orientation and induction, delivery arrangements, technical requirements for access to ICT systems for online activities, timetables, access to learning resources, avenues to participate in decision making and opportunities to participate in student representative bodies.
  - information to outline the obligations of students and their liabilities to the higher education provider including expected standards of behaviour, financial obligations to the higher education provider, critical deadlines, policies for deferral, change of preference/enrolment and leave of absence, particular obligations of international students, disciplinary procedures, misconduct and grounds for suspension or exclusion.
  - information to give access to current academic governance policies and requirements including admission, recognition of prior learning, transition, progression, assessment, grading, completion, qualifications, appeals, academic integrity, equity and diversity, intellectual property and withdrawal from or cancellation of enrolment.
  - information to facilitate access to services and support including the types of services available such as educational resources including English language support, personal support services, cultural support and ancillary services, hours of availability, how to access services and emergency contact details where applicable.
  - information to assist in resolution of grievances, including an explanation of processes for resolution of grievances and complaints and internal and external appeals processes, guidance on how to participate in the processes and sources of assistance including advocacy.
- The details of any arrangements with another provider, person or business who will provide the course or part of the course.
- Indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course, and the ***Deferring, Suspending or Cancelling a Student's Enrolment Policy and Procedure*** and refund policies (***Domestic Student Fee Refund and Remission Policy and Procedure*** and ***International Student Fee Refund Policy and Procedure***). (*Note: The Institute will not invoice or receive, in respect of an overseas student or intending overseas student, more than 50% of the student's total tuition fees for a course before the student has begun the course unless the student or a person responsible for paying the tuition fees chooses to pay more than 50%.*)
- The grounds on which the overseas student's enrolment may be deferred, suspended or cancelled ie. ***Deferring, Suspending or Cancelling a Student's Enrolment Policy and Procedure***.
- The ESOS framework, including official Australian Government material or links to this material online.

- The ***Younger Students Policy and Procedure*** that sets out the process for approving the accommodation, support and general welfare arrangements for younger overseas students.
  - Accommodation options and indicative costs of living in Australia.
- 4.6 The Institute's website will supply a repository of publicly available current information about the Institute's operations that includes:
- the registered name of the higher education provider, trading name(s) if different, regulatory status and authority to provide courses of study to international students studying on an Australian student visa
  - the instrument establishing the entity
  - the members of the governing body and senior executive
  - the financial standing of the provider
  - indicative total student enrolments
  - a high-level organisational chart that includes the organisational units that deliver courses of study, such as schools or faculties
  - the locations at which higher education is offered, including overseas if applicable
  - an overview of teaching campuses, facilities, learning resources and services provided for students
  - indicative total student enrolments and a list of all higher education courses of study that are offered, including indicative estimated annual enrolments that includes:
    - the accreditation status of each course of study
    - the qualification(s) offered
    - whether the qualification is recognised in the Australian Qualifications Framework
    - confirmation of recognition of each course of study by the relevant professional body(ies) if such recognition is required for registration of graduates to practise
    - whether each course of study is authorised to be offered to international students studying on an Australian student visa
    - the duration of each course of study, and
    - details of the credit and recognition of prior learning policy that applies to each course of study and direction on how to obtain information on any articulation or credit arrangements that may apply to the course.
  - arrangements with other parties to deliver courses of study or to conduct research training
  - where public annual reports are required of the provider, the three most recent annual reports
  - how to lodge a complaint about the higher education provider, and
  - contact details.
- 4.7 The Marketing staff preparing marketing materials must ensure that:
- The material is accurate and complies with the TEQSA Compliance Frameworks including all ESOS Framework requirements.
  - Written permission has been obtained prior to using any marketing or advertising material which refers to any person or organisation.
  - Institute courses that lead to AQF qualifications are accurately represented to prospective students and that advertised outcomes are consistent with these qualifications.

- Only those qualifications on the Institute's scope of registration are advertised.
  - It is clearly identified where a third party is recruiting prospective students to the Institute on its behalf.
  - The material does not imply, suggest or guarantee:
    - a student will successfully complete a course in the Institute's scope of registration; or
    - a course can be completed in a manner which does not meet the accreditation and regulatory requirements; or
    - a student will obtain a particular employment outcome where this is outside the control of the Ozford Institute of Higher Education.
- 4.8 All marketing and advertising material is to be submitted to the Head of Marketing for approval to ensure compliance with the Higher Education Standards Framework, Domain 7 and ESOS Framework requirements.
- 4.9 The Head of Marketing will ensure the correct use of logos, course titles, codes, clear statements regarding anticipated learning outcomes, fees and refunds arrangements, and the promoted courses.
- 4.10 The Head of Marketing will ensure that the Institute's courses are not misrepresented or open to be misconstrued.
- 4.11 The printing and publishing of marketing and advertising material on the Institute website is authorised by the President and CEO.
- 4.12 The Institute will consult its education agents and survey all students on commencement about their experience with the Institute's marketing materials. The feedback from students and other stakeholders will be considered when designing or updating the website.
- 4.13 Students will be given reasonable notice of changes to the Institute's operations including information about increases in fees and associated costs and any consequences that may affect their choice of, or ability to participate in, an intended course(s) of study.
- All tuition fees are reviewed annually usually mid-year and published on the Ozford website with the new fees applying for the following year. The tuition fee changes will usually only impact prospective students or changes to student enrolments.
  - Non-tuition fees are also reviewed annually and will usually apply to the next trimester.
- 4.14 The Strategic Internal Audit Plan will include reviews of the website and all marketing materials to confirm their ongoing suitability and compliance with all regulatory and legislative requirements. The outcomes of the internal audits will be reported to the Audit and Risk Committee, the Academic Board and the Governing Board.

## 5. QUALITY ASSURANCE

To ensure that this procedure is fit for purpose and meets the requirements of the TEQSA Compliance Frameworks the procedure will be:

- 5.1 internally approved by the Executive Management Team on development or review
- 5.2 externally reviewed as part of any independent review of the TEQSA Compliance Frameworks approved by the Governing Board;
- 5.3 internally reviewed by the Responsible Officer every three years from the date of approval (if not earlier).
- 5.4 referenced to the applicable TEQSA Compliance Frameworks requirement(s) and/or other legislation/regulation.

## 6. FEEDBACK

Feedback or comments on this procedure is welcomed by the listed Responsible officers of the Institute.

## 7. ACKNOWLEDGEMENT

This procedure was developed with reference to the following:

- Charles Sturt University, Communications and Marketing Policy, 2022 ([Communications and Marketing Policy / Document / CSU Policy Library](#))
- Deakin University, Public Relations and Marketing Procedure, 2023 ([Public Relations and Marketing procedure / Document / Deakin Policy Library](#))
- Federation University, International Marketing Material Approval Process Procedure, 2023 ([International Marketing Material Approval Process Procedure \(federation.edu.au\)](#))
- Ozford College, Marketing and Advertising Materials Policy and Procedure (see Ozford website).

## 8. VERSION CONTROL

Version	Date approved	Description	Approved by
3.0	June 2018	Initial Issue	EMT
3.1	December 2022	Internal review	EMT
3.2	June 2023	Internal review	EMT
3.3	September 2023	Internal review – minor formatting changes, addition of ESOS Act and HES requirements and add external referencing	EMT

Version	Date approved	Description	Approved by
3.4	August 2025	Internal Review – Organisational changes and minor edits	EMT
Related legislation/ regulation/standard	Tertiary Education Quality and Standards Act 2011 Higher Education Standards Framework (Threshold Standards) 2021 Education Services for Overseas Students Act (ESOS) 2000 Education Services for Overseas Students Regulations 2019 The National Code of Practice for Providers of Education and Training to Overseas Students 2018 Standards 1 and 2		

Note: EMT = Executive Management Team