

MARKETING AND ADVERTISING MATERIALS POLICY

Approving authority	Governing Board
Purpose	The purpose of this policy is to ensure all marketing and advertising materials and methods which promote courses and services provided by Ozford Institute of Higher Education (herein after referred to as 'the Institute') 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.
Responsible Officer	Vice President
Next scheduled review	June 2021
Document Location	http://www.ozford.edu.au/higher-education/policies-and-procedures/
Associated documents	Engaging Managing and Monitoring the Performance of Education Agents Policy and Procedure Social Media Policy and Procedure IT Use Policy and Procedure

1 PRINCIPLES

The Higher Education Standards Framework (the Framework) is established by section 58(1) of the Tertiary Education Quality and Standards Agency Act 2011 (TEQSA Act 2011). The Framework comprises Standards for Higher Education which 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 policy on the use of marketing materials is required to meet standard 7 and The National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code 2018) standard 1.

2. SCOPE

This policy applies to all employees and agent contractors involved in the promotion of the Institute's courses.

3. DEFINITIONS

Marketing and advertising materials refers to all materials printed, online or published relating to the Ozford Institute of Higher Education.

4. POLICY

4.1 The Institute will ensure that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent is not false or misleading, and is consistent with Australian Consumer Law.

4.2 The Institute will provide sufficient information to students to enable them to make informed decisions about studying with the Institute.

4.3 All Institute marketing material will:

- clearly identify the Institute's registered name, trading name and ACN (where applicable) and CRICOS number in written marketing and other material for students, including electronic form;
- satisfy all regulatory and legislative requirements;
- be professionally developed and appropriately approved;
- provide publicly available information to assist students in making informed choices about selecting a course of study including students with special needs;
- not give false or misleading information or advice in relation to:
 - claims of association between providers;
 - the employment outcomes associated with a course;
 - professional accreditation associated with a course;

- automatic acceptance into another course;
- possible migration outcomes; or
- any other claims relating to the Institute, its course(s) or outcomes associated with its course(s).

4. 4 Institute marketing material will 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 Oxford Institute of Higher Education.

5. QUALITY ASSURANCE

To ensure this policy is fit for purpose and meet the requirements of the HES Threshold Standards and other relevant regulations, the policy will

- 5.1 internally endorsed by the Executive Management Team on development or review, prior to approval by Governing Board, or the Academic Board or other delegated authority;
- 5.2 externally reviewed as part of any independent review of the HES Threshold Standards 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 HES threshold Standard and/or other legislation/regulation.

6 FEEDBACK

Feedback or comments on this policy is welcomed by Executive Management Team of the Institute or other delegated authority.

7 ACKNOWLEDGEMENT

This policy was initially developed consistently with Oxford Education Group Marketing and Advertising Materials Policy.

8 VERSION CONTROL

Version	Date approved	Description	Approved by
N/A	April 2004	Initial Registration	GB
1.0	April 2016	Change of HES Threshold	GB
2.0	June 2018	Change of National Code 2018	GB
Related legislation/ regulation/standard	HES Threshold Standards 2015, Domain 7 ESOS Act 2000, National Code 2018, Standard 1		