

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 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	President and CEO
Next scheduled review	September 2026
Document Location	http://www.ozford.edu.au/higher-education/policies-and-procedures/
Associated documents	<p>Academic Appeals Policy and Procedure</p> <p>Academic Progress Policy and Procedure</p> <p>Admissions Policy and Procedure</p> <p>Credit Transfer and Articulation Policy and Procedure</p> <p>Domestic Student Fee Refund and Remission Policy and Procedure</p> <p>International Student Fee Refund Policy and Procedure</p> <p>Deferring, Suspending or Cancelling a Student’s Enrolment Policy and Procedure</p> <p>Engaging Managing and Monitoring the Performance of Education Agents Policy and Procedure</p> <p>Social Media Policy and Procedure (Students)</p> <p>Social Media Policy and Procedure (Staff)</p> <p>Student Code of Conduct Policy and Procedure</p> <p>Student Grievance and Appeals Policy and Procedure</p> <p>Transfer between Registered Providers Policy and Procedure</p> <p>Use of IT Facilities and Services Policy and Procedure (Students)</p> <p>Use of IT Facilities and Services Policy and Procedure (Staff)</p> <p>Younger Student Policy and Procedure</p> <p>Marketing and Advertising Materials Procedure</p> <p>Marketing Plan</p>

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 policy applies to all materials prepared by or used by staff and agent 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 material 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 POLICY

- 4.1. The Marketing and Student Experience team prepare an Institute Marketing plan that is reviewed by the EMT and approved by the Governing Board.
- 4.2. All Institute's marketing materials will be prepared based on the Marketing plan.
- 4.3. 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.
- 4.4. The Institute will provide sufficient information to students to enable them to make informed decisions about studying with the Institute.
- 4.5. 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 including that prior to accepting an overseas student or intending overseas student for enrolment in a course, the Institute will make comprehensive, current and plain English information available to the overseas student or intending overseas student that includes all the information required by the National Code.
 - 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;

- any work-based training an overseas student is required to undertake as part of the course;
 - prerequisites for entry into the course (including English language);
 - the employment outcomes associated with a course;
 - professional accreditation associated with a course;
 - automatic acceptance into another course or guarantee a successful education assessment outcome for the student or intending student.;
 - possible migration outcomes; or
 - any other claims relating to the Institute, its course(s) or outcomes associated with its course(s).
- 4.6. The Institute’s 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 Ozford Institute of Higher Education.
- 4.7. The Institute’s website will be the primary source of information about the Institute’s policies, procedures, courses and education support services.
- 4.8. The Institute’s marketing will be part of the Strategic Internal Audit plan and 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 this policy is fit for purpose and meet the requirements of the HESF and other relevant regulations, the policy will be:

- 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 ACKNOWLEDGEMENTS

This policy 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
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
3.0	July 2023	Internal review	GB
3.1	September 2023	Internal review – minor formatting changes and add external referencing	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		

Notes:

GB = Governing Board

EMT = Executive Management Team