

MARKETING AND ADVERTISING MATERIALS PROCEDURE

Approving authority	Executive Management Team
Purpose	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 (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	Marketing and Advertising Materials Policy Engaging Managing and Monitoring the Performance of Education Agents Policy and Procedure Social Media Policy and Procedure Use of Information Technology Facilities and Services 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 Higher Education Standards Framework, Threshold Standard 7 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 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. PROCEDURES

4.1 All marketing and advertising material is to be submitted to the Vice President for approval to ensure compliance with the Higher Education Standards Framework, Threshold Standard 7 and ESOS legislative requirements.

4.2 Staff submitting material to the Vice President must ensure that:

- The material is accurate and complies with the threshold standard and ESOS requirements,
- Written permission has been obtained prior to using any marketing or advertising material which refers to any person or organization
- 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.
- 4.3 A copy of the authorised marketing and advertising material, together with any approvals are to be kept on file by the Vice President.
- 4.4 The printing and publishing of marketing and advertising material can only be authorised by the Vice President.
- 4.5 The Vice President will ensure the correct use of logos, course titles, codes, clear statements regarding anticipated learning outcomes, fees and refunds arrangements, and the promoted courses.
- 4.6 The Vice President will ensure that Ozford Institute of Higher Education courses are not misrepresented or open to be misconstrued
- 4.7 The Vice President or his delegate will conduct regular reviews of the website and all marketing materials to confirm their on going suitability and compliance with all regulatory and legislative requirements.

5. QUALITY ASSURANCE

To ensure that this procedure is fit for purpose and meet the requirements of the HES Threshold Standards 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 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.

Feedback

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

6. FEEDBACK

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

7. VERSION CONTROL

Version	Date approved	Description	Approved by
2.0	June 2018	Initial Issue	Executive Management Team
Related legislation/ regulation/standard	HES Threshold Standards 2015, Domain 7 ESOS Act 2000, National Code 2018, Standards 1and 2		