

# Advertising and Marketing Policy



## SECTION 1

### 1. Purpose

- 1.1 This policy identifies IHNA's framework and requirements for conducting advertising and promotional activities and for the preparation of materials including print, broadcast and onlinemedia that are accurate, ethical and compliant with relevant legislation and rules as required by the Education Services for Overseas Students Act 2000 and Standards for RTOs 2015.
- 1.2 This policy is also aligned with the requirements of funding contracts including VET Student Loan, Skills First Program and Department of Training and Workforce Development (DTWD) and Smart and Skilled Funding programs.
- 1.3 IHNA advertises its training and assessment products and services to the general public and relevant industry stakeholders. IHNA is required to provide transparent and accurate information regarding its RTO services and performance.
- 1.4 This policy supports Standard 4 of the Standards for RTOs 2015 which requires IHNA to provide accurate information to learners about services and qualifications.
- 1.5 This policy supports Standard 1 of the National Code of Practice for Registration Authorities and Providers of Education & Training to Overseas Students 2018 for Marketing information and practices.

### 2. Scope

- 2.1 This Policy applies to the request and approval of advertising and the design and production of marketing, publications, and promotional materials across the IHNA.
- 2.2 This policy applies to all the IHNA staff and third parties undertaking domestic and international marketing activities on behalf of IHNA. This includes the implementation of any marketing activity or the development and distribution of any marketing product that is representative of IHNA, including but not limited to all persons undertaking marketing, recruitment or promotion on behalf of the provider.

### 3. Definitions

- 3.1 **Advertising** means any form of paid information placement provided to the public about

- IHNA's courses and services.
- 3.2 **ASQA** means the Australian Skills Quality Authority. It is the national VET regulator and the RTO's registering body.
- 3.3 **DTWD means** the purchase of training services for the delivery of VET courses by the Department of Training and Workforce Development in West Australia.
- 3.4 **ESOS Act** means the Education Services for Overseas Students Act 2000 of the Commonwealth of Australia, as amended from time to time.
- 3.5 **National Code** means the National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students, established pursuant to Part 4 of the ESOS Act, as amended from time to time.
- 3.6 **Marketing Materials** means all corporate materials and prospective student recruitment documentation including print, electronic and web-based materials.
- 3.7 **Skills First** means the funded training program managed by the Department of Education and Training in Victoria.
- 3.8 **Standards** refers to the Standards for Registered Training Organisations (RTOs) 2015. ASQA uses the Standards to ensure nationally consistent, high-quality training and assessment is available across Australia's vocational education and training (VET) system.
- 3.9 **Student Recruitment** means identification of potential students, and the provision of information about courses and services to them.
- 3.10 **VET Student Loan** means the VET Student Loans program which is governed by the *VET Student Loans Act 2016* (the Act) and the VET Student Loans Rules 2016 (the Rules).
- 3.11 **Smart and Skilled** is a funded program for vocational education and training (VET) managed by NSW Government.

## SECTION 2

### 4. Ethical Marketing Practices

- 4.1 IHNA adopts the following ethical marketing practices in the design and production of marketing and advertising materials:
- 4.1.1 All information about the training and assessment products and services to be provided are fully disclosed and the services advertised match the services

provided by IHNA;

- 4.1.2 IHNA will always gain the written permission of a student, staff or any other person using the 'Release Form for Media Use' prior to using information about that individual in any marketing materials. IHNA will abide by any conditions of the permission provided and keep a register of written permissions;
- 4.1.3 The dignity and privacy of an individual will be respected at all times. Respect will be given to the confidentiality of information acquired during the course;
- 4.1.4 IHNA staff members will ensure conformity with all relevant privacy legislation and will be informed through induction and ongoing training;
- 4.1.5 Permission will be gained if IHNA is using the identity, brand marks or images of another organisation in the Institute's marketing materials;
- 4.1.6 IHNA will not advertise accredited courses, qualifications or units of competency that are not on its scope of registration and no inference will be made that the scope extends beyond the scope granted;
- 4.1.7 IHNA will ensure advertising and marketing materials clearly distinguish AQF courses from any other courses recognised by other bodies or those courses provided by IHNA that do not have recognised status.

## **5. Accurate and Clear Marketing Guidelines**

- 5.1 IHNA management endeavours to accurately represent training and assessment products and services to prospective clients.
- 5.2 Where marketing or advertising materials refer to IHNA's status as an RTO, the products and services covered by the organisation's scope of registration will be clearly identified. Australian Qualifications Framework (AQF) qualifications will only be advertised if those qualifications are in IHNA's scope and IHNA is registered to issue those qualifications.
- 5.3 Marketing and advertising utilised by IHNA will distinguish nationally recognised products from other courses recognised by other bodies or those courses provided by IHNA that do not have recognised status.
- 5.4 The names of training packages, qualifications and/or accredited courses listed in marketing and advertising materials utilised by IHNA will comply with the names/titles

convention required by the relevant Training Package or professional course accreditation.

5.5 IHNA's Legal Entity Name and Trading Name, ABN, TOID and CRICOS Number will appear on all written marketing and advertising and other required materials including in electronic forms, as required by the National Code 2018, including but not limited to:

6.5.1 All training materials

6.5.2 Course brochures

6.5.3 Student handbook

6.5.4 Website

6.5.5 Email

6.5.6 Business cards

6.5.7 Print advertising

6.5.8 Online/Social media advertising

6.5.9 Flyers

6.5.10 Posters

6.5.11 Any part of marketing materials that may be separated or removed from marketing materials

6.5.12 Letterheads

6.5.13 Signature blocks

6.5.14 Social media such as Facebook, LinkedIn, Twitter

## **6. IHNA will not give false or misleading information or advice in relation to:**

6.1 Claims of association between providers

6.2 Employment outcomes associated with a course

6.3 Automatic acceptance into another course

6.4 Possible migration outcomes, or any other claims relating to IHNA, its courses or outcomes associated with the course.

6.5 IHNA will not actively recruit a student where this clearly conflicts with where registered providers must assess requests from students for a transfer between registered providers prior to the student completing six months of the principal course of study in accordance

with their documented procedures.

- 6.6 All marketing materials must be designed so as to not detract from the good reputation and interests of the Australian education industry or other educational institutions nor make negative comparisons and/or derogatory statements about other providers.
- 6.7 All marketing must ensure a consistent and positive brand message for IHNA.
- 6.8 All marketing materials must be compliant against Standards for RTOs 2015, Standard 4– Accuracy and Integrity of Marketing.
- 6.9 IHNA will only market those AQF and VET qualifications that it currently holds on the Scope of Registration.
- 6.10 IHNA will use the Nationally Registered Training (NRT) logo only in accordance with the conditions of use as outlined at: <https://www.asqa.gov.au>
- 6.11 IHNA will adhere to Conditions for the use of the Australian Qualifications Framework Logo which are found at: <http://www.aqf.edu.au/>

## **7. IHNA will accurately represent training products and services by:**

- 7.1 Accurately representing to prospective students training products and services that lead to AQF qualifications or statements of attainment, and that advertised outcomes are consistent with these qualifications
- 7.2 Only promoting AQF qualifications that are included in IHNA’s scope of registration
- 7.3 Identifying training and assessment services leading to AQF qualifications and/or statements of attainment separately from any other training and assessment services
- 7.4 Providing advice to customers on these products and services to ensure clarity of understanding
- 7.5 Providing accurate advice on pathways to another qualifications and employment opportunities after successful course completion
- 7.6 Regularly reviewing and updating marketing material so it is accurate and consistent with IHNA’s scope of registration.
- 7.7 In accordance with National Code 2.1, IHNA will develop its marketing materials, including its website, to ensure that the following information is provided to overseas students prior to enrolment:

- 7.8 Requirements for acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required and whether course credit may be applicable
- 7.9 Course content and duration, qualifications offered, modes of study and assessment methods
- 7.10 Campus locations and a general description of facilities, equipment and learning and library resources available to students
- 7.11 Details of any arrangements with another registered provider, person or business to provide the course or part of the course (where applicable)
- 7.12 Indicative course-related fees including advice on the potential for fees to change during the student's course and applicable refund policies
- 7.13 Information about the grounds on which a student's enrolment may be deferred, suspended, or cancelled
- 7.14 A description of the ESOS framework made available electronically by the relevant Department of education

## **8. Relevant information on living in Australia, including:**

- 8.1 indicative costs of living;
- 8.2 accommodation options; and
- 8.3 where relevant, schooling obligations and options for school-aged dependants of intending students, including that school fees may be incurred.
- 8.4 All marketing materials will meet Australian standards or laws in relation to copyright, identity ownership and privacy.
- 8.5 When developing international marketing materials for international students, IHNA will ensure that all material is consistent with the cultural and regulatory systems of the countries in which it is used.
- 8.6 All marketing materials containing any form of "offer" will contain an expiry date and be version controlled.
- 8.7 All names and titles of courses and training will comply with the requirements of the respective training packages and be advertised or marketed accordingly.

8.8 The COO shall ensure that the NRT logo is only utilised for marketing and advertising of accredited training and assessment services and those services relevant to its scope of registration.

**9. All participants will be provided with the following information through relevant marketing and advertising materials:**

9.1 Admission procedure and criteria

9.2 Required competencies

9.3 Assessment procedure

9.4 Course costs

9.5 Refund policy

9.6 The nature of guarantee

9.7 Complaint's procedure.

**10. Conditions for using the NRT logo and logos of state or territory training authorities**

10.1 When creating promotional and information material, IHNA will use the NRT logo only in relation to the delivery of accredited courses that are within its scope of registration and in accordance with NRT logo specifications in

[https://www.asqa.gov.au/sites/default/files/NRT\\_logo\\_specifications\\_NEW.pdf?acsf\\_file\\_s\\_redire ct](https://www.asqa.gov.au/sites/default/files/NRT_logo_specifications_NEW.pdf?acsf_file_s_redire ct). This document is also made available in SharePoint under

IHNA/Business/Marketing/Official Logos. Information and specifications for usage for quality and regulatory logos are available in the same location.

**11. Marketing Approval Process**

11.1 All marketing materials will be approved and amended using the Marketing Approvals Requestsystem available under My Office/IHNA Process in Knowledge Hub. Requests are completed by the staff and approved by the:

11.2 Marketing Manager

11.3 Chief Operations Officer

11.4 A copy of Marketing Approvals Requests is stored as electronic files in the same system. This filewill be available as 'read only' to all IHNA staff to ensure they are using



approved marketing materials.

11.5 Request for approval will be reviewed and approved within two (2) working days.

## **12. Material Use**

12.1 IHNA staff will ensure all printed materials provided to clients and prospective clients are appropriate and in the current version by ensuring ethical and accurate representation of its training and assessment products and services.

12.2 Whenever changes are made to any marketing materials, all internal and external stakeholders will be informed of the changes through written communication (email). The revised documents/access details will then be distributed accordingly, and old material will be removed from circulation.

12.3 All IHNA staff are responsible for reporting to Marketing Manager for any errors or inaccuracies found in marketing and advertising materials.

## **13. Ongoing Review**

13.1 Changes in the Training and Assessment Strategy for any course in IHNA's scope will be reflected in updates to marketing and advertising materials. The National Training Manager is responsible for ensuring updates are completed in a timely manner.

13.2 IHNA conducts an ongoing review of its website. An audit is conducted 6 monthly and required actions are recorded in the continuous improvement register.

13.3 IHNA conducts an ongoing review of its marketing and advertising materials and as a component of IHNA's scheduled internal and external audits.

## **14. Responsibility**

14.1 The Chief Operations Officer (COO) and Marketing Department have responsibility for all domestic and international marketing and advertising activities.

14.2 The IHNA Marketing Team, in close co-operation with other departments within IHNA, is responsible for the implementation of this Policy, including compliance in regards to domestic and international marketing and advertising.

## SECTION 3

### 15. Associated Information

<b>Related Internal Documents</b>	<ul style="list-style-type: none"> <li>● Admission and Enrolment Policy</li> <li>● Admission and Enrolment Procedure</li> <li>● Advertising and Marketing Procedure</li> <li>● Communication with Regulators and Accreditation Agencies Policy</li> <li>● Communication with Regulators and Accreditation Agencies Procedure</li> </ul>
<b>Related Legislation, Standards and Codes</b>	<ul style="list-style-type: none"> <li>● National Vocational Education and Training Regulator Act 2011</li> <li>● Standards for Registered Training Organisations 2015</li> <li>● Education Services for Overseas Students Act 2000 (ESOS Act)</li> <li>● National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code)</li> <li>● Australian Core Skills Framework</li> <li>● Enrolled Nurse Accreditation Standards 2017</li> <li>● Relevant State and Territory funding contracts and eligibility documents</li> <li>● VET Student Loan Rules 2016</li> <li>● VET Student Loans Manual for Providers, Version 4.2</li> <li>● VET Funding Contract, VET FEE-HELP, Skills First Program, DTWD, Smart and Skilled and relevant State and Territory funding contracts and eligibility documents</li> </ul>
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<b>IHNA DocID</b>	IHNA-AAMP1-4.0
<b>Department</b>	Marketing
<b>SRTO2015 Stds and sub-standards</b>	Standards of RTOs 2015 - Standard 4 Clause 4.1

### 16. Change History

<b>Version Control</b>	Version 4.0
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<b>Version No.</b>	<b>Date</b>	<b>Brief description of the change, incl. version number, changes, who considered, approved, etc.</b>
V.3.0	04/03/2021	Revised and updated with pertinent sections
V.4.0	06/02/2024	Updated in new template and logo, revised, edited with minor changes