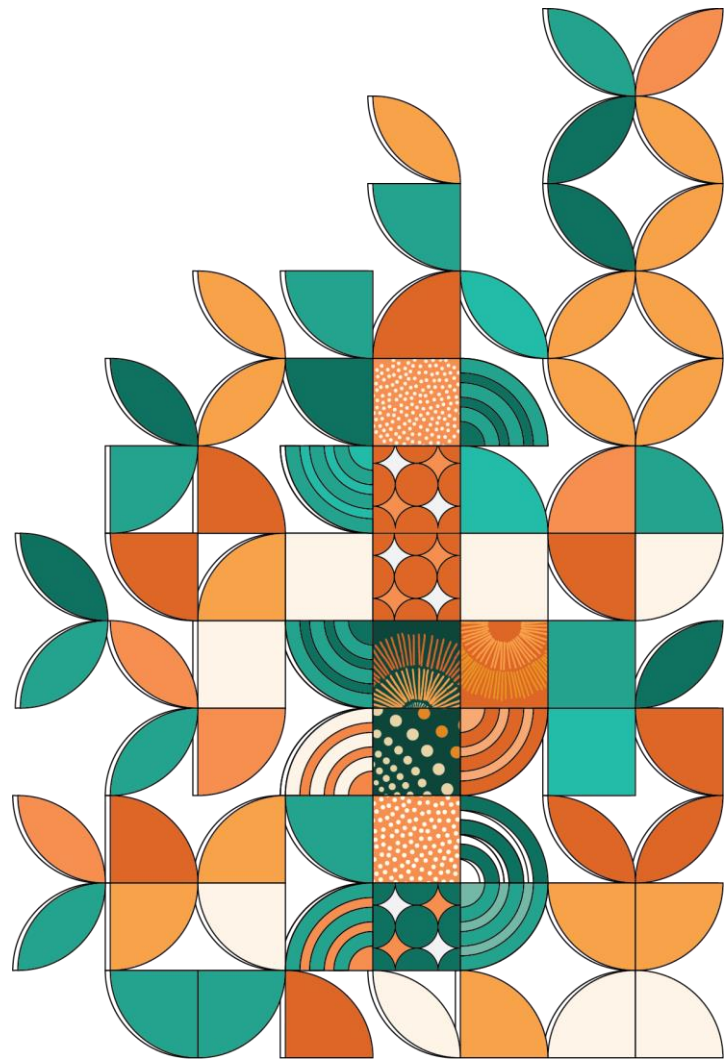


Advertising and Marketing Procedure



SECTION 1

1. Purpose

- 1.1 This procedure identifies IHNA's framework and requirements for conducting advertising and promotional activities and for the preparation of materials including print, broadcast and online media 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 procedure is also aligned with the requirements of funding contracts including VET Student Loan, Skills First Program and Department of Training and Workforce Development (DTWD) Funding programs and also the ISO 9001:2015 standard.

2. Scope

- 2.1 This Procedure 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 procedure 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.

SECTION 2

3. Definitions

- 3.1 Refer to the definitions provided in the Advertising and Marketing Policy.

4. Procedure

- 4.1 To understand the Ethical Marketing Practices & Conditions for using the NRT logo and logos of state or territory training authorities, Marketing Guidelines and Conditions for using the NRT logo and logos of state or territory training authorities refer to Advertising and Marketing Policy.
- 4.2 IHNA marketing shall develop and implement comprehensive marketing strategies that align with the organisation's goals and objectives. This involves conducting market research to understand the needs and preferences of the target audience, identifying key market trends, and analysing competitors' activities.
- 4.3 By gathering such insights, the marketing team shall develop effective marketing campaigns

and initiatives that resonate with prospective students and healthcare professionals.

- 4.4 The marketing department creates and manages various promotional materials, both online and offline, to raise awareness about the institution and its programs.
- 4.5 This includes designing and maintaining a user-friendly website, managing social media channels, producing informative brochures and flyers, and running online advertising campaigns.
- 4.6 These efforts aim to showcase IHNA's strengths, highlight its unique selling points, and engage with the target audience through relevant and compelling messaging.
- 4.7 Additionally, IHNA's marketing plays a critical role in establishing and nurturing relationships with external stakeholders.
- 4.8 This includes collaborating with partner organisations, healthcare facilities, educational institutions, recruitment agents, and industry influencers to explore co-marketing opportunities, referral programs, and pathway programs.
- 4.9 By forging strong partnerships, the marketing team helps to expand IHNA's reach and create mutually beneficial opportunities for student recruitment and program development.
- 4.10 The marketing department also monitors and analyses marketing metrics and key performance indicators (KPIs) to assess the effectiveness of various marketing initiatives.
- 4.11 This data-driven approach enables the team to make informed decisions, optimise marketing campaigns, and allocate resources efficiently.
- 4.12 Regular reporting and analysis help in identifying areas of improvement and refining marketing strategies to ensure long-term success.
- 4.13 **Compliance with Laws and Regulations:** IHNA is committed to conducting its marketing activities in compliance with all relevant laws, regulations, and industry standards. All marketing efforts must adhere to applicable consumer protection laws, privacy regulations, intellectual property rights, and advertising guidelines.
- 4.14 **Branding and Visual Identity:** IHNA's brand is a valuable asset that reflects the institution's values, reputation, and commitment to excellence. All marketing materials, including digital and print media, must adhere to IHNA's approved branding and visual identity guidelines. Consistent use of the logo, colour schemes, typography, and design elements is essential to maintain brand recognition and reputation.
- 4.15 **Ethical Marketing Practices:** IHNA is committed to conducting marketing activities with integrity, honesty, and transparency. Marketing communications should accurately represent

IHNA's programs, services, and value proposition. Misleading or deceptive marketing practices are strictly prohibited.

- 4.16 **Customer Privacy and Data Protection:** IHNA recognises the importance of protecting customer privacy and personal information. Marketing activities must comply with applicable privacy laws and respect individuals' rights to consent, access, and control their personal data. Any collection, use, and storage of customer data must be handled securely and in accordance with IHNA's privacy policy.
- 4.17 **Market Research and Competitor Analysis:** Market research and competitor analysis are integral to IHNA's marketing strategy. These activities must be conducted ethically and in compliance with relevant laws and regulations. Data collection methods must respect privacy rights, and the analysis should be used to inform decision-making and enhance IHNA's competitive position.
- 4.18 **Advertising and Promotions:** All advertising and promotional materials must adhere to truthfulness, accuracy, and professionalism. Claims and statements made in marketing materials must be substantiated and supported by evidence. IHNA employees and contractors must not engage in false, misleading, or deceptive advertising practices.
- 4.19 **Partnership and Collaboration:** IHNA may enter into partnerships or collaborations with external organisations for marketing purposes. These relationships must be based on mutual trust, transparency, and alignment with IHNA's values. Any partnerships or collaborations must be formally approved and in compliance with relevant policies and agreements.
- 4.20 **Monitoring and Evaluation:** IHNA's marketing activities will be regularly monitored and evaluated to ensure compliance with this policy. Metrics and performance indicators will be established to measure the effectiveness of marketing campaigns, assess customer feedback, and identify areas for improvement.

5. Social Media

- 5.1 **Professional Conduct and Representation:** When engaging in social media activities related to IHNA, employees and contractors must conduct themselves professionally and adhere to IHNA's values, policies, and guidelines. They should accurately represent their role and affiliation with IHNA, clearly indicating that their views are their own and not necessarily those of the organisation.
- 5.2 **Confidentiality and Privacy:** Employees and contractors must respect and maintain the confidentiality of IHNA's sensitive and proprietary information. They should not share or

disclose confidential or private information about IHNA, its employees, students, partners, or any other stakeholders without proper authorisation.

- 5.3 **Protection of Reputation:** Employees and contractors should be mindful of the potential impact their social media activities can have on IHNA's reputation. They must avoid engaging in any behaviour or posting content that may harm IHNA's image, brand, or relationships with stakeholders. This includes refraining from posting defamatory, offensive, discriminatory, or inappropriate content.
- 5.4 **Compliance with Laws and Regulations:** Social media activities must comply with all applicable laws, regulations, and IHNA's policies. This includes, but is not limited to, laws regarding defamation, intellectual property rights, privacy, data protection, and advertising standards.
- 5.5 **Intellectual Property Rights:** Employees and contractors must respect intellectual property rights, including copyrights, trademarks, and patents, when posting content on social media platforms. They should not infringe upon the intellectual property rights of others without proper authorisation.
- 5.6 **Personal Use of social media:** IHNA acknowledges that employees and contractors may engage in personal social media activities. However, they must ensure that their personal use of social media does not interfere with their work responsibilities, compromise the organisation's reputation, or violate any provisions of this policy.
- 5.7 **Monitoring and Enforcement:** IHNA reserves the right to monitor, review, and take appropriate action regarding social media activities that involve IHNA, its employees, or its stakeholders. Violations of this policy may result in disciplinary action, up to and including termination of employment or contractual agreements.
- 5.8 **Training and Education:** IHNA will provide training and education on social media best practices, relevant laws and regulations, and this policy to employees and contractors. This will help foster a culture of responsible social media use and ensure a clear understanding of their obligations.

6. Content Creation and Approval

- 6.1 **Content Creation -** Conduct thorough research and gather relevant information and data. Write the content, ensuring accuracy, clarity, and adherence to IHNA's branding guidelines. Incorporate visual elements, such as images or videos, as per the content requirements.
- 6.2 **Review and Revision -** Submit the content to the designated content reviewer for thorough review. Address any feedback, suggestions, or revisions provided by the content reviewer. Revise the content accordingly, ensuring all changes are accurately implemented.

- 6.3 Final Approval-Submit the revised content to the content approver for final review and approval. The content approver verifies the accuracy, quality, and adherence to branding guidelines and regulatory requirements. If necessary, the content approver may request further revisions or modifications. Once satisfied, the content approver signs off on the content for further dissemination or publication.
- 6.4 Documentation and Version Control - Maintain a record of all marketing content, including drafts, revisions, feedback, and approvals. Use a centralised system or document management tool to track changes, version control, and maintain an audit trail.
- 6.5 Compliance and Training - Ensure all content creators, reviewers, and approvers are familiar with this procedure and understand their roles and responsibilities. Provide regular training and updates on IHNA's branding guidelines, regulatory requirements, and industry best practices for content creation and approval.

7. Market Research

- 7.1 Market research is essential for gathering insights and data to inform marketing strategies, identify market trends, and make data-driven decisions.
- 7.2 Data Collection
 - a. Internal data: Gather internal data from IHNA's own records and systems, including student enrolment statistics, course completion rates, student feedback, and customer relationship management (CRM) data.
 - b. External data: Utilise data from reputable sources to gain industry insights and market trends. This includes accessing the National Centre for Vocational Education Research (NCVER) website (<https://www.ncver.edu.au/research-and-statistics>) for relevant research and statistics related to the vocational education and training (VET) sector.
- 7.3 Data Analysis and analyse of the gathered data to identify market trends, demand patterns, and competitor analysis. Use appropriate data analysis techniques and tools to derive meaningful insights and actionable recommendations.
- 7.4 Reporting and Documentation-Prepare comprehensive market research reports summarising the findings, insights, and recommendations. Ensure clear and concise communication of the research outcomes, including visual representations of data where appropriate.
- 7.5 Continuous Improvement-Regularly review and update the market research procedure to incorporate new data sources, tools, or techniques that enhance the accuracy and relevance of the research. Seek feedback from relevant stakeholders to improve the effectiveness of the

market research process.

- 7.6 Compliance and Confidentiality- Ensure compliance with privacy regulations and maintain the confidentiality of any sensitive or proprietary data collected during the market research process. Adhere to ethical standards and industry guidelines when handling data.

8. Advertising and Promotions

- 8.1 Define Objectives: Establish clear and measurable objectives for each advertising campaign or promotion. Objectives may include increasing brand awareness, generating leads, driving course enrolments, or promoting specific programs.
- 8.2 Target Audience: Identify the target audience for each campaign or promotion. Consider demographics, geographic location, psychographics, and other relevant factors to tailor messaging and media selection accordingly.
- 8.3 Media Selection
- a. Social Media Advertising: Utilise social media platforms, such as Facebook, Instagram, LinkedIn, and Twitter, to reach and engage with the target audience. Select appropriate platforms based on audience demographics, engagement levels, and advertising capabilities.
 - b. Google AdWords: Implement Google AdWords campaigns to increase visibility and drive targeted traffic to IHNA's website. Consider keyword research, ad copy development, landing page optimisation, and ongoing monitoring and optimisation.
 - c. Recruitment Agent Partnerships: Collaborate with recruitment agents and other relevant partners to promote IHNA's courses. Establish clear communication channels, guidelines, and expectations for advertising and promotional activities conducted by these partners.
 - d. Traditional Advertising: Consider traditional advertising channels, such as print media, radio, television, outdoor billboards, or industry publications, as appropriate and aligned with the target audience and campaign objectives.
- 8.4 Budget Allocation
- a. Budget Planning: Allocate advertising and promotions budget based on campaign objectives, target audience reach, media costs, and expected return on investment (ROI). Consider both online and offline advertising channels.
 - b. ROI Analysis: Regularly monitor and analyse the performance of advertising campaigns to evaluate their effectiveness and ROI. Adjust budget allocation based on the performance of each channel or campaign.
- 8.5 Creative Development

- a. **Messaging and Positioning:** Develop compelling and consistent messaging that aligns with IHNA's brand values, positioning, and unique selling propositions. Tailor messaging to resonate with the target audience and campaign objectives.
- b. **Design and Visuals:** Create visually appealing and professional creative assets, including images, videos, banners, and other visual elements. Ensure that the design aligns with IHNA's branding guidelines and effectively communicates the desired message.
- c. **Ad Copy and Call-to-Action:** Craft persuasive ad copy that drives engagement and encourages desired actions from the target audience. Include compelling calls-to-action (CTAs) to prompt clicks, inquiries, or enrolment.

8.6 Execution and Monitoring

- a. **Campaign Implementation:** Implement advertising campaigns and promotions according to the defined media plan and timeline. Monitor the delivery and placement of advertisements across various channels to ensure accuracy and compliance.
- b. **Performance Tracking:** Regularly track and measure the performance of advertising campaigns against the defined objectives. Utilise analytics tools, conversion tracking, and key performance indicators (KPIs) to assess effectiveness and make data-driven optimisations.

8.7 Evaluation and Reporting

- a. **Campaign Evaluation:** Conduct post-campaign evaluation to assess the overall effectiveness of advertising and promotions. Analyse key metrics, ROI, audience engagement, lead generation, and other relevant data to identify successes and areas for improvement.
- b. **Reporting:** Prepare comprehensive reports that summarise campaign performance, insights, and recommendations

9. Material Use

- 9.1 IHNA staff shall ensure all printed materials provided to clients and prospective clients are appropriate and in the current version so as to ensure ethical and accurate representation of its training and assessment products and services.
- 9.2 Whenever changes are made to any marketing materials, all internal and external stakeholders shall be informed of the changes through written communication (email).
- 9.3 The revised documents/ access details shall be distributed accordingly, and old material will be removed from circulation.
- 9.4 All IHNA staff are responsible for reporting to Marketing Manager/Head-Marketing and Sales

errors or inaccuracies found in marketing and advertising materials.

10. Review Process

- 10.1 Changes in the Training and Assessment Strategy for any course in IHNA's scope shall be reflected in update to marketing and advertising materials.
- 10.2 The National Training Manager is responsible for ensuring updates are completed in a timely manner.
- 10.3 IHNA conducts ongoing review of its website.
- 10.4 An audit is conducted once every 6 months and required actions are recorded in the continuous improvement register.
- 10.5 IHNA conducts an ongoing review of its marketing and advertising materials as a component of IHNA's scheduled internal and external audits.

11. Marketing Approval Process

- 11.1 All marketing materials shall be approved and amended using the Marketing Approvals Request system available under My Office/IHNA Process in the Knowledge Hub. (or) the Monday.com board designated for marketing material approvals.
- 11.2 Requests are completed by the staff and approved by the:
 - a. Marketing Manager (or) Head-Marketing and Sales
 - b. Chief Operations Officer
- 11.3 A copy of Marketing Approvals Requests shall be stored as electronic files in the same system.
- 11.4 This file shall be kept as 'read only' to all IHNA staff to ensure they are using approved marketing materials.
- 11.5 Request for approval shall be reviewed and approved within two (2) working days.

12. Responsibility

- 12.1 The Chief Operations Officer (COO) and Marketing Department have responsibility for all domestic and international marketing and advertising activities.
- 12.2 The IHNA Marketing Team, in close co-operation with other departments within IHNA, is responsible for the implementation of this Procedure, including compliance in regard to domestic and international marketing and advertising.

SECTION 3

13. Associated Information

Related Internal Documents	<ul style="list-style-type: none"> • Admission and Enrolment Policy • Admission and Enrolment Procedure • Advertising and Marketing Policy • Communication with Regulators and Accreditation Agencies Policy • Communication with Regulators and Accreditation Agencies Procedure
Related Legislation, Standards, and Codes	<ul style="list-style-type: none"> • National Vocational Education and Training Regulator Act 2011 • Standards for Registered Training Organizations 2015 • Education Services for Overseas Students Act 2000 (ESOS Act) • National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code) • Australian Core Skills Framework • Enrolled Nurse Accreditation Standards 2017 • Relevant State and Territory funding contracts and eligibility documents • VET Student Loan Rules 2016 • VET Student Loans Manual for Providers, Version 4.2 • 2021 Standard VET Funding Contract, Skills First Program • ISO 9001:2015 Standard • VET Funding Contract, VET FEE-HELP, Skills First Program, DTWD, Smart and Skilled and relevant State and Territory funding contracts and eligibility documents
Date Approved	23/11/2023
Date Endorsed	14/12/2023
Date of Effect	23/11/2023
Date of Review	31/12/2026
Approval Authority	Board of Directors
Document Custodian	Director, Quality Management
IHNA DocID	IHNA-AAMP2-2.0
Department	Marketing and Sales
SRT02015 Stds and sub-standards	Standards of RTOs 2015 - Standard 4 Clause 4.1

14. Change History

Version Control		Version 2.0
Version No.	Date	Brief description of the change, incl. version number, changes, who considered, approved, etc.

V.1.0	10/07/2023	Separated policy and procedure and added procedure content.
V.2.0	13/02/2024	Updated in new template and logo