

# Marketing and Advertising Policy

## 1. Purpose and Scope

- 1.1 The Marketing and Advertising Policy sets out how AIAT ensures its advertising and promotional activities and materials across print, broadcast and online media are accurate, ethical and compliant with relevant legislation, including the Education Services for Overseas Students Act 2000.
- 1.2 This policy applies to the booking and approval of advertising and the design and production of marketing, publications and promotional materials for AIAT.
- 1.3 This policy applies to all AIAT staff and third parties undertaking domestic and international marketing activities on behalf of AIAT, with AIAT's permission.

## 2. Definitions

Refer to *Glossary of Terms* for commonly used terms. The definitions below are those specific to this policy.

**Advertising** means any form of paid information placement provided to the public about AIAT's courses and services where AIAT has direct control of the presentation of that information.

**AIAT Brand** means the AIAT name and logo.

**Marketing and promotional materials** means all corporate materials and prospective student recruitment promotional documentation including print, electronic and web-based materials.

## 3. Policy Statement

- 3.1 AIAT is committed to managing marketing and advertising activities to ensure compliance with various consumer codes, trade practices acts, higher education regulations or advertising laws in Australia and overseas.
- 3.2 Perceptions of AIAT are influenced by the use of AIAT's name, logo and marketing collateral, all of which ultimately contribute to the overall success of the institution. AIAT is committed to ensuring that its Corporate Brand is managed to enhance the institute's reputation.

## 4. Policy Principles

- 4.1 All AIAT advertising, marketing and promotional materials must be accurate, complete, comply with Trade Practices Act 1974 (Cth) and meet legal requirements in Australia and overseas marketing locations.

- 4.2 All AIAT prospective student advertising, marketing and promotional material developed by the Marketing Department must be approved by the Director: Marketing and CEO to ensure that it meets branding, key message and style and tone requirements.
- 4.3 All AIAT advertising, marketing and promotional materials must at all times comply with legal requirements and codes of practice, including the Competition and Consumer Act 2010, South Australian Fair Trading Act 1987, and the Education Services for Overseas Students Act 2000.
- 4.4 Where advertising, marketing or promotions occur outside Australia, the material must also comply with the relevant legal requirements for consumer protection and advertising standards in that country.
- 4.5 All AIAT courses of study must be accredited by TEQSA and CRICOS before they can be advertised or promoted in any way.
- 4.6 All AIAT courses (and their components) promoted to prospective international students intending to study onshore in Australia must be CRICOS registered prior to marketing or advertising. AIAT's CRICOS Provider Code must also be displayed on all material.
- 4.7 All AIAT advertising intended for prospective students must list the appropriate prospective student enquiry telephone number and email address.
- 4.8 Dated materials must not be used after the date specified has passed.
- 4.9 Students, student clubs or associations, or staff must not use the AIAT logo for assignments, outside work, or any other purposes not approved by the Director: Marketing.
- 4.10 All applications of the AIAT brand, whether produced by AIAT or third parties, must be checked for corporate identity compliance and approved by the Director: Marketing.
- 4.11 All design and production work intended for external audiences, including publications and marketing materials (printed, electronic and audio-visual/video content), must be undertaken by designers, producers or other suppliers briefed and managed by the Marketing department, and approved by the Director: Marketing prior to production.

## 5. Roles and responsibilities

- 5.1 The Board of Directors has primary oversight of the AIAT brand.
- 5.2 The Director: Marketing and CEO approve
  - 5.2.1 use of the AIAT brand; and
  - 5.2.2 all advertising, marketing and promotional materials created internally or via an external party.

## 6. Policy Details

Institution	Australian Institute of Advanced Technologies (AIAT)
Policy name	Marketing and Advertising Policy
Policy Reference No.	POL – 45
Policy Approval	Board of Directors
Policy Authority	Executive Management Group
Responsible Officer	Director: Marketing
Governance Reference Threshold Standards	HESF 2021: 7.1, 7.2
Related Documents	Staff Code of Conduct
Related Legislation	Commonwealth Higher Education Support Act 2003 (HESA) Commonwealth Education Services for Overseas Students Act 2000 (ESOS) Higher Education Standards Framework (Threshold Standards) 2021 (HESF) National Code of Practice for Providers of Education and Training to Overseas Students 2018 Competition and Consumer Act 2010 South Australian Fair Trading Act 1987 Trade Practices Act 1974 (Cth)
References	AIAT has referred and benchmarked with the following institutions and policies during the creation of this policy: Charles Sturt University (unknown) Branding, Marketing, Advertising and Promotion Compliance Procedures, <i>retrieved 25/11/2021</i> Southern Cross University (unknown) Advertising and Marketing Policy, <i>retrieved 25/11/2021</i> University of Newcastle (2017) Advertising and Marketing Policy University of Sunshine Coast (2020) Marketing and External Engagement – Operational Policy
Date of approval	3 February 2022
Review date	December 2024
Policy Category	Operational

## 6. Document Version Control

Document No	POL - 45	Last Modify Date	Summary of Changes
Version No	1.0	NA	Initial version approved by Board of Directors
	1.01	31/3/2022	Fix typos; update policy number
Created Date	Feb 2022		

