



MARKETING AND ADVERTISING MATERIALS POLICY

Approving authority	Governing Board
Approval date	6 th April 2016
Responsibility for implementation	Institute Director
Next scheduled review	April 2018
Document Location	R:OIHE\Policies\Marketing and Advertising Materials Policy.docx

1 Purpose

The *Higher Education Standards Framework* (the Framework) is established by section 58 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 under the TEQSA Act 2011. This policy and procedure on the use of marketing materials is required to meet standard 7.

2. Scope

The purpose of this policy is to describe the procedures for the marketing and advertising of the Oxford Institute of Higher Education (herein after referred to as 'the Institute') to ensure its marketing and advertising materials and methods are professional, accurate, timely and ethical and readily accessible by prospective students to assist in their decision making process and to support current students.

3. Policy

3.1 This policy applies to all employees and agent contractors involved in the promotion of the institute's courses.

3.2 All 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;
- Be professionally developed and appropriately approved;
- not give false or misleading information or advice in relation to:
 - claims of association between providers;
 - the employment outcomes associated with a course;
 - professional accreditation associated with a course
 - automatic acceptance into another course;
 - possible migration outcomes; or
 - any other claims relating to the Institute, its course(s) or outcomes associated with its course(s).

4. Definitions

4.1 Marketing and advertising materials refers to all materials printed or published relating to the Oxford Institute of Higher Education.



5. Procedures

- 5.1 All marketing and advertising material is to be submitted to the Institute Director for approval to ensure compliance with the Higher Education Standards Framework, Threshold Standard 7 and ESOS legislative requirements.
- 5.2 Staff submitting material to the Institute Director 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 Oxford Institute of Higher Education.
- 5.3 A copy of the authorised marketing and advertising material, together with any approvals are to be kept on file by the Institute Director.
- 5.4 The printing and publishing of marketing and advertising material can only be authorised by the Institute Director.
- 5.5 The Institute Director will ensure the correct use of logos, course titles, codes, clear statements regarding anticipated learning outcomes, fees and refunds arrangements, and the promoted courses.
- 5.6 The Institute Director will ensure that Oxford Institute of Higher Education courses are not misrepresented or open to be misconstrued
- 5.7 The Institute Director 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.