

MARKETING COLLATERAL POLICY

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| Document ID | Marketing Collateral Policy |
| Related Documents | Website Policy Staff Code of Conduct Policy Student Code of Conduct Equity and Diversity Policy Privacy Policy Copyright Policy |
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| Authorised by | Director of Accreditation, Compliance and Quality Assurance |
| Approved by | Executive Management Team, 29 December 2017 |
| Version | 1.2 |
| Responsible Officer | Senior International Recruitment Manager |
| References and Legislation | Education Services to Overseas Students Act 2000 (Commonwealth) Higher Educations Standards Framework 2015 National Code of Practice for Providers of Education and Training to Overseas Students (The National Code) 2018 Privacy Act 1988 (Commonwealth) Copyright Act 1968 (Commonwealth) Trade Marks Act 1995 (Commonwealth) Competition and Consumer Act 2010 (Commonwealth) |

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1. Purpose

To ensure the marketing of the College’s education and training services is professional, ethical, and accurate. This policy will also ensure the College maintains the integrity and reputation of the Australian higher education industry.

2. Scope

This policy applies to all promotional communications and materials developed by the APIC community.

This policy is supported by, and should be read in conjunction with, the APIC [Website Policy](#).

For clarity, this policy applies to students, except to the extent they are required to develop materials for learning purposes which will not be released publicly.

All promotional communications and APIC-wide communications must comply with all relevant legislation, such as the Copyright Act 1968 (Commonwealth), Trade Marks Act 1995 (Commonwealth) and Competition and Consumer Act 2010 (Commonwealth).

All promotional communications must comply with the College’s conduct policies such as the [Staff Code of Conduct Policy](#), [Student Code of Conduct](#), [Equity and Diversity Policy](#), and the [Privacy Policy](#).

3. Definitions

| Item | Definition |
|---------------------------------|---|
| <i>APIC</i> | Asia Pacific International College |
| <i>APIC community</i> | All staff, students, recruitment agents, contractors and consultants to APIC and ECA. |
| <i>APIC-wide communications</i> | Communications developed to promote all or many parts of APIC to many audiences. This includes but is not limited to promotional communications about graduation, international partnerships, research outcomes or collaborations, community engagement, working at APIC, alumni relations and philanthropic fundraising. |
| <i>Marketing collateral</i> | Material produced or controlled by APIC for the purposes of promoting or representing the College, including courses and services. |
| <i>Print materials</i> | All printed materials and electronic formats of items such as magazines, newspapers, newsletters, flyers, brochures, booklets, books produced by APIC to promote its operations or activities. It also includes corporate stationery such as printed letterhead, electronic letterhead, with compliment slips and business cards. |

| Item | Definition |
|-----------------------------------|---|
| <i>Promotional communications</i> | Communications, material and merchandising created by or for APIC to use in all media and/or other formats to promote a course or service or an area of APIC to a specific audience. Such materials include, but are not limited to print materials, print or online advertisements, television commercials, digital media, social media and all forms of branded merchandise, gifts and giveaways. |
| <i>Publication</i> | Printing, issuing, reproducing, making available or otherwise conveying promotional communications and marketing collateral for or about APIC or material containing some reference to APIC, and “publish” has a like meaning. |

4. Marketing Collateral

Basic branding guidelines must be followed on College brochures and handbooks to ensure a consistent and cohesive image for the College.

All APIC website development must comply with the [APIC Website Policy](#). In order to meet the requirements of the [Higher Education Standards Framework 2015](#), the College website is to be updated within 14 days of any changes to the content.

4.1 Materials for International Students

Promotional materials or APIC-wide communications which may be accessed by overseas students considering study in Australia must adhere to the National Code of Practice for Providers of Education and Training to Overseas Students (The National Code) 2018 and the Education Services to Overseas Students Act 2000 (Commonwealth), and must publish the APIC institutional CRICOS code.

Any course offered by APIC that is available to international students must also have a valid CRICOS code before it can be promoted. This CRICOS code must be published in any promotional materials or APIC-wide communications which may be accessed by overseas students considering study in Australia.

5. Roles and Responsibilities

All marketing collateral of the College is to be editable, accurate, appropriate and current. This will be the joint responsibility of Executive Management Team. Material on courses and admission criteria is to be first reviewed and approved by the Dean.

Editable drafts of all promotional communications and marketing collateral produced for an external audience must be sent to the Senior International Recruitment Manager for review and comment prior to being submitted to the Executive Management Team for finalisation and/or publication by ECA Marketing.

The APIC community is responsible for informing themselves and understanding the contents of this policy to ensure there is consistent and professional promotion of the APIC brand and reputation.

6. Document Change Control

| Version | Change Description | Date | Author |
|---------|--|------------------|---------------|
| 1.0 | Placed in new policy format. | 27 December 2017 | Corinne Green |
| 1.1 | Hyperlinks added, and abbreviations removed. | 29 December 2017 | Craig Ellis |
| 1.2 | Addition of requirement in the roles and responsibilities section for documents to editable. | 3 January 2017 | Corinne Green |