

Communication and Marketing Policy

Purpose

1. This Policy outlines the principles that guide Global Higher Education (GHE) in its communications with prospective students, current students, agents, media and other stakeholder groups in accordance with Domain 7 of the *Higher Education Standards Framework (Threshold Standards) 2021*.

Scope

2. This Policy applies to all:
 - a) GHE staff, students (prospective and current), agents and members of governing bodies;
 - b) communications including forms, standard letters, qualification issuance documentation, advertising, media releases, broadcast messages, digital publishing, print publications and email created by GHE staff as part of their work.

Definitions

3. Definitions for key terms are presented in the Glossary of Terms which may be accessed on the GHE website at <https://www.globalhe.edu.au/policy>

Suite documents

4. This Policy is linked to the Communication and Marketing Procedure.

Policy

Principles

5. The Board of Directors is accountable for overseeing the consistent and ethical representation of GHE.
6. All marketing and promotional materials will take all reasonable steps to ensure these are free from false or misleading information and that they are consistent with Australian Consumer Law.
7. All communication is designed to build the brand and reputation of GHE with the aim of:
 - a) attracting domestic and international students to study with GHE;
 - b) developing and managing industry linkages;
 - c) proactively engaging with other external stakeholders.
8. Marketing material and information provided to students is monitored at a minimum on an annual basis, with the outcomes reported to the Board of Directors, including reporting of any incidents and improvement in practice.

Use of logo, brand and CRICOS codes

9. All staff, students and agents, when using any of the logos approved for GHE and any other brand marks, must comply with GHE Brand Guidelines to communicate a consistent, visual identity and brand.
10. Use of logos, brand marks and Provider and CRICOS codes must be formally vetted and approved prior to dissemination.

Marketing and information to students

11. GHE acknowledges that all publicly available information in relation to GHE may impact on a decision by prospective students to apply and enrol to study with GHE. GHE therefore ensures that in all publicly available material:
 - a) features its TEQSA Provider Identification and provider category;
 - b) its CRICOS-registered name and registration number is included;
 - c) no claims in relation to specific migration outcomes are made;
 - d) no claims are made in relation to successful education assessment outcomes for students or prospective students.
12. GHE ensures that the marketing of its educational services, information provided to prospective students, and ongoing communication with students during the course of their study is accurate, ethical, relevant, timely and consistent with its scope of registration and in compliance with Australian consumer law. This includes any marketing activity engaged in by its official agents, as outlined in the **Agent Appointment and Management Policy**.
13. The following information will be available in all marketing information and direct communication with prospective students prior to accepting an offer to study with GHE and will be maintained in an accessible and up-to date form for all current students:
 - a) information to assist in decisions about courses or units of study, including campus location, course design, duration and outcomes, prerequisites, assumed knowledge, admission criteria, when and where course/units are offered, application dates, arrangements for recognition of prior learning and the granting of academic credit, work-integrated learning requirements, pathways to employment and eligibility for registration to practise where applicable;
 - b) contact points, advice about orientation and induction, delivery arrangements, technical requirements for access to information technology systems for online activities, timetables, access to learning resources, avenues to participate in decision making and opportunities to participate in student representative bodies;
 - c) the obligations of students and their liabilities to GHE, including expected standards of behaviour, financial obligations, critical deadlines, policies for deferral, change of preference/enrolment and leave of absence, particular obligations of international students, disciplinary procedures, misconduct and grounds for suspension or exclusion;
 - d) current academic governance policies and requirements including admission, credit, transition, progression, assessment, grading, completion, qualifications, appeals, academic integrity, equity and diversity, intellectual property and withdrawal from or cancellation of enrolment;
 - e) information on the types of services available such as English language support, personal support services, cultural support and ancillary services, and their hours of availability, how to access services and emergency contact details where applicable;
 - f) information on resolution of grievances, including an explanation of processes for resolution of grievances and complaints and internal and external appeals processes, guidance on how to participate in the processes and sources of assistance including advocacy;
 - g) indicative costs of living and studying in Australia, accommodation options, arrangements for health care and, where applicable, schooling obligations related to school-aged dependants, including the possibility that school fees may be incurred (international students only);

- h) information on any association with other persons or organisations with which GHE has arrangements for delivery of the course or subject in which the student intends to enrol or may apply to enrol.
14. GHE ensures that prior to enrolment and before fees are accepted, prospective students are informed of their rights and obligations, including:
 - a) all charges associated with their proposed studies as known at the time and advice on the potential for changes in charges during their studies;
 - b) policies, arrangements and potential eligibility for credit for prior learning;
 - c) policies on changes to or withdrawal from offers, acceptance and enrolment, tuition protection and refunds of charges;
 - d) grounds on which a student’s enrolment may be deferred, suspended or cancelled;
 - e) where applicable, details on the *ESOS Framework*, including official Australian Government material or links to this material online.
 15. GHE ensures that courses or units of study that are offered or intended to be offered are not marketed as accredited, whether by TEQSA or by a professional accreditation body, until such accreditation has been obtained.

Staff interaction with media

16. GHE is committed to supporting and promoting academic freedom as outlined in the **Academic Freedom Policy**.
17. Members of staff, external members of governance boards, students and other affiliates are free to contribute to public debate in their capacity as academic or subject experts as long as they do not purport to represent or speak on behalf of GHE unless authorised to do so.
18. GHE appoints a designated media contact point for managing all media relations, including media releases, for GHE.
19. Staff authorised to represent GHE to the media must conduct themselves at all times as representatives of GHE and in accordance with all GHE policies. Staff must disclose their official position.

Associated information

Related Internal Documents	Communication and Marketing Procedure Brand Guidelines Academic Freedom Policy Academic Progress Policy Agent Appointment and Management Policy Assessment Policy Admissions Policy Enrolment Policy Collection of Student Fees and Charges and Issuance of Refunds Policy Student Academic Integrity and Academic Misconduct Policy Credit and Recognition of Prior Learning Policy Critical Incident Policy Financial Framework Governance Framework Qualifications Issuance and Graduation Policy Student Complaints, Grievances and Appeals Policy Student Wellbeing, Orientation and Support Policy Glossary of Terms
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Related Legislation, Standards and Codes	<i>Tertiary Education Quality and Standards Agency Act 2011 Higher Education Standards Framework (Threshold Standards) 2021 Education Services for Overseas Students (ESOS) Act 2000 National Code of Practice for Providers of Education and Training to Overseas Students 2018 Anti-Discrimination Act 1991 Corporations Act 2001 Competition and Consumer Act 2010 Defamation Act 2005 Information Privacy Act 2009 Right to Information Act 2009</i>
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Policy Custodian	Chief Executive Officer
PinPoint DocID	2522

Change history

Version Control	Version 1.5	
Change Summary	12-Dec-19	V1.0 Draft noted by 20-Dec-19 Academic Board (as part of Academic Freedom Policy suite) with amendments for consideration by the Board of Directors (BoD)
	14-Jan-20	V1.1 Revised draft approved by 21-Feb-20 BoD with minor amendments
	3-Mar-20	V1.2 revised version including minor amendments requested by BoD 21-Feb-20 (cl. 1, 3b, 6, added cl 8) plus administrative updates
	7-Jul-20	V1.4 Administrative updates
	29-Nov-21	V1.4 administrative updates for HESF 2021
	7-July-23	V1.5 Administrative updates following TEQSA registration

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