

Marketing, Media and Information Practice Procedure

1 Purpose & Objective

- 1.1 The purpose of this procedure is to clearly articulate the process for internal approval of marketing materials and information for prospective and current students prior to their dissemination and to guide internal practice in relation to news media and social media engagement.
- 1.2 The objective of the procedure is to ensure compliance with the various marketing and information standards covering tertiary education provision in Australia, maintain the quality of IIBITEG marketing and information materials and ensure all media engagement supports IIBITEG's market strategy.

2 Scope

- 2.1 This procedure applies to all entities governed by IIBITEG in Australia.
- 2.2 For the purposes of this procedure marketing, media and information practice is defined as verbal statements, written statements in hard or electronic copy, any claims or information provided by IIBITEG staff or agents, promotional and other student materials such as letters of offer, as well as the behaviour and actions of staff members of IIBITEG or its agents in representing or promoting IIBITEG.

3 Procedure: Marketing Material and Information to Students

- 3.1 All promotional and marketing material and information provided to prospective students as part of the application and admissions process must be designed and produced in accordance with clauses 3.4 to 3.9 of the Communications Policy, checked for compliance against the IIBITEG Marketing Checklist and signed off by the Senior General Manager (Operations).
- 3.2 All information provided to or available to current students must be designed and produced in accordance with clauses 3.5 of the Communications Policy, checked for compliance against the IIBITEG Marketing Checklist and signed off by the Senior General Manager (Operations).
- 3.3 At a minimum, clauses 3.1 and 3.2 refer to the design and production of the following, in either hardcopy or softcopy irrespective of the medium of delivery:
 - a) print and broadcast advertising;
 - b) banner advertising and other corporate displays;
 - c) direct marketing;
 - d) newsletters, leaflets, brochures, posters;
 - e) videos and other multimedia presentations;
 - f) prospectus;
 - g) student handbooks;
 - h) official website;
 - i) social media sites;
 - j) podcasts;
 - k) mobile applications;
 - l) formal correspondence including letters of offer
 - m) official forms; and
 - n) email correspondence with students.

- 3.4 The Senior General Manager (Operations) ensures that marketing material and information provided to students is reviewed for currency and compliance, at a minimum on an annual basis with the outcome reported to the IIBITEG Audit and Risk Committee and on to the IIBITEG Board of Governance^{3.4}.
- 3.5 Irrespective of the requirement for annual review as stipulated in clause 3.4, marketing material and information provided to students must be reviewed for currency and compliance within two weeks or one or more of changes being made to the following:
- a) relevant legislation, regulations or standards;
 - b) brand guidelines;
 - c) CRICOS, RTO, TEQSA and other organisational identifier codes;
 - d) program and course CRICOS codes
 - e) program or course attributes;
 - f) admission requirements;
 - g) student-facing policy and procedure; and/or
 - h) other details in relation to the academic and corporate operation of IIBITEG that have the potential to impact on prospective or current students' choices and actions in relation to their study.
- 3.6 Changes recommended and enacted under clause 3.5 between the reporting periods stipulated in clause 3.4 are reported as a component of the annual report to the IIBITEG Audit and Risk Committee.
- 3.7 Where changes to electronic or softcopy marketing materials and information provided to prospective or current students are required, these changes will normally be completed within two weeks of the need for change being identified.
- 3.8 Where changes to hardcopy marketing materials and information provided to prospective or current students are required, these changes these materials will either be modified with the inclusion of an Addendum, application of a corrective overlay (sticker), or withdrawn from circulation, normally within four weeks of the need for change being identified.

4 Procedure: Engagement with News Media

- 4.1 The Senior General Manager (Operations) is the official media contact for IIBITEG.
- 4.2 This role may be delegated to an appropriate member of IIBITEG staff, external member of governance boards, or student by the Senior General Manager (Operations) depending on the particular issue.
- 4.3 Media comment will generally fall into three categories:
- a) Official IIBITEG comment, including media releases;
 - b) Academic or expert comment; or
 - c) Private individual comment.

5 Official IIBITEG comment, including media releases

- 5.1 Members of staff, external members of governance boards, students and other affiliates are not permitted to make comment on behalf of IIBITEG without approval of the Senior General Manager (Operations).
- 5.2 Any media inquiries or request for official comment relating to IIBITEG's policies, procedures or institutional activities is to be directed to the Senior General Manager (Operations).
- 5.3 The Senior General Manager (Operations) will subsequently consult with the Director Operations/Chief Executive Officer and provide advice, as required, to the spokesperson to respond

to the inquiry.

- 5.4 Any comment must not endorse, either directly or indirectly, any product or political campaign or candidate nor directly endorse any unofficial commercial arrangements, sponsorships.
- 5.5 All media releases are to be approved by the Senior General Manager (Operations), or authorised representative. This is to ensure that:
 - a) the content of the media release is accurate, in the constructive interests of IIBITEG and written in a professional and consistent style and tone;
 - b) information is conveyed in an appropriate manner;
 - c) the timing of media releases aligns with the broader context of the IIBITEG's strategic objectives.

6 Academic or expert comment

- 6.1 Members of staff, external members of governance boards, students and other affiliates are free to contribute to public debate.
- 6.2 Members of staff, external members of governance boards, students and other affiliates may make academic and expert comment in an area of expertise and responsibility when:
 - a) participating in public debates including conferences and workshops where the media may be present;
 - b) expressing opinions about issues and ideas related to discipline/specialist areas or tertiary education issues more generally; and
 - c) initiating and responding to any media issues that may arise within an area of expertise;
 - d) Initiating and responding to any media issues of public interest.
- 6.3 Irrespective of clause 4.9, members of staff, external members of governance boards, students and other affiliates must not purport to represent or speak on behalf of IIBITEG unless authorised to do so for general or specific purposes.
- 6.4 Members of staff, external members of governance boards, students and other affiliates must advise the Senior General Manager (Operations) before commenting to the media, or as soon as practicable when direct approaches by the media have been made and in the best professional judgement of the person approached it would be inadvisable to decline to comment pending approval to do so being obtained.
- 6.5 The right to speak is subject to the law, including the laws of defamation and discrimination, laws regulating harassment, vilification and obscene speech and the provisions of the Information Privacy Act 2009, the Corporations Act 2001 and other relevant legislation.

7 Private/Individual Comment

- 7.1 Public comment by members of staff, external members of governance boards, students and other affiliates in their capacity as private individuals is permitted provided that any such comment makes it clear that the view expressed is their own and not necessarily the view of IIBITEG.
- 7.2 When commenting in this capacity member of staff, external members of governance boards, students and other affiliates must not identify themselves in any way as representative of IIBITEG.

8 Procedure: Engagement with Social Media

- 8.1 Official IIBITEG social media sites are developed and moderated by the Marketing Department.
- 8.2 It is the responsibility of the Senior General Manager (Operations) to ensure that official IIBITEG social media sites, in both design, content and ongoing commentary:

- a) are reflective of IIBITEG’s Brand Guidelines;
 - b) comply with clauses 3.3 to 3.9 of the Communications Policy;
 - c) do not bring IIBITEG or the education sector into disrepute; and
 - d) are sensitive to the cultural sensitivities of students and other internal and external stakeholders.
- 8.3 Before posting or adding official information or commenting on official information posted in relation to IIBITEG on official social media channels, staff must obtain approval to do so from the Marketing Department.
- 8.4 Personal, academic and professional use of social media by IIBITEG staff, students, external members of governance boards and affiliates must not:
- a) bring IIBITEG into disrepute;
 - b) imply IIBITEG endorsement of personal views;
 - c) disclose, without authorisation, confidential information;
 - d) use social media to the detriment of IIBITEG academic and professional activities;
 - e) contravene State or Commonwealth defamation or discrimination laws.

9 Responsibilities

- 9.1 The IIBITEG Board of Governance is responsible for the oversight of procedure.
- 9.2 The Senior General Manager (Operations) is responsible for:
- a) implementation of this procedure;
 - b) ensuring compliance with this procedure;
 - c) ensuring that staff are adequately notified of the existence of this procedures; and
 - d) benchmarking IIBITEG policy and standards with those adopted elsewhere in the tertiary sector.
- 9.3 Members of staff, external members of governance boards, students and other affiliates are responsible for becoming familiar and complying with this procedure.

10 Definitions

EXTERNAL COMMUNICATION	means all forms of engagement with students and stakeholders external to IIBITEG such as print advertising, leaflets and brochures, forms, websites, banner advertising, posters, handbooks, corporate display material, letters, formal emails, media releases and media
INTERNATIONAL STUDENT	means a non-resident of Australia or New Zealand studying at IIBITEG in Australia on a student visa or another type of visa
MEDIA	means all print, radio, television and electronic media including the internet and allied distribution channels.
PROGRAM	means a degree, diploma or certificate or other qualification, which is approved by the IIBIT-AHE Academic Board and the IIBITEG Board of Governance, and is conferred upon completion of the relevant program requirements
PROSPECTIVE STUDENT	means a person who is considering attending IIBITEG but has not yet officially enrolled

SOCIAL MEDIA

means any online technology that enables people to publish, converse and share content online. This includes user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki, or video hosting site.

STUDENT

means an admitted or enrolled student of IIBITEG

Admitted student means a student who has been admitted to an IIBITEG program of study and who is entitled to enrol in a subject of study.

Enrolled student means a student who has been admitted to an IIBITEG program of study who is enrolled in a subject at IIBITEG

11 Associated Information

Related Documents	<ul style="list-style-type: none"> • Communications Policy • Brand Guideline
Related Legislation	<ul style="list-style-type: none"> • TEQSA Act 2011 • ESOS Act 2000 • NVETR Act 2011 • Standards for Registered Training Organisations 2015 • Australian Qualifications Framework • Higher Education Standards Framework 2015 • National Code of Practice for Providers of Education and Training to Overseas Students 2018 • Anti-Discrimination Act 1991 • Corporations Act 2001 • Defamation Act 2005 • Information Privacy Act 2009 • Right to Information Act 2009
Date Approved	16 January 2018
Date of Effect	16 January 2018
Date of Review	January 2018
Approval Authority	IIBITEG Board of Governance
Document Administrator	Senior General Manager (Operations)
PinPoint DocID	358

12 Change History

Version Control	Version 1.1	
Change Summary	V1.1 1-May-19	Update responsibility from SGMAC to SGMO and administrative updates