Publication of Information Policy

1. Purpose

The Publication of Information Policy ("policy") governs the publication of information practices at the Institution to ensure representations about the Institution are accurate and not misleading. Information is accurate, consistent, relevant and timely, and is publicly available and accessible to enable informed decision making about educational offerings and experiences.

This policy also seeks to positively maintain brand perception and sets clear expectations for staff, agencies and representatives for the Institution's marketing and recruitment operations. This Policy should be read in conjunction with the *Publication of Information Approval Workflow* and the *Publication of Information Review Checklist*.

2. Scope

The policy applies to staff, agencies and representatives.

3. Definitions

See *Glossary of Terms*.

4. Policy statements

4.1   The Institution is committed to ensuring all its published information including marketing, recruitment and advertising is accurate and factual at all times. Therefore, the Institution:

a. ensures that published information is an accurate representation of the Institution and is up-to-date, on brand and relevant to inform decision making;

b. ensures that all marketing, recruitment and advertising activities, including those undertaken by representatives and agencies, are ethical and not misleading;

c. only promotes material that aligns with approved TEQSA registration and course accreditation requirements, and the Australian Qualifications Framework;

d. ensures continual compliance with federal and state legislation; and

e. is consistent with its approved brand identities.

Published information requirements

4.2   To ensure compliance with legislative requirements and consistency and alignment with agreed brand expectations, all promotional material must comply with the following:

a. provide information which is accurate and unambiguous;

b. be in line with the Institution's Visual Identity Standards;

c. clearly identify the name of the Institution;

d. include the Institution CRICOS code and course CRICOS codes on all published information aimed at international students;

e. include the TEQSA provider identification number, and ABN number (if applicable) on all published information;

f. be reviewed by relevant departments before publication;

g. be approved by key marketing staff members (and other relevant departments where appropriate);

h. comply with the National Code (with particular reference to Standards 1, 2 and 4); and

i. comply with the ESOS Act (sections 8, 9 and 107).

Media and public comment

4.3   The President and Managing Director (President) is the principal spokesperson on matters of policy and corporate issues, but may delegate this role, depending on the issue.

4.4   In circumstances where the Institution is required to liaise with the media, all media releases are issued only by the President, Vice President (Marketing) or by an appointed agency.

4.5   In the instance of an emergency, all communications with the media must be channelled through and arranged by the Vice President (Marketing) in consultation with the President.

Website, digital entries and social media platforms

4.6   The Institution recognises the importance of continuous revision of its online advertising and materials to ensure that all stakeholders are presented with up-to-date and accurate information. For this reason:

4.7   Only authorised users are permitted to publish website and social media content.

4.8   Web authors and coordinators must satisfactorily complete training in the use of the website's content management system and its compliance requirements.

4.9   A website audit is normally completed at least once per calendar year.

4.10   The content on third party websites or digital platforms is normally reviewed annually.

4.11   All official/sanctioned social media channels and authorised users are regularly monitored.

4.12   Non-official social media website activities undertaken by student groups, associations or individual students are considered to be independent of the Institution and not considered official social media activity.

Logos

4.13   The Institution's logos are registered trademarks and must not be used without permission of the Institution.

Marketing agency services

4.14   The Institution may appoint representatives to provide professional advice and creative services for corporate branding campaigns and other key projects. All representative briefs and work bearing the brand will be overseen and approved by the Vice President (Marketing).

Representative marketing

4.15   The Institution engages the services of international representatives to assist in its international marketing and recruitment activities. The Institution is committed to ensuring its representation, educational offerings and charges through representatives is accurate and not misleading in accordance with Standard 4 of the National Code (see also the *International Representation Policy*).

4.16   Representative marketing campaigns are overseen by the Marketing team and approved by Vice President (Marketing).

4.17   Representative marketing are subject to the Policy Statements in section 4 and Published Information Requirements in Section 5.

4.18   Consistent with Standard 4 of The National Code, the Institution publishes details relating to all representatives in which it has a formal written agreement, as follows: the representative's name, its legal entity, the name of principal representatives and its location.

Student Ambassadors

4.19   The Vice President (Domestic and International Development) appoints volunteer student ambassadors to represent the Institution at internal and external events and to assist the Domestic (Australia and New Zealand) Development team in building the profile and reputation of the Institution as a preferred higher education Institution by sharing their experience. To ensure consistent and accurate information Student Ambassadors must;

a. attend the compulsory two-day training session which is delivered by the Domestic (Australia and New Zealand) Development Team in consultation with the Marketing Team;

b. maintain a minimum GPA of 3.0; and

c. not provide false or misleading information. Failure to do so, or non-compliance with t and the Institution's standards, results in immediate removal from the program.

5.   Roles and responsibilities

5.1   The President is the principal spokesperson on matters of policy and corporate issues for the Institution.

5.2   The Vice President (Marketing) is the Responsible Officer of this policy and oversees the implementation of this policy including brand identity, approving the use of the logo on behalf of the President, the annual review of the website and social media platforms and media liaison in consultation with the President, appointing marketing agencies and defining their scope.

5.3   The Vice President (Marketing) is responsible for sharing new marketing strategies and campaigns with the relevant recruitment teams.

5.4   The Marketing team is responsible for collecting feedback and edits form relevant departments, seeking approval and publishing information.

5.5   Vice President (Domestic and International Development) is responsible for appointing, training and monitoring Student Ambassadors.

5.6   The General Manager, International Sport College Australia (ISCA) is responsible for implementing this policy for ISCA.

6.   Related documents

Publication of Information Workflow

Publication of Information Review Checklist

Approved by Board of Directors on 10 September 2024