

Publication of Information Policy

1. Purpose

The Publication of Information Policy (“policy”) regulates the publication of information at the Institution. Its purpose is to ensure that accurate, consistent, relevant and timely information 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 and representatives in relation to 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 statement

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:

4.1 ensures that published information is an accurate representation of the Institution and will be up-to-date and relevant to inform decision making;

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

4.3 only promotes material that aligns with approved TEQSA registration requirements and the AQF;

4.4 ensures continual compliance with federal and state legislation; and

4.5 is consistent with its approved brand identity.

5. Published information requirements

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

5.1 provide information which is accurate and unambiguous;

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

5.3 clearly identify the name of the Institution;

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

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

5.6 be reviewed by all relevant departments before publication;

5.7 be approved by Vice President (Marketing) (and other relevant departments where appropriate);

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

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

6. Public Relations (PR) and media liaison

6.1 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.

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

6.3 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.

7. Website, digital entries and social media

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

7.1 Only authorised users are permitted to publish website content.

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

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

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

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

7.6 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.

8. Marketing agency services

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).

9. Representative marketing

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*).

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

9.2 Representative marketing will be subject to the Policy Statements in section 4 and Published Information Requirements in Section 5.

9.3 Consistent with Standard 4 of The National Code, the Institution will publish 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.

10. Student Ambassadors

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;

10.1 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;

10.2 comply with the Student Ambassador Code of Conduct;

10.3 maintain a minimum GPA of 3.0; and

10.4 not provide false or misleading information. Failure to do so, or non-compliance with the Student Ambassador Code of Conduct and the Institution's standards, will result in immediate removal from the program.

11. Roles and responsibilities

11.1 The Vice President (Marketing) is the Responsible Officer of this policy and the implementation of this policy.

11.2 The Marketing Communication Manager is responsible for sharing new marketing strategies and campaigns with the relevant recruitment teams.

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

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

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

12. Related documents

Publication of Information Workflow

Publication of Information Review Checklist

Approved by Board of Directors on 21 August 2019