



## MARKETING AND COMMUNITY RELATIONS POLICY

### Purpose

The aim of this policy is to ensure that AIB communications and marketing activities are accurate, relevant, current, comprehensive, accessible, transparent and meet legal and regulatory requirements. AIB is committed to ensuring its image is upheld at a high standard amongst the public and other stakeholders.

### Scope

This policy is applicable to all promotional materials developed, approved and published by AIB, and to all AIB Staff, students, contractors and affiliates.

### Definitions

Unless otherwise defined in this document, all capitalised terms are defined in the [glossary](#).

### Policy

AIB is committed to ensuring that it represents itself, and its educational offerings in an ethical, accurate and transparent manner and in accordance with all relevant legislative and compliance requirements. As such, AIB will:

- 1.1. Ensure the AIB Board of Directors has oversight of the AIB brand and marketing materials.
- 1.2. Regularly review and monitor marketing materials to ensure consistency with the Academic Board-approved courses, including learning outcomes, structure, duration, entry criteria and mode of delivery. This includes any such marketing conducted on behalf of AIB by any third party.
- 1.3. Only advertise or market its higher education courses as being accredited where they have been approved by the national higher education regulator, TEQSA and therefore are listed on the TEQSA National Register. AIB will publish provider and course codes in accordance with any legislated requirements.
- 1.4. Always use government and other regulatory logos, such as the AQF logo, in accordance with legislative requirements and as per any required written authorisation.
- 1.5. Ensure all marketing and advertising materials, whether expressed or implied, about the outcomes associated with undertaking an AIB Course of study, eligibility for acceptance into another course of study, employment outcomes or possible migration outcomes are not false or misleading. Provide accurate, relevant and timely information to enable students to make informed decisions about AIB and its educational offerings and experiences prior to accepting an offer for study in an AIB course. This information will be publicly available and accessible, as per Domain 7 of the Threshold Standards.

- 1.6. Where approval has been granted to AIB, for participation in Commonwealth funding programs, government funded subsidies or any other financial support arrangements associated with AIB's educational offerings such as FEE-HELP, AIB will include in its advertising and marketing materials any required details regarding such programs, subsidies or arrangements. Details published will be in accordance with any related regulatory and/or legislative requirements.
- 1.7. Ensure that appropriate guidelines and processes exist to ensure marketing claims are verifiable and marketing messages are approved by a member of the Executive.
- 1.8. Not offer inducements to prospective students that contravene regulatory or legislative requirements.
- 1.9. Refrain from using third party contact lists, unless those lists comply with the requirements of subsection 19-36C(3) of the *Higher Education Support Act*.
- 1.10. Only allow authorised staff members to issue, or engage third parties to issue, a media release on behalf of AIB.
- 1.11. Maintain a complete set of brand guidelines, including logos, colour palette, tone of voice, brand personality and other assets required to deliver a consistent experience to prospective and current students.
- 1.12. Proactively create a vibrant online community for students, alumni and staff, ensuring that interaction is respectful, transparent and in accordance with Student and Staff Codes of Conduct.
- 1.13. Obtain consent when publishing testimonials, using images of and/or referring to an individual person or organisation in AIB marketing materials or using copyright material, and referencing original sources of published data and information.

**Related Policies and Procedures:**

Corporate Quality Assurance Framework (internal)

Copyright Policy

Copyright Procedure

Privacy Policy

Privacy Procedure

Staff Code of Conduct

Student Code of Conduct Policy

Student Code of Conduct Procedure

**Legislative References:**

*Do Not Call Register Act 2006*

*Higher Education Support Act 2003*

*Higher Education Standards Framework (Threshold Standards) 2021*

*Student Identifiers Act 2014*

**Responsibility:**

Marketing Director

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