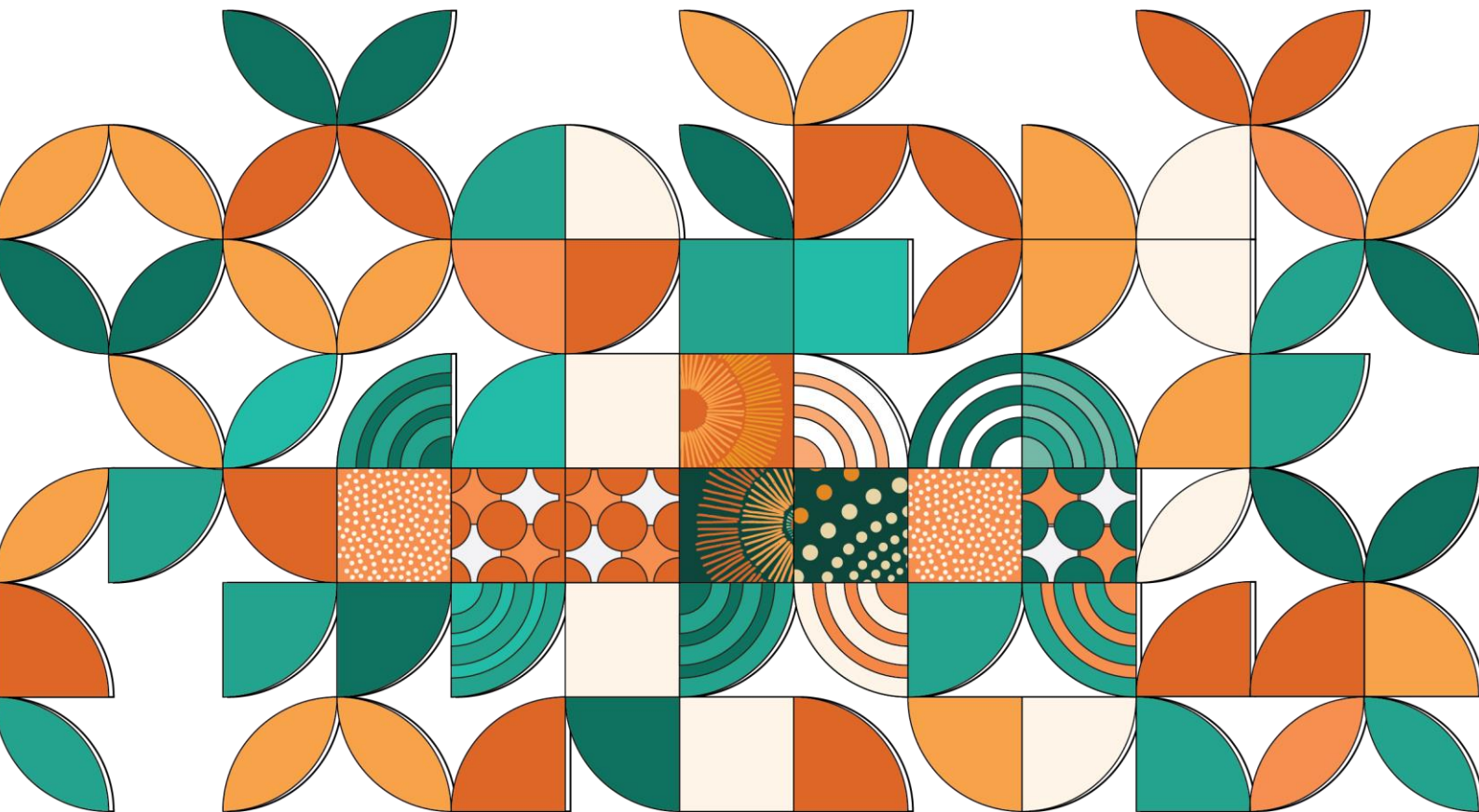


Advertising and Marketing Policy



SECTION 1

1. Purpose

- 1.1 This policy identifies the Institute of Health and Nursing Australia's (IHNA) principles and requirements for conducting advertising and promotional activities and for the preparation of materials, including print, broadcast and online media, that are accurate, ethical and compliant with relevant legislation and rules as required by the Education Services for Overseas Students Act 2000 (ESOS Act) and Standards for RTOs 2015.
- 1.2 This policy is also aligned with the requirements of funding contracts including VET Student Loan, Skills First Program and Department of Training and Workforce Development (DTWD) and Smart and Skilled State Funding programs.
- 1.3 This policy supports Standard 4 and clause 4.1 of the Standards for RTOs 2015, which requires IHNA to provide accurate information to learners about services, performance and qualifications.
- 1.4 This policy supports Standard 1 of the National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018 (National Code) for Marketing information and practices.
- 1.5 By adhering to this policy, IHNA aims to maintain the highest standards of integrity, accountability and compliance in all its marketing activities, fostering trust and confidence among students and stakeholders.

2. Scope

- 2.1 This policy applies to all the IHNA staff and third parties undertaking domestic and international marketing activities on behalf of IHNA. It encompasses all aspects of marketing activities, including but not limited to the following (refer to the Advertising and Marketing Procedure for additional detail):
 - a. Marketing Strategy and Planning
 - b. Marketing Materials and Communication
 - c. Agent Management and Training
 - d. Fair and Ethical Recruitment Practices

- e. Complaints and Grievance Handling
 - f. Record Keeping and Documentation
 - g. Policy Review and Compliance
- 2.2 This policy applies to all stages of the marketing process, from strategy development to recruitment and support services, to ensure that IHNA maintains transparency, integrity, and compliance in its efforts to support students.

3. Definitions

- 3.1 Refer to IHNA's Glossary of Terms

SECTION 2

Policy

4. Principles of Ethical and Responsible Marketing

- 4.1 IHNA adopts the following marketing practices in the design and production of marketing and advertising materials:
- a. All information about the training and assessment products and services to be provided are fully disclosed, and the services advertised match the services provided by IHNA;
 - b. IHNA will always gain the written permission of a student, staff or any other person prior to using information about that individual in any marketing materials. IHNA will abide by any conditions of the permission provided and maintain a register of them as per IHNA's Records Management Policy.
 - c. The dignity and privacy of an individual will be respected at all times. Respect will be given to the confidentiality of information acquired during the course;
 - d. IHNA staff members will ensure conformity with all relevant privacy legislation and will be informed through induction and ongoing training;
 - e. IHNA will seek permission before using the identity, brand marks or images of another organisation in IHNA's marketing materials;
 - f. IHNA will not advertise accredited courses, qualifications or units of competency that are not in its scope of registration, and no inference will be made that the scope

extends beyond the scope granted;

- g. IHNA will ensure advertising and marketing materials clearly distinguish AQF courses from any other courses recognised by other bodies or those courses provided by IHNA that do not have recognised status.

4.2 IHNA will provide accurate advice on pathways to other qualifications and employment opportunities after successful course completion.

4.3 IHNA regularly reviews and updates its marketing material to ensure its accurate and consistent with IHNA's scope of registration.

5. Accurate and Clear Marketing Guidelines

5.1 IHNA management endeavours to accurately represent training and assessment products and services to prospective clients.

5.2 Where marketing or advertising materials refer to IHNA's status as an RTO, the products and services covered by the organisation's scope of registration will be clearly identified. Australian Qualifications Framework (AQF) qualifications will only be advertised if those qualifications are in IHNA's scope and IHNA is registered to issue those qualifications.

5.3 The names of training packages, qualifications, and/or accredited courses listed in marketing and advertising materials utilised by IHNA will comply with the conventions of names/titles required by the relevant training package or professional course accreditation.

5.4 IHNA's Legal Entity Name and Trading Name, ABN, RTO Code and CRICOS Number will appear on all written marketing and advertising and other required materials, including in electronic forms, as required by the National Code 2018, including but not limited to:

- a. All training materials
- b. Course brochures
- c. Student handbook
- d. Website
- e. Email
- f. Business cards
- g. Print advertising

- h. Online/Social media advertising
 - i. Flyers
 - j. Posters
 - k. Any part of marketing materials that may be separated or removed from marketing materials
 - l. Letterheads
 - m. Signature blocks
 - n. Social media such as Facebook, LinkedIn, and Twitter
- 5.5 All marketing materials must be designed so as to not detract from the good reputation and interests of the Australian education industry or other educational institutions, nor make negative comparisons and/or derogatory statements about other providers.
- 5.6 All marketing materials must ensure a consistent and positive brand message for IHNA.

6. IHNA will not give false or misleading information or advice in relation to:

- 6.1 Claims of association between providers.
- 6.2 Employment outcomes associated with a course.
- 6.3 Automatic acceptance into another course.
- 6.4 Possible migration outcomes or any other claims relating to IHNA, its courses or outcomes associated with the course.
- 6.5 IHNA will not actively recruit a student for transfer between registered provider that has not completed six months of the principal course of study. Refer to IHNA's Transfer Request Assessment Policy and Procedure.

7. Marketing Principles for Overseas Students:

- 7.1 In accordance with the National Code, 2018, IHNA will develop its marketing materials, including its website, to ensure that the following information is provided to overseas students prior to enrolment:
 - a. Requirements for acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required and course credit may be applicable.
 - b. Course content and duration, qualifications offered, modes of study and assessment

- methods.
- c. Campus locations and a general description of facilities, equipment and learning and library resources available to students.
 - d. Details of any arrangements with another registered provider, person or business to provide the course or part of the course (where applicable).
 - e. Indicative course-related fees, including advice on the potential for fees to change during the student's course and applicable refund policies.
 - f. Information about the grounds on which a student's enrolment may be deferred, suspended, or cancelled.
 - g. A description of the ESOS framework made available electronically by the relevant Department of Education
- 7.2 Relevant information on living in Australia, including:
- a. Indicative costs of living;
 - b. Accommodation options; and
 - c. Where relevant, schooling obligations and options for school-aged dependants of intending students, including that school fees may be incurred.
- 7.3 All marketing materials will meet Australian standards or laws in relation to copyright, identity ownership and privacy. Refer to IHNA's Privacy Policy and Procedure.
- 7.4 When developing international marketing materials for international students, IHNA will ensure that all material is consistent with the cultural and regulatory systems of the countries in which it is used.
- 7.5 All marketing materials containing any form of "offer" will contain an expiry date and be version controlled.
- 7.6 All names and titles of courses and training will comply with the requirements of the respective training packages and be advertised or marketed accordingly.
- 7.7 The Chief Operation Officer (COO) shall ensure that the NRT logo is only utilised for marketing and advertising of accredited training and assessment services and those services relevant to its scope of registration.

8. Heading

- 8.1 All students will be provided with the following information through relevant marketing and advertising materials:
- Admission procedure and criteria.
 - Required competencies.
 - Assessment procedure.
 - Course costs.
 - Refund policy.
 - The nature of guarantee.
 - Complaint's procedure.

9. Conditions for using the NRT logo and logos of state or territory training authorities

- 9.1 When creating promotional and information material, IHNA will use the NRT logo only in relation to the delivery of accredited courses that are within its scope of registration and in accordance with NRT logo specifications in https://www.asqa.gov.au/sites/default/files/NRT_logo_specifications_NEW.pdf?acsf_file_s_redirect. This document will also be available in IHNA SharePoint page.

10. Ongoing Review

- 10.1 IHNA conducts an ongoing review of its marketing and advertising materials as a component of IHNA's scheduled internal and external audits.

11. Responsibility

- 11.1 The Chief Operations Officer (COO) and Marketing Department are responsible for all domestic and international marketing and advertising activities.
- 11.2 The IHNA Marketing Team, in close co-operation with other departments within IHNA, is responsible for the implementation of this Policy, including compliance in regard to domestic and international marketing and advertising.

SECTION 3

12. Associated Information

<p>Related Internal Documents</p>	<ul style="list-style-type: none"> ● Admission and Enrolment Policy ● Admission and Enrolment Procedure ● Release Form for Media Use ● Continuous Improvement Register ● Fees Policy ● Deferral, Leave of Absence, Withdrawal and Suspension Policy ● Refund Procedure Domestic Students ● Refund Procedure International ● Cancelling a Student’s Enrolment in a Course Procedure ● Advertising and Marketing Procedure ● Communication with Regulators and Accreditation Agencies Policy ● Communication with Regulators and Accreditation Agencies Procedure
<p>Related Legislation, Standards and Codes</p>	<ul style="list-style-type: none"> ● National Vocational Education and Training Regulator Act 2011 ● Standards for Registered Training Organisations 2015 ● Education Services for Overseas Students Act 2000 (ESOS Act) ● National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code) ● Australian Core Skills Framework ● Enrolled Nurse Accreditation Standards 2017 ● Relevant State and Territory funding contracts and eligibility documents ● VET Student Loan Rules 2016 ● VET Student Loans Manual for Providers, Version 4.2 ● Relevant State and Commonwealth contracts and eligibility documents (VET Student Loans, Skills First Program, Department of Training and Workforce Development (DTWD), Smart and Skilled)
<p>Date Approved</p>	<p>23/11/2023</p>
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Committee Responsible	Executive Management Committee
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Department	Marketing and Sales
SRTO2015 Stds and sub-standards	Standards of RTOs 2015 - Standard 4 Clause 4.1

13. Change History

Version Control		Version 4.0
Version No.	Date	Brief description of the change, incl. version number, changes, who considered, approved, etc.
V.3.0	04/03/2021	Revised and updated with pertinent sections
V.4.0	12/06/2024	Updated in new template and logo, revised, edited with minor changes Edited some repetitive content Changed the structure of the document Moved Marketing Approval Process to Procedure