

# Marketing Information and Practices Policy and Procedure

## 1. Introduction

The Australian Performing Arts Conservatory (APAC) Marketing Information and Practices Policy and Procedure provides the framework for the effective management of marketing, communications, and engagement activities to enable APAC to meet its strategic objectives.

### 1.1. Purpose

The intent of this document is to set out the principles and framework that will govern and manage APAC's Marketing Information and Practices. This policy and procedure enable APAC to enhance and protect its reputation by adopting a coordinated and consistent approach for its representation to external audiences.

### 1.2. Scope

The Marketing Information and Practices Policy and Procedure applies to the whole of APAC and any external parties engaged in APAC marketing or communications activities both internally and externally.

### 1.3. Principles

This section of the policy outlines the principles that underpin APAC's approach to marketing and communications.

- APAC will conduct marketing and communication activities to promote their course offerings to prospective students and the public;
- Marketing and information practices will not knowingly or intentionally be vague, false, or misleading, and will maintain consistency with Australian Consumer Law and the National Code of Practice (2018);
- APAC will ensure that First Nations peoples' ways of knowing, being and doing are respected across all forms of marketing and communication;
- Marketing materials will be regularly reviewed and monitored to ensure consistency with the approved courses and include any such marketing conducted on behalf of APAC by any third party;
- APAC will ensure that its staff and any external parties undertaking activities on its behalf are aware of their obligations under this policy and procedure and relevant legislation.

## 2. Policy Statements

Centrally managed and coordinated communication channels for marketing and communications enable effective communications, legislative compliance and consistency with the APAC brand and strategic objectives.

### 2.1. Brand, Reputation and Corporate Identity

Positioning APAC with a strong brand helps APAC to differentiate itself from other Institutes of Higher Education. The branding and corporate identity aims to create a single, consistent, and clear visual identity for APAC.

The Branding and Style Guidelines will be the official source of information regarding the correct use of the APAC logo, colours, fonts, design style, and the use of visuals across a range of applications.

### 2.2. Advertising and Promotional Material

All advertising material promoting APAC must comply with relevant legislation.

It is expected that marketing information and materials developed by and on behalf of APAC will:

- be complete, truthful, and accurate, based on evidence that is verifiable and fairly presented, and will not be misleading or deceptive;
- align with and support APAC's Strategic Plan;
- provide a consistent brand presence and experience;
- be culturally appropriate and diverse, accessible, sensitive, and relevant to local communities, reflecting APAC's values;
- be produced with efficiency, effectiveness, and relevance for an audience;
- be developed in accordance with the Marketing Compliance Checklist that accompanies this policy and procedure in Appendix 1.

Material will not be approved or must be withdrawn if it:

- portrays, promotes, implies, or suggests any other thing which, in the reasonable view, would damage APAC's reputation or brand;
- is not in compliance with the above points.

### 2.3. Website and Social Media

APAC will ensure that the website and any social media platform material;

- is current, reflects the branding of APAC, and aligns with the Strategic Plan;
- remains responsive to user needs and is accessible across standard browsers, multiple platforms, and devices;

- meets minimum Web Content Accessibility Guidelines (WCAG) 2.0 AA standards, and that due consideration is given to the diverse needs of users;
- is compliant with relevant Australian and international legislation and APAC policies and procedures;
- is monitored and any posts that may be false, misleading, or deceptive will be removed as soon as Marketing is made aware of them;
- clearly sets expectations and follows the Marketing Compliance Checklist (Appendix 1) to ensure currency and accuracy of content.

## **2.4. Recruitment (Student and Staff)**

APAC strives to provide a work and study environment for staff and students that encourages fairness, equity and respect for social inclusiveness and cultural diversity. APAC's marketing and communication activities will strive to create equivalent opportunities for access to and success in their courses for prospective and enrolled students.

## **2.5. Legislative and Regulatory Compliance**

APAC's marketing and recruitment practices will be compliant with relevant regulatory frameworks and legislation, including the *Higher Education Standards (Threshold Standards) 2021* (HESF), the *Education Services for Overseas Students Act 2000* (ESOS Act), the *National Code of Practice for Providers of Education and Training to Overseas Students (2018)* (National Code), the *Competition and Consumer Act 2010* (Cth), Spam Act (2003), Privacy Act 1988, and any applicable laws or obligations relevant to the recruitment or marketing of prospective students.

## **3. Procedure**

### **3.1. Brand, Reputation and Corporate Identity**

The brand and corporate identity of APAC represents its Vision, Purpose, and Core Values. The collection of these along with the APAC Brand Promise are reflected in imagery and words. The brand is aligned to APAC's strategic objectives and values.

The reputation of APAC is influenced by the conduct of its staff, board members and students. Staff and board members should conduct themselves in accordance with the Staff Code of Conduct and students with the Student Code of Conduct.

#### **3.1.1 Logo**

- There is only one logo and identity for APAC. Other logos must not be developed or used to represent internal departments, units, courses, or groups.
- Use of the logo and corporate identity must follow the Branding and Style Guidelines established and managed by Marketing and Communications.

- Students, staff members, board members, and alumni must not use APAC's logo or other corporate identity for assignments, reporting, communications, or any other purposes not approved by Marketing.

### **3.1.2 Branding**

APAC's market positioning, corporate colours, typefaces and other elements of visual identity are outlined in the Brand and Style Guidelines.

## **3.2. Advertising and Promotional Material**

- Advertising, marketing and promotions of APAC will comply with the Competition and Consumer Act 2010 (Cth), the National Code of Practice for Providers of Education and Training to Overseas Students (2018) (National Code) and the Australian Association of National Advertisers Code of Ethics.
- External advertising agencies may be contracted by Marketing (where approved to do so) to provide professional advice, media and creative services for corporate branding and program marketing campaigns and other key projects.
- All advertising and promotional design and production work intended for external audiences, including printed, electronic and audio-visual/video content must be undertaken by designers, producers or other suppliers briefed and managed by Marketing and follow the approval process as outlined in Section 4 of this policy and procedure.

All facets of advertising will:

- be accurate, complete and compliant with relevant regulatory frameworks and legislation, APAC Branding and Style Guidelines and developed in accordance with the Marketing Compliance Checklist (Appendix 1);
- allow prospective and current students to readily access information required to realistically determine their prospects for acceptance into a course and to understand the obligations and liabilities that admission into a course will incur (including but not limited to admission prerequisites, advanced standing and credit transfer, English language proficiency, costs of study and workplace learning requirements);
- clearly identify APAC's TEQSA provider identification number and provider category and CRICOS registered name and registration number;
- promote only courses that have CRICOS registration to prospective international students intending to study onshore in Australia;
- where advertising, marketing or promotions occur outside Australia, include a reference to the country(ies) or jurisdiction(s) for which the material has been prepared so that prospective users of the materials from outside those countries or jurisdictions will be fully informed about the context for which the materials have been produced; and

- be approved in accordance with relevant delegations, and regularly reviewed for ongoing compliance with these standards.

### **3.3. Website and social media**

All official APAC websites and social media accounts must unambiguously identify APAC and include APAC's TEQSA provider identification number and category and CRICOS registered name and number in the relevant information section of the platform.

#### **3.3.1 Website**

- The APAC website is the official online presence of APAC and as such is the central point of access for the provision of information to stakeholders in the online environment.
- Marketing and Communications will designate 'single source of truth' content in the APAC web environment, to avoid duplication and ensure accurate, consistent, and non-conflicting information. The content owner will be responsible for maintaining this content and other areas will link to the content directly or embed it into any other pages or sites where the information is required.
- Requests for updates to webpages or creation of new webpages are raised via and implemented by Marketing and Communications.

#### **3.3.2 Social Media**

- All corporate social media platforms and the curation and moderation of content for these channels is managed by Marketing on behalf of APAC. Only official social media accounts may use APAC branding, corporate identity or purport to represent APAC. Advice and approval of the use of social media is provided through Marketing.
- Marketing will monitor social media pages and remove any posts that may be false, misleading, or deceptive as soon as made aware of them.
- Social media activities undertaken by student groups, associations or individual students are considered to be independent of APAC.
- The following guidelines apply to APAC staff, students, consultants, contractors, and other people engaged by APAC or acting in any capacity that could be interpreted by association as representing APAC's views.
  - Individuals will follow terms and conditions for social media sites;
  - Individuals will respect brands, trademarks and copyrights;
  - Individuals will clearly identify whether their views are being made in a personal capacity or as an APAC representative, including whether the views expressed are their own and not that of APAC. If in doubt Marketing will provide further guidance;

- Individuals will conduct themselves in accordance with the Student and Staff Usage of Internet and Email Policy and Procedure, Staff Code of Conduct or Student Code of Conduct and other relevant policies and procedures.
- Queries and messages are responded to promptly.

### **3.4. Recruitment (Student)**

#### **3.4.1 Domestic Student Recruitment Activities**

Domestic student recruitment events including information events, open days, career markets, expos, industry evenings, and awards and presentation activities are managed by Marketing.

At times APAC staff may be requested by Marketing to present or represent APAC at domestic student events.

#### **3.4.2 International Student Recruitment Activities**

APAC will produce international marketing communications that are market sensitive, compliant with the necessary regulations and provide up-to-date information.

Marketing will regularly:

- manage a register of approved international marketing materials;
- benchmark against like institutions and report on significant trends;
- collect, coordinate, collate and disseminate up-to-date market research provided by government or independent organisations and bodies, current customers, and alumni to support international student recruitment activities;
- work collaboratively and closely with Education Agents to ensure quality assurance of marketing activities undertaken by agents;
- provide support via hard copy marketing material, and any other marketing support to Education Agents;
- liaise with Education Agents, their staff, and sub-contractors to assist with APAC's obligations and responsibilities under Standard 4 of the National Code 2018.

### **3.5. Recruitment (Staff)**

- APAC will ensure it has the best opportunity to attract the best available staff by broadly advertising (internally and externally as deemed appropriate) all vacant remunerated positions and volunteer vacancies. If required, the Human Resources Department will prepare an appropriate recruitment advertisement for the position and submit it for review by Marketing and approval by the Chief Executive Officer (CEO).
- All vacant positions will be advertised internally to current staff and volunteer to encourage career advancement. Where a position cannot be filled internally or where it is appropriate to conduct an external recruitment campaign, the available position should

be advertised through relevant networks, on relevant websites, and through local employment services.

## **4. Responsibilities**

### **4.1. Board of Directors**

The Board of Directors is responsible for:

- approving APAC's corporate identity, and branding which will be managed by Marketing.
- approval all advertisements for editorial, brand, regulatory and legal compliance prior to dissemination or dispatch. Responsibility of approval may be delegated to the CEO by the board.
- ensuring compliance with relevant legislation and regulatory requirements through the oversight of APAC activities and the development, monitoring and review of policies and practices and initiating prompt action where compliance is deemed to have lapsed.

### **4.2. Academic Board**

The Academic Board is responsible for the review and approval of advertisements and marketing material relating to courses. Approval may be delegated by the Academic Board to Heads of Discipline.

### **4.3. Chief Executive Officer (CEO)**

The CEO is responsible for:

- the review and approval of all Marketing and Communication costs.

### **4.4. delegation approval all advertisements for editorial, brand, regulatory and legal compliance prior to dissemination or dispatch. Marketing**

Marketing is responsible for:

- the operational implementation of this policy and procedure.
- updating the branding guidelines as required and taking appropriate action to breaches of the Branding Guidelines and works towards resolving or further escalation.
- development and delivery of domestic and international student recruitment.
- ensuring that marketing strategies, related promotional materials, communication and engagement activities are:
  - accurate and ethical;
  - maintain integrity;
  - comply with relevant legal and regulatory requirements; and
  - contribute to the reputation of APAC.

## 5. Relevant Documents

- Competition and Consumer Act 2010 (Cth)
- Education Services for Overseas Students Act 2000 (ESOS)
- Higher Education Standards Framework (Threshold Standards) 2021
- National Code of Practice for Providers of Education and Training to Overseas Students 2018
- APAC Constitution
- APAC Branding Guidelines
- APAC Marketing Plan
- Staff Code of Conduct
- Student and Staff Usage of Internet and Email Policy and Procedure
- Student Code of Conduct

## 6. Definitions

- **APAC Brand and Style Guide** - Clearly defined standards that communicate how the APAC brand is to be represented and help ensure consistency in demonstrating what APAC does and what it stands for.
- **Reputation** - The character or overall quality as seen or judged by others.
- **Social Media** - Social networking websites that are used to share information, ideas, personal messages, and other content via electronic communication.
- **Student Recruitment** - The act of identifying potential students, informing them of the opportunities available at APAC, evaluating them for their fit with APAC offerings, and providing a range of materials and activities to assist with their decision to select APAC as their educational destination.
- **Staff Recruitment** - The act of identifying, attracting, interviewing, selecting, hiring and onboarding potential employees.

## Version Control and Document Owner

<b>Policy Category</b>	Operational	<b>Approval Date</b>	19 October 2022	
<b>Document Owner</b>	Marketing Manager	<b>Approval Authority</b>	Board of Directors or Approved Delegate	
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Revision History				
Version	Author	Change Summary	Date Approved	Date Effective
1.0	DVE Business Solutions Pty Ltd	New document.	19 October 2022	

## Appendix 1 – Marketing Compliance Checklist

Marketing Compliance Checklist	Course Outline	Brochures	Website	Social Media	Other	Comments for Changes
<b>All Marketing Material</b>						
Displays the CRICOS code and CRICOS provider registered name as displayed on the CRICOS website	<input type="checkbox"/>	Click here to enter text.				
Displays the TEQSA provider identification number and provider category as listed as displayed on the National Register (TEQSA)	<input type="checkbox"/>	Click here to enter text.				
The material is consistent with Australian Consumer Law (is not false, misleading, or deceptive)	<input type="checkbox"/>	Click here to enter text.				
All statements, claims, endorsements, and testimonials made relating to the provider and/or its services and offerings are true and accurate and can be substantiated	<input type="checkbox"/>	Click here to enter text.				
Images in the material provide a realistic representation of the study environment	<input type="checkbox"/>	Click here to enter text.				
Permission has been obtained (and retained on file) for use of all imagery, audio, personal information, and testimonials (including owners of copyright)	<input type="checkbox"/>	Click here to enter text.				
The material does not promise or claim to secure for the student: a. A successful education assessment or outcome b. Eligibility for acceptance into a course of study by virtue of admission into a different course of study c. Migration outcomes d. Employment outcomes	<input type="checkbox"/>	Click here to enter text.				
The material is consistent with Australian Consumer Law (is not false, misleading, or deceptive)	<input type="checkbox"/>	Click here to enter text.				
Does NOT offer inducement to encourage enrolment	<input type="checkbox"/>	Click here to enter text.				
Contains the necessary information as required by the: a. Higher Education Standards Framework (Threshold Standards) 2021 b. National Code of Practice for Providers of Education and Training to Overseas Students 2018	<input type="checkbox"/>	Click here to enter text.				
The material contains version control	<input type="checkbox"/>	Click here to enter text.				
<b>Course Product Details</b>						
Aligns with current scope of registration	<input type="checkbox"/>	Click here to enter text.				
Does NOT advertise courses which are not yet on scope, using language such as “coming soon” or “will soon be able to offer” etc.	<input type="checkbox"/>	Click here to enter text.				
Accurately describes training and assessment services, while being consistent with the coursework and assessment strategy	<input type="checkbox"/>	Click here to enter text.				
Defines which units of study are core and electives	<input type="checkbox"/>	Click here to enter text.				
Provides clear and accurate information on: a. Associated providers or third-party arrangements for delivery of the course. b. Any work-based training required to be undertaken as part of the course c. Prerequisites for entry to the course (including English language proficiency, educational qualifications or required work experience) d. Any other information relevant to the provider, its courses, or outcomes associated with those courses	<input type="checkbox"/>	Click here to enter text.				

Marketing Compliance Checklist	Course Outline	Brochures	Website	Social Media	Other	Comments for Changes
<b>Third-Party Requirements</b>						
Clearly details if training is being delivered on behalf of another Institute of Higher Education	<input type="checkbox"/>	Click here to enter text.				
Third party advertising materials mention Third Party Provider Name, provider identification number, provider category as displayed on the National Register (TEQSA), relevant contact details, CRICOS code and CRICOS provider registered name as displayed on the CRICOS website	<input type="checkbox"/>	Click here to enter text.				
All other third-party arrangements made clear in the advertising material	<input type="checkbox"/>	Click here to enter text.				
<b>Logos</b>						
Where APAC logo is used in brochures, advertising, and marketing only in direct relationship to nationally recognised training	<input type="checkbox"/>	Click here to enter text.				
Uses the correct HEP NAME logo	<input type="checkbox"/>	Click here to enter text.				
<b>Branding and Corporate Identity</b>						
Material reflects the corporate colours, typefaces and other elements of visual identity as outlined in the APAC Brand and Style Guidelines	<input type="checkbox"/>	Click here to enter text.				
<b>Website and social media</b>						
Schedule created for the monthly audit of webpages and social media to review appearance, useability, leads, and accuracy of information	<input type="checkbox"/>	Click here to enter text.				
Schedule created to review all mentions, comments, and reactions on any posts (i.e., turn on push notifications for posts)	<input type="checkbox"/>	Click here to enter text.				
Schedule created for the review and update (if required) for Social Media Ads	<input type="checkbox"/>	Click here to enter text.				
Reply to all direct and private messages promptly	<input type="checkbox"/>	Click here to enter text.				