

Marketing and Information

Policy and Procedure

Table of Contents

1. PURPOSE.....	3
2. SCOPE	3
3. DEFINITIONS	3
4. POLICY	3
5. PROCEDURE.....	4
6. RELATED DOCUMENTS	5
7. RELEVANT LEGISLATION	5
8. POSITIONS RESPONSIBLE	5
9. APPROVAL INFORMATION.....	6

1. PURPOSE

The Marketing and Information Policy and Procedure is designed to ensure that JMC Academy's marketing collateral and promotional materials are professional, clear, accurate, and maintains the integrity and reputation of the Australian education sector. The Marketing to International Students Policy should be read in conjunction with this Policy and Procedure.

2. SCOPE

The Marketing and Information Policy and Procedure applies to all marketing and promotional materials, used for student recruitment purposes, that is developed, approved, and published by JMC Academy, and to all staff, prospective and current students and to all Third-Party Partners (TPP) who have a written agreement with JMC Academy.

3. DEFINITIONS

All definitions, with the exception of below, are located in the *JMC Academy Glossary*.

Marketing collateral includes:

- Brochures, course guides and flyers
- Banners
- Video ads and graphics
- Advertising in publications and media
- Social media posts and stories
- Radio and Out of Home messaging
- JMC Website including Landing Pages and other sites where JMC Academy courses are referred to
- Online directories and online advertisements e.g. AdWords, Social ads
- Any marketing assets by third parties related to JMC Academy

4. POLICY

JMC Academy is committed to ensuring its marketing collateral and promotional activities are ethical, current, accurate, relevant, accessible, and maintain the highest integrity and standards. JMC Academy makes a range of information publicly available in order to assist prospective students to make an informed choice regarding selection of courses, including but not limited to, units of study, prerequisites, admissions criteria, fees, recognition of prior learning, pathways and overall course design. This information must be consistent with Australian Consumer Law and not make any false, misleading or deceptive statements to potential and existing domestic and international students.

JMC Academy will ensure that it does not:

- Make false, incorrect or misleading statements or statements that are likely to create a false impression.
- Guarantee a successful outcome from undertaking a course or acceptance into another course of study
- Guarantee employment outcomes that are misleading or unsubstantiated
- Offer inducements to prospective students that contravene regulatory or legislative requirements.
- Make any false or misleading comparisons to competitors or inaccurate claims about associations with other organisations.

- Promise overseas students any possible migration outcome from undertaking study with JMC Academy.
- Use third-party logos, including government logos without proper authorisation or outside of published guidelines.
- Advertise or market its higher education courses as being accredited if they have yet to be approved by TEQSA.
- Misrepresent the outcomes of the course.

JMC Academy will maintain a set of brand guidelines, including logos, colour palette, brand personality and other assets required to deliver a consistent experience to prospective and current students and will assure that all marketing collateral and promotional activities are quality-assured prior to being used in the marketplace.

Marketing and international student services staff are suitably trained regarding JMC Academy's obligations under the Higher Education Standards Framework (2015) and the ESOS legislative framework.

JMC Academy undertakes an annual review of its marketing collateral to ensure compliance requirements are met and reports outcomes to the Risk and Audit Committee and Governing Council.

5. PROCEDURE

The Director of Marketing and Brand leads marketing campaigns, co-ordinates the development of marketing materials and is responsible for ensuring brand compliance across marketing and student recruitment activities.

During the development of marketing collateral and promotional activities, the Director of Marketing and Brand will ensure that:

- a. Requirements set out in the Marketing Compliance Checklist are met.
- b. With support from the Director of International Services, collateral for International Students meets the ESOS requirements.
- c. Third party logos are used in line with written authorisation and/or published guidelines.
- d. Consent has been obtained when publishing testimonials, using images of and/or referring to an individual person or organisation, or using copyright material.

Education Agents and TPPs permitted under their agreement to create marketing collateral must provide an initial proposal to the Director of International Services for approval. Where appropriate the Director of International Services will liaise with the Director of Marketing and Brand on relevant marketing collateral.

For marketing material that relates to academic program content and delivery the Academic Dean will review and ensure accurate information on content including but not limited to:

- a. Course objectives
- b. Course and unit outlines
- c. Admission criteria
- d. Assessment

- e. Credit and Recognition of Prior Learning
- f. Career outcomes
- g. Resources, facilities and learning environment
- h. Support services

The Director of International Services is responsible for providing an induction and/or ongoing training to overseas 3rd party partners, JMC Academy representatives and Education Agents, including clarity and consistency of messages communicated, commitments made, brand management, advertising and the use of the JMC Academy's logo.

In instances where non-accredited courses are advertised, the Director of Marketing and Brand (local courses) and the Director of International Services (international courses) will liaise with the Academic Dean to ensure that there is no impact on the organisation's obligations under the Higher Education Threshold Standards Framework and/or the ESOS Framework.

The Director of Marketing and Brand will consult with the Academic Dean and relevant Head of Department in the development of new marketing collateral for a newly accredited course.

Annually, an audit of marketing materials will be conducted by the Marketing and Brand team and by the International Services team, as they relate to domestic and international students, respectively. This review seeks to ensure that information remains current and accurate. Outcomes of these marketing audits, including rectification actions, are provided to the Chief Executive Officer who in turn will report these to the Risk and Audit Committee and the Governing Council.

6. RELATED DOCUMENTS

- 6.1 JMC Marketing to International Students Policy
- 6.2 JMC Academy Glossary
- 6.3 Management of Education Agents Policy and Procedure

7. RELEVANT LEGISLATION

- 7.1 The Higher Education Standards Framework (Threshold Standards) 2021
- 7.2 Education Services for Overseas Students (ESOS) Act 2000 (Cth)
- 7.3 National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018
- 7.4 Higher Education Support Act 2003
- 7.5 Tertiary Education Quality and Standards Agency (TEQSA) Act 2011
- 7.6 Competition and Consumer Act 2010

8. POSITIONS RESPONSIBLE

- 8.1 Director of Marketing and Brand
- 8.2 Director of International Services
- 8.3 Marketing Manager
- 8.4 Digital Growth Lead
- 8.5 Creative Content Co-ordinator
- 8.6 Video Content Producer
- 8.7 Graphic Designer
- 8.8 National Events and Partnership Executive
- 8.9 International Admissions Officer
- 8.10 International Programs and Student Support Officer

- 8.11 International Communications Manager
- 8.12 International Agency Support Manager
- 8.13 Academic Dean

9. APPROVAL INFORMATION

Approval Authority	Governing Council
Health Check approval authority	JMC Academy CEO
Review date	25/03/2027

Version	Approved by	Approval date	Effective date	Modifications	Status
1.0	Governing Council	25/07/2024	25/07/2024	First Issue.	Current

REFERENCES and ACKNOWLEDGEMENTS

This policy was developed with reference to the following:

- Charles Sturt University, Communications and Marketing Policy, 2022 (Communications and Marketing Policy / Document / CSU Policy Library)
- Deakin University, Public Relations and Marketing Procedure, 2023 (Public Relations and Marketing procedure / Document / Deakin Policy Library)
- Federation University, International Marketing Material Approval Process Procedure, 2023 (International Marketing Material Approval Process Procedure)
- Ozford College, Marketing and Advertising Materials Policy and Procedure
- Australian Institute of Business, Marketing and Community Relations Policy
- Melbourne Institute of Higher Education, Marketing and Student Recruitment Policy
- Holmes Institute, Marketing Policy and Procedures
- Australian Institute of Management, Marketing and Information Procedure