



Marketing and Community Relations Policy and Procedures

Preamble

This policy is in relation to the marketing and community relations procedures of Australian Institute of Business (AIB).

Purpose

The aim of this policy is to ensure that AIB communications and marketing procedures are such that an appropriate and consistent level of accuracy and image is portrayed to the public and other stakeholders of AIB.

The policy serves to foster best practice by AIB in order to adhere to ethical standards of operation in regards to the following:

- Use of Institution Name, AIB Logo and Image
- Media Statements
- Publications and Promotional Materials
- Government logos
- Approval Procedures
- Alumni

1. Scope

This policy is applicable to all AIB staff, contractors and affiliates including its offshore centres.

2. Definitions

Advertisement refers to a public notice, often paid for, which promotes AIB products and services, and includes the full range of promotional materials.

AIB Logo refers to the refers to the official AIB brandmarks..

Alumni refers to the graduates and past students of AIB.

Australian Institute of Business (AIB) is a global, business higher education institute, based in South Australia, offering business undergraduate, postgraduate and research qualifications.

Image refers to the visual expression of AIB in mediums such as the Internet, merchandise, publications, advertising, signage and presentations.

Media statements are documents or information provided to the media by AIB staff, both verbal and written.

Promotional Material includes, but is not limited to, all material produced, distributed or transmitted in print or electronically including radio, television, videotapes, internet, email, DVD and CD ROM.

3. Use of Institution Name and Image

3.1 The AIB Logo is only to be associated with authorised AIB products and services.

3.2 The AIB Logo specifications are as follows;

Colours

PMS 1977C (Red)

C1 M99 Y97 K0

R237 G28 B36

HEX: #ED1C24

PMS BLACK 7C (Black)

C63 M62 Y65 K55

R62 G56 B52

HEX: #3E3834

3.3 Only approved versions of the AIB Logo with company names are to be used and both elements, the words and the AIB Logo, must be used. Hand-drawn approximations cannot be used, even on internal publications. At all times the dimensions and integrity of the AIB Logo must be maintained.

3.4 Academic staff need not seek formal approval to use the AIB Logo in conjunction with the development of PowerPoint materials if they use the approved PowerPoint template.

3.5 Students are discouraged from using the AIB Logo . However, approval may be given by the Joint CEO-Corporate as detailed in section 7 below for the use of the AIB Logo by postgraduate students, particularly where it would enhance the credibility, and thus value, of material sent to external organisations or individuals as a legitimate part of a student's course or research.

3.6 No external person or organisation may use the AIB Logo without obtaining approval as detailed in section 7 below.

3.7 Notwithstanding the foregoing, the the Communications Manager and the Joint CEO-Commercial are authorised to approve, in writing, AIB staff to provide the AIB Logos to graphic designers and printers for the purposes of preparing business cards and letterheads, provided these are consistent with the templates previously approved by AIB management. Also, the Communications Manager and the Joint CEO-Commercial are authorised to approve, in writing, AIB staff to provide the AIB Logo to graphic designers for the purposes of preparing draft promotional materials (including brochures, advertisements and the like) provided these materials are not printed and distributed until final written approval is obtained, as detailed in section 7 below.

3.8 If the AIB Logo are to be used with the logos of any other organisation, then such use will require written approval as indicated in section 7 below before it can be published, distributed or otherwise made available to the public.

4. Media Statements

4.1 Media statements serve to promote positive or minimise negative media coverage of AIB.

4.2 The Communications Manager and the Joint CEO-Commercial are the only staff members with authority to issue (or engage suitable external professionals to issue) media releases on behalf of AIB. All statistics and claims of fact must be verifiable and kept on file for reference.

4.3 Any persons wishing to issue media releases in the name of AIB or issue public relations content must obtain prior written approval as indicated in section 7 below.

4.4 Where a media statement or letter relates directly to the academic subject area of a staff member's specialty, the staff member may, in order to establish their credentials, give the title of their appointment with AIB.

4.5 All staff members have the right to express their views publicly on any matter of public interest as private citizens. Statements made or letters written in this context should not include the name and address of AIB or the academic title of the author.

4.6 If there is doubt about whether a proposed statement or letter falls within the ambit of this policy, the staff member should discuss the matter with the Joint CEO-Corporate .

4.7 AIB has a duty of care to the personal information of students and staff, which is not to be divulged to the media without consent.

4.8 The main intention of this policy is to ensure high-quality, consistent communication with the media, coordinated through the Marketing Department. It in no way limits:

- the freedom of AIB staff to provide public comment on community affairs as individual citizens, although the AIB position should not be quoted when so doing; or
- the freedom of AIB staff to provide public comment in their particular area of expertise, provided that the Joint CEO-Corporate is informed in advance and that AIB is mentioned only with the prior written approval as detailed in section 7 below.

5. Publications and Promotional Materials

5.1 All publications and promotional material produced by AIB must be made identifiable with accurate and consistent use of contact details and logos. No publications or promotional material can be published, distributed or otherwise made available to the public without first obtaining the prior written approval as indicated in section 7 below.

5.2 Unauthorised publications or promotional materials are to be promptly referred to and investigated by the Joint CEO-Corporate working closely with the Marketing Department. These unauthorised materials are liable to legal action.

6. Government Logos

6.1 All government logos are only to be used on materials issued by the government. Written permission is to be obtained prior to distribution or publication of such materials.

6.2 AIB and all staff will comply with the requirements of the Australian Qualifications Framework (AQF) and Australian Skills Quality Authority regarding the use of the AQF logo and the Nationally Recognised Training Logo (NRT) in relation to qualifications issued in the Higher Education and Vocational Education and Training sectors respectively.

7. Approval Procedures

7.1 Approval of materials provided by Teaching Centres

Please refer to the “Marketing Policy for Teaching Centres”.

7.2. Approval of Logos by postgraduate students

#	Steps	Responsibility	Timelines
1.	A proposal setting out the required context and use of the AIB logo must be developed and submitted to the Joint CEO – Corporate for review.	AIB Postgraduate Student	Minimum of 10 business days prior to the required date of use.
2.	The Joint CEO - Corporate will review the proposal and determine whether the usage could be detrimental or otherwise negatively affect the AIB brand and reputation.	Joint CEO - Corporate	Generally within 8 business days from the date of submission. AIB will use its best endeavours to process urgent proposals as required.
3.	The Joint CEO - Corporate will provide their decision in writing to the student, and shall keep a record on file.	Joint CEO - Corporate	Within 24 hours of completing the review process

7.3 Approval of material in all other cases

Persons seeking to have materials approved in all other cases, including approval of material relating to courses delivered by AIB (including local and distance learning courses) or use of Logos by or with any parties (other than students or Teaching Centres) or issuing of media releases or referencing of AIB in media or press releases, will need to obtain prior written approval as follows.

#	Steps	Responsibility	Timelines
1.	Draft Promotional Material and email it to the Communications Manager together with a memorandum or proposal setting out the context and purpose of the Promotional Material.	Staff Member or 3 rd Party	Minimum of 10 business days before the proposed release date
2.	Review draft Promotional Material, seek sign-off from the Joint CEO – Commercial and advise whether the Promotional Material is: <ul style="list-style-type: none"> requires any amendments; or rejected. <p><i>If approved, skip to step 5.</i></p>	Communications Manager, Joint CEO - Commercial	Generally within 3 business days from the date of submission. AIB will use its best endeavours to process urgent proposals as required.
3.	If applicable, make relevant changes as set out in the correspondence from the Communications Manager and send revised Promotional Material back to AIB.	Staff Member or 3 rd Party	2-3 business days

4.	If applicable, consider revised Promotional Material again.	Communications Manager	1-2 business days
5.	Seek final sign-off from the Joint CEO – Commercial and the Joint CEO – Corporate. <i>If further changes are required, repeat steps starting from #3</i>	Communications Manager, Joint CEO – Commercial, Joint CEO - Corporate	Generally within 3-5 business days from the date of submission
6.	Advise whether Promotional Material has been approved	Communications Manager	1 business day
7.	Release Promotional Material. Use Promotional Material on terms and conditions set out in the approval correspondence from the International Marketing Manager.	Staff Member or 3 rd Party	Not until Promotional Material has been approved by AIB.

Note: Materials used to promote to international onshore students must be compliant with the Education

8. Alumni

8.1 AIB will ensure that reasonable administrative support and a budget allocation are provided for Alumni initiatives

8.2 Upon graduation, a graduate will automatically be awarded membership as a Graduate Member of the Alumni free of charge.

8.3 General membership may be awarded to:

- (a) an AIB staff member or consultant; and
- (c) a person who has, in the opinion of the Joint CEO-Commercial , had a close association with AIB.

8.4 The Marketing Department, through the Joint CEO-Commercial or their nominee, shall engage members of the Alumni in such activities as are approved by the Management Committee from time to time.

8.5 Membership in the Alumni will entitle a person to attend graduations, student welcoming functions and reunions of AIB.

8.6 AIB has a duty of care regarding the personal information of students and staff, which is not to be divulged to the media without consent. Written consent is to be obtained prior to the use of testimonials or personal details that may be used in promotional materials.

Related Forms:

Teaching Centre Marketing Policy
Sign off request form

Responsibility:

Communications Manager
Joint CEO-Commercial
Joint CEO-Corporate

Related Policies:

Marketing Policy for Teaching Centres

Current Status:	Version 4
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