



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 and Image
- Media Statements
- Publications and Promotional Materials
- Government Logos
- Approval Procedures
- Alumni

1. Application/Scope

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

2. Definitions

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

Logo refers to the registered trademark of AIB.

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

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.

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

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

Alumni refers to the graduates and past students of AIB.

3. Use of Institution Name and Image

The AIB name/logo, including member institutes, is only to be associated with authorised AIB products and services.

The logo specifications are as follows;

Colours

- Gibaran Red – PMS 1797C
- Gibaran Black – Global Black
- Gibaran Grey – 80% Global Black

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

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

Students are discouraged from using the logo. However, approval may be given by the Director – Corporate Affairs as detailed in section 7 below for the use of the 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.

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

Notwithstanding the foregoing, the Marketing Director is authorised to approve, in writing, AIB staff to provide 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 Marketing Director is authorised to approve, in writing, AIB staff to provide Logos 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.

If the Logos 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

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

Marketing Department personnel are the only staff 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.

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.

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.

All staff 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.

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 Registrar.

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.

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 Director - Corporate Affairs 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

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.

Unauthorised publications or promotional materials are to be promptly referred to and investigated by the Director, Corporate Affairs working closely with the Marketing Department. These unauthorised materials are liable to legal action.

6. Government Logos

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.

AIB and all staff will comply with the requirements of the Australian Qualifications Framework regarding the use of the Nationally Recognised Training Logo in respect of qualifications issued in the VET sector. This will be done in accordance to guidelines set forth by the Australian National Training Authority, South Australia.

Details are set out in the Policy: Use of Government Logos.

7. Approval Procedures

(a) Approval of materials provided by Teaching or Research Centres

Teaching Centres that wish to publish or distribute promotional materials, media or press releases or public relations content to the public must comply with the requirements in “Marketing Policy for Teaching Centres” and provide it to an AIB compliance officer for written approval before such materials are published, distributed or otherwise made available to the public.

When the AIB compliance officer receives the draft promotional materials from the Teaching Centre, they must review it to ensure it is compliant with the “Marketing Policy for Teaching Centres”. They will provide it to the Director – Corporate Affairs for sign off. If the Director – Corporate Affairs signs off, the AIB compliance officer shall keep a copy of the approved materials on the centre’s file and advise the Teaching Centre that they may use the materials.

(b) Approval of logos by students

If a postgraduate student requests approval for use of the logos, the Director – Corporate Affairs shall consider whether it could be detrimental or otherwise affect the name of AIB or its member institutes. If required, the Director – Corporate Affairs may consult the Registrar. The Director – Corporate Affairs shall provide their decision in writing to the student, and shall keep a record on file.

(c) 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.

The relevant staff in the Marketing department shall ensure that the Promotional Material, Media Statement or public relations content complies with this policy, and provide it for sign off firstly to the Marketing Director (who shall double check that it complies with this policy), then secondly to the Director – Corporate Affairs, and then finally to the remaining Directors for sign off.

In relation to signing off on materials to be used to promote to international onshore students, all staff must be vigilant to ensure that all such materials are compliant with the Education Services for Overseas Students Act 2000 (ESOS Act) and related provisions and laws.

Once signed off, the relevant Marketing staff shall retain a copy of the sign off, and then may publish or distribute the material to the public as approved.

8. Alumni

AIB will ensure that reasonable administrative support and a budget allocation are provided for the Alumni Association from time to time, depending upon the level of membership and activity of the Association.

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

General membership may be awarded to:

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

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

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

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:

Marketing Department
Director, Corporate Affairs

Related Policies:

nil

Current Status: Version 3

Approved By: Board of Directors

Date of Approval: 1 July 2011

Previous versions: 15 November 2010

4 November 2009