

MARKETING AND COMMUNITY RELATIONS POLICY AND PROCEDURE

Purpose

The aim of this policy is to ensure that AIB communications and marketing activities are accurate, relevant, current, comprehensive, accessible, transparent and meet legal and regulatory requirements. AIB is committed to ensuring its image is upheld at a high standard amongst the public and other stakeholders.

Scope

This policy is applicable to all promotional materials developed and published by AIB, and to all AIB staff, students, contractors and affiliates including its offshore centres.

The delivery of AIB qualifications at Offshore Teaching Centres will cease on 31 October 2019.

Definitions

Unless otherwise defined in this document, all capitalised terms are defined in the [glossary](#).

Details

1. Content of Marketing and Communications Materials

- 1.1 AIB will market and advertise its education offerings in an ethical, accurate, transparent and reliable manner in its online and offline marketing communications. The AIB Board of Directors has oversight of the AIB brand and marketing materials.
- 1.2 Marketing materials will be regularly reviewed and monitored to ensure consistency with the Academic Board approved courses, including structure, duration and mode of delivery. This includes any such marketing conducted on behalf of AIB by any third party.
- 1.3 AIB will only advertise or market its Higher Education courses as being accredited where they have been approved by the national Higher Education regulator, TEQSA and therefore are listed on the TEQSA National Register. AIB will publish provider and course codes in accordance with any legislated requirements..
- 1.4 AIB will only use government and other regulatory logos, such as the AQF logo, in accordance with legislative requirements and as per any required written authorisation.
- 1.5 AIB will ensure all marketing and advertising materials, whether expressed or implied, about the outcomes associated with undertaking an AIB course of study, eligibility for acceptance into another course of study, employment outcomes or possible migration outcomes are not false or misleading. AIB will not advertise or

market a course as leading to a licensed or regulated outcome unless the relevant industry regulator in that jurisdiction has confirmed such an outcome.

- 1.6 AIB will only publish testimonials and/or refer to another person or organisation in its marketing materials where written consent of that person or organisation has been obtained.
- 1.7 Where AIB has been granted approval for participation in commonwealth funding programs, government funded subsidies or any other financial support arrangements associated with AIB's educational offerings such as FEE-HELP, AIB will include in its advertising and marketing materials any required details regarding such programs, subsidies or arrangements. Details published will be in accordance with any related regulatory and/or legislative requirements.
- 1.8 Should AIB engage the services of any third party to recruit, market and/or deliver courses on its behalf, AIB will appropriately and clearly identify in its marketing materials the name and role of each third party engaged.
- 1.9 AIB will have guidelines and processes to ensure:
 - (a) Any publication of AIB materials is published, distributed or otherwise made available to the public as per prior written approval from the Chief Executive Officer (CEO);
 - (b) All publications and promotional material are clearly identifiable with accurate, consistent and comprehensive use of AIB contact details and logos, and in accordance with any regulatory requirements. This includes but is not limited to print and electronic mediums and materials as newspapers, radio, television, videos, internet, email, DVD and CD ROM; and,
 - (c) Use of the AIB Logo is as per authorised AIB products and services. Any use of the AIB Logo by staff, students, third party or any other stakeholder will be as per prior written authorisation from the CEO.
- 1.10 The CEO or Head of Brand & Communications are the only persons authorised to issue, or engage third parties to issue, a media release on behalf of AIB. Any other persons wanting to issue a media release in the name of AIB or issue public relations content must obtain prior written approval from the CEO or Head of Brand & Communications. This in no way limits:
 - (a) 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
 - (b) The freedom of AIB staff to provide public comment in their particular area of expertise, provided that the CEO or Head of Brand & Communications is informed in advance and that AIB is mentioned only with prior written approval from the CEO or Head of Brand & Communications.
- 1.11 AIB reserves the right to take legal action where sections 1.9 or 1.10 above have not been observed.

Related Forms:

Sign off request form

Related Policies:

Marketing Policy for Teaching Centres

Responsibility:

Head of Brand & Communications

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