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1. Purpose

1.1 Refer to the Marketing to Prospective Students Policy.

2. Scope

2.1 The Marketing to Prospective Students Procedures apply to all Monaro Higher Education (MHE) employees and all third parties who MHE may produce marketing material on MHE's behalf.

3. Principles

3.1 Refer to the Marketing to Prospective Students Policy.

4. Roles and Responsibilities

4.1 Information Contained in MHE Marketing Material

4.1.1 MHE's contact details (telephone, postal and email) must be contained in all MHE marketing material as well as details of how to obtain further information (e.g., the URL of the MHE website).

4.1.2 The information in MHE marketing material must be completely lucid and correct. It must clearly indicate the exact date when any information in the marketing became (or will become) applicable.

4.1.3 All MHE printed marketing material must contain MHE's CRICOS number.

4.2 Changes to Information Conveyed in MHE Marketing

4.2.1 The Board of Directors must ensure that all prospective and current students receive six months' notice of any changes to fees or costs of MHE courses.

4.2.2 If any information in any MHE marketing has an expiry date, the marketing must clearly state that date. If not, the marketing must state how long after the information changes prospective students can expect to be notified accordingly.

4.2.3 The Marketing Manager must periodically review the information circulated by education agents. When this information changes, all education agents must be informed immediately.

4.2.4 The Marketing Manager must periodically review the content of websites such as coursefinder.com.au and courseseeker.edu.au. If any information in MHE's advertisement on these websites changes, the curators of these websites must be notified immediately.

4.3 Compliance Checking

4.3.1 The Marketing Manager must authorise all MHE marketing material, including the content of the MHE website. It is the responsibility of the Marketing Manager to verify all MHE marketing material prior to its publication to ensure that:

- It is completely accurate and lucid
- It complies with all relevant legislation
- It complies with all requirements from the Tertiary Education Quality and Standards Agency (TEQSA)
- Written permission has been obtained from any person identified or quoted
- It contains no intellectual property belonging to any person or organisation other than MHE, or that sources and copyright are duly referenced
- All courses mentioned are approved by TEQSA
- It adheres to all MHE policies and procedures
- It in no way misrepresents MHE
- It is consistent with all other MHE marketing material with respect to its colour scheme, font etc (as per section 4.4 below)
- MHE must not claim:
 - enrolment guarantees successful completion
 - a course or unit can be completed successfully in a way that does not comply fully with accreditation and regulatory requirements
 - completion of the course guarantees a satisfactory employment outcome
 - for overseas students, completion of the unit or course guarantees satisfactory post study visa, temporary residency, permanent residency, citizenship or any kind of migration outcomes

4.3.2 Any marketing material rejected in the execution of point 4.3.1 above will be immediately withdrawn or withheld. Any editing of content or other changes which renders the material acceptable must be overseen and approved by the Marketing Manager before release to the public.

4.3.3 The Marketing Manager, academic staff and, if necessary, IT staff will also liaise to review the content of the MHE website at the beginning of each trimester to ensure its ongoing currency, accuracy, relevance and compliance with all relevant regulatory and legislative requirements, particularly with reference to:

- that trimester's class timetable, unit offerings and unit codes
- tuition fees and other costs for students

- potential government assistance or subsidies (including whether they are only applicable to local students).

4.3.4 In addition to point 4.3.3 above, the Dean or CEO will advise the Marketing Manager to alter content of the MHE website as required so that it accurately reflects MHE's desired corporate direction.

4.3.5 The Marketing Department will keep an archive of all marketing material in order of the date on which it was approved.

4.4 Advertising for MHE

4.4.1 The Marketing Manager will authorise an appropriate font and colour scheme for all MHE advertising (including the MHE website) to ensure consistency. The colour scheme will use the same colours as are found in the MHE logo.

4.4.2 For any radio, television or online audio-visual advertisements, the Marketing Manager may also select and authorise an appropriate piece of copyright-free music.

4.4.3 Details of the font, colour scheme and a link to the music will be kept in the share drive.

5. Definitions

Advertising – a subset of marketing which clearly has commercial intent and contains a direct appeal for prospective students to do business with MHE and/or engage with MHE in any way.

Brand – aggregate of the principles, advantages, features, culture and ideals which establish MHE's uniqueness and image in prospective students' minds.

Marketing – any written or verbal message by or on behalf of MHE, directed to prospective students.

Prospective Student – Any person not currently enrolled but eligible for enrolment who may be considering embarking on a course of study which MHE offers.

6. Relevant Legislation

MHE acknowledges its legal and regulatory obligations under the following frameworks:

- Higher Education Standards Framework (HESF) 2021
- Education Services for Overseas Students (ESOS) Framework 2013

7. Policy Administration

Policy category	Marketing
Policy owner	Academic Board
Responsible officer	Marketing Manager
Approving authority	Academic Board
Contact officer	Marketing Manager
Approval date	10 th December 2021
Commencement date	10 th December 2021
Review date	Three years
Version	1.1
Related documents	MHE Marketing to Prospective Students Policy

8. Version control and change history

Version	Approval date	Approved by	Summary of changes
1.1	10 Dec 2021	Academic Board	

9. Benchmark / References

- Ozford Institute of Higher Education
Marketing-and-Advertising-Materials-Procedure-EMT-Final.pdf (ozford.edu.au)
- University of Western Sydney
Brand and Visual Identity Management Policy / Document / Policy DDS
(westernsydney.edu.au)
- Eastern College Australia
Marketing and Advertising Procedures - HE | Eastern College Policy Portal