

## 1. Purpose

- 1.1 The purpose of a Marketing and Advertisement Policy and Procedure is to ensure that all marketing efforts are aligned with Central Australian Institute of Technology Higher Education (CAIT Hi-Ed) values, legal regulations, and strategic goals. It provides guidelines for creating consistent, ethical, and accurate messages that promote CAIT Hi-Ed courses while protecting the CAIT Hi-Ed's reputation. This policy helps prevent misleading claims, ensures compliance with advertising standards, and promotes transparency, ensuring students receive truthful information. Additionally, it establishes procedures for approving and monitoring marketing content, maintaining brand integrity, and fostering trust between the CAIT Hi-Ed and its students.

## 2. Scope

- 2.1 The Marketing and Advertisement Policy and Procedure applies to all individuals and departments involved in promoting the CAIT Hi-Ed. This includes the marketing teams, education agents, and CAIT Hi-Ed authorised delegates responsible for creating and distributing promotional materials, as well as faculty and staff who may advertise academic programs, research, or events. The policy ensures that all promotional activities are consistent, ethical, and aligned with the institution's values and regulatory requirements.
- 2.2 Additionally, it applies to administrative staff involved in student recruitment, admissions, and student relations. By adhering to the policy, these teams ensure that messaging is accurate, transparent, and compliant with higher education standards, helping to maintain the CAIT Hi-Ed's reputation and foster trust with prospective students and stakeholders.

## 3. Policy

- 3.1 This policy affirms the commitment of CAIT- Hi Ed for conducting marketing activities with integrity, accuracy and professionalism by avoiding vague, misleading and ambiguous statements enabling prospective and current students to make informed decision about their studies.

## 4. Principles

- 4.1 The information disseminated by CAIT- Hi Ed or on its behalf; professionally, ethically and accurately represents the services it provides and the training products on its scope of registration, enabling a student to make informed decision.
- 4.2 Ensures that prior to enrolment or commencement of training CAIT- Hi Ed provides advice to the prospective students about the appropriate higher education course to meet their needs; informs about duration and mode of delivery; directs them to relevant fee information; support services and other relevant information.
- 4.3 Ensures that Higher Education code, CRICOS Code are included in all marketing collaterals, including the ones created by third party providers.
- 4.4 Ensures to include the titles and codes of any higher education course, as published on the National Register, referred to in that information.
- 4.5 Ensures to advertise the courses only if they are included in the scope of registration.
- 4.6 Ensures to include details about government funded subsidy or other financial support arrangements associated with CAIT- Hi Ed's provision of higher education.
- 4.7 Distinguishes between nationally recognised higher education that leads to the issuance of AQF certification from any other higher education delivered by CAIT- Hi Ed.
- 4.8 Ensures that it distinguishes where higher education is being delivered on its behalf by a third party.

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4.9 Refers to another person or organisation in its marketing material only after the consent of that person or organisation has been obtained.

## 5. Procedures

### 5.1 Regulatory requirements.

5.1.1 To ensure quality assured marketing collaterals, all promotional materials produced would be quality checked, which includes items as listed below.

#### 5.1.1.1 International Students

- i. Clearly identify CAIT- Hi Ed's name, CRICOS number in Marketing collaterals, COE and Offer Letters.
- ii. Make sure to include legal name of "Central Australian Institute of Technology Pty Ltd. Higher Education"
- iii. To ensure that CAIT- Hi - Ed marketing collaterals does not provide false information/advises in relation to the following:
  - a. claims of association between providers
  - b. the employment outcomes associated with a course
  - c. automatic acceptance into another course
  - d. possible migration outcomes, or
  - e. any other claims relating to the higher education provider, its course or outcomes associated with the course.
- iv. Any marketing material which includes a perforation or a pull away section should also comply with (i) and (ii) mentioned above.

#### 5.1.1.2 Domestic Students

- i. Acknowledgement that "The education services are provided to Eligible Individuals with Funds made available by the Victorian and Commonwealth Governments" or "This higher education is delivered with Victorian and Commonwealth Government funding."
- ii. Ensure that in all the marketing materials CAIT- Hi Ed is identified by its legal name Central Australian Institute of Technology Pty Ltd Higher Education, and/or business name CAIT-Hi Ed and Provider Number.
- iii. Ensure that the information regarding assessment, expected outcome of the degree, duration is accurately represented. Re-confirm about this information from the relevant Academic personnel or Compliance Team before publication.

### 5.2 Marketing and Advertising Management

- 5.2.1 The Operations and Marketing Department will develop materials for all new campaigns, programs, and services.
- 5.2.2 Ensure all program details (e.g., course duration, fees) are confirmed with relevant academic departments before creating promotional content.
- 5.2.3 Review may be required for promotional materials discussing fees, funding, or career outcomes.
- 5.2.4 Marketing materials must be submitted to the Compliance Officer or Marketing Manager for review.

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- 5.2.5 A checklist of compliance items (TEQSA guidelines, ACL standards, etc.) must be completed before final approval.
- 5.2.6 Once approved, marketing materials may be published on the institution's website or other platforms.

### 5.3 Digital, CRM and Social media marketing

- 5.3.1 All social media will adhere to the same standards of accuracy and truthfulness as traditional advertising.
- 5.3.2 Any paid or sponsored content will be clearly disclosed.
- 5.3.3 The institution will monitor comments on social media platforms and ensure that responses are timely, accurate, and align with the institution's values.
- 5.3.4 Any feedback or complaints received about misleading advertising will be logged and investigated promptly by the Compliance team.

### 5.4 Third Party Providers and International Education agent

- 5.4.1 Entity who has a third party agreement for delivering Higher Education courses in CAIT- Hi Ed's scope of registration is to clearly identify CAIT- Hi Ed in any written material promoting the courses.
- 5.4.2 Entity who has a marketing and recruitment agreement for courses in CAIT- Hi Ed's scope of registration needs to clearly identify CAIT Hi - Ed in its promotional/ marketing materials.
- 5.4.3 For both (a) and (b) promotional/ marketing materials with CAIT Hi - Ed's identification would not be published without prior approval from the Operations and Marketing Manager.
- 5.4.4 Both entities in (a) and (b) would be required to submit a copy of any promotional materials used with CAIT Hi - Ed's logo and identification to CAIT Hi - Ed Compliance department.
- 5.4.5 Any marketing collaterals produced for promotional purpose by third party provider or marketing and recruitment agent should comply with the marketing checklist and be approved by the Operations and Marketing Manager prior to publication.
- 5.4.6 The marketing materials created by Third Party and Recruitment agent should abide by CAIT Hi - Ed Marketing and Advertising Policy and Procedure.
- 5.4.7 CAIT Hi - Ed Marketing Structure is outlined below:
  - 5.4.8 Marketing via Education Agents and/or Recruitment Agency which involves:
    - Identifying Agents
    - Selection through proper screening
    - Recruitment
    - Induction for the agentsMarketing via this procedure should adhere to 'CAIT- Hi Ed Education Agents Engagement and Management Policy and Procedure'.
  - 5.4.9 Marketing directly to potential students via the following methods
    - Word of mouth
    - Publications which includes marketing collaterals, advertisements
    - Online marketingMarketing via this procedure should adhere to 'CAIT Hi - Ed Marketing Policy and Procedure.'

## 6. Authority and Compliance

<b>File Number</b>	HEP05
<b>Status</b>	Current
<b>Approval Authority</b>	Academic Board.
<b>Legislative Compliance</b>	<ul style="list-style-type: none"> <li>Education Services for Overseas Students Act 2000 (ESOS Act);</li> <li>Australian Qualifications Framework (AQF);</li> <li>Higher Education Standards Framework (2021); and</li> <li>National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students (2018)</li> </ul>
<b>Supporting Documents</b>	<ul style="list-style-type: none"> <li>Marketing Checklist</li> <li>Marketing Materials Approval form</li> <li>Third-Party Marketing Agreement</li> <li>Advertising Materials</li> <li>Course Flyer_BECE</li> <li>Course Flyer_GDECT</li> <li>Course Flyer_MTeach</li> </ul>
<b>Related Documents</b>	<ul style="list-style-type: none"> <li>CAIT Hi-Ed Grievance and Appeals Policy and Procedure</li> <li>CAIT Hi-Ed Engaging Education Agents Policy and Procedure</li> <li>CAIT Hi-Ed Privacy Policy and Procedure</li> <li>CAIT Hi-Ed Social Media Policy and Procedure</li> <li>CAIT Hi-Ed Admission's Policy and Procedure</li> </ul>
<b>Higher Education Standards Framework (Threshold Standards) 2021</b>	<ul style="list-style-type: none"> <li>Standard 1.1; ss 1 – 2</li> <li>Standard 2.1; ss 1 – 2</li> <li>Standard 2.3; ss 3 – 4</li> <li>Standard 2.4; ss 1</li> <li>Standard 3.1; ss 4</li> <li>Standard 3.3; ss 1</li> <li>Standard 4.2; ss 3</li> <li>Standard 5.2; ss 1</li> <li>Standard 5.4; ss 1</li> <li>Standard 7.2; ss 1 - 2</li> </ul>
<b>Education Services for Overseas Students (ESOS Act) and National Code of Practice for Providers of Education and Training to Overseas Students 2018</b>	<ul style="list-style-type: none"> <li>Standard 1; ss 1 – 4</li> <li>Standard 2; ss 1 – 2</li> <li>Standard 4; ss 1 – 3</li> <li>Standard 7; ss 1</li> <li>Standard 8; ss 5</li> </ul>
<b>Responsible Officer</b>	Operations and Marketing Manager
<b>Responsible Executive</b>	CEO.
<b>Enquiries Contact</b>	Operations and Marketing Manager
<b>Effective Date</b>	

<b>Expiry Date</b>	Not applicable
<b>Next Review</b>	3 Years from the effective date

## 7. Review Schedule

This policy will be reviewed by the Governance Board every three years.

Version History			
Version No	Approved by	Approval Date	Revision Notes
1.0	Governance Board	1/11/2024	New policy