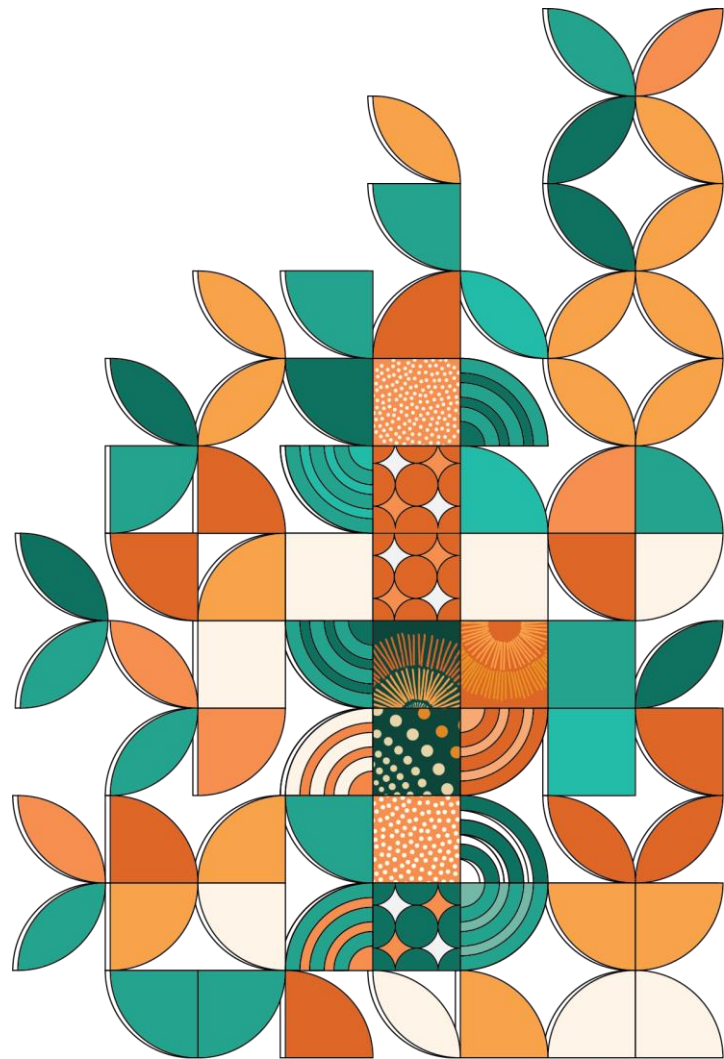


Advertising and Marketing Procedure



SECTION 1

1. Purpose

- 1.1 This procedure identifies the Institute of Health and Nursing Australia (IHNA's) clear guidelines and requirements for conducting advertising and promotional activities and for the preparation of materials, including print, broadcast and online media that are accurate, ethical, and compliant with relevant legislation and rules as required by the Education Services for Overseas Students Act 2000 and Standards for RTOs 2015.
- 1.2 This procedure is also aligned with the requirements of funding contracts including VET Student Loan, Skills First Program and Department of Training and Workforce Development (DTWD), Smart and Skilled Funding programs and also the ISO 9001:2015 standard.
- 1.3 This document aims to ensure that IHNA complies with the Education Services of Overseas Students Act 2000 (ESOS Act) and the National Code of Practice for Providers the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code) while providing accurate and transparent information, fair recruitment practices, and comprehensive support services to overseas and offshore students.
- 1.4 By adhering to this procedure, IHNA aims to maintain the highest standards of integrity, accountability, and compliance in its marketing activities, fostering trust and confidence among international students and stakeholders.

2. Scope

- 2.1 This Procedure applies to the request and approval of advertising and the design and production of marketing, publications, and promotional materials across the IHNA.
- 2.2 This procedure applies to all the IHNA staff and third parties undertaking domestic and international marketing activities on behalf of IHNA. This includes the implementation of any marketing activity or the development and distribution of any marketing product that is representative of IHNA, including but not limited to all persons undertaking marketing, recruitment, or promotion on behalf of the provider.

3. Definitions

- 3.1 Refer to the Glossary of Terms.

SECTION 2

Procedure

4. Marketing Approval Process

4.1 All marketing material will be approved using the Marketing Approvals Request form available on Monday.com.

4.2 Requests are completed by the relevant Marketing Department staff and approved by the Marketing Manager and Head of Quality Assurance Department.

4.3 A copy of the Marketing Approval Requests is saved for 7 years according to IHNA's Records Management Policy and Procedure.

4.4 Request for approval will be reviewed and approved within 5 working days.

5. Material Use and Version Control

5.1 Marketing and communication materials will be provided to education agents involved in the marketing of courses to prospective clients. These materials will be kept up to date and complete in accordance with the following procedure.

- a. Marketing and communication material is developed and approved in accordance with relevant regulations.
- b. Marketing and communication material is translated, if applicable, in accordance with the procedure for translation of marketing materials for overseas and offshore students, set out in this document.
- c. Marketing and communication material is sent to the education agent electronically by Relationship Officers.
- d. The Relationship Officers contacts the education agent and asks the education agent to confirm the provision of all required materials, item by item, marking each requirement in the applicable section of an Agent Information Pack Checklist.
- e. The Relationship Officers arranges for the provision of any items that are missing, fills in the date field, both parties sign the checklist, and it is added to the education agent's file.
- f. As subsequent versions of each marketing material are developed, the above steps are repeated for each new version and notes the new version numbers on the education agent's file.

6. Provision of Information prior to Enrolment

6.1 IHNA is committed to providing accurate, complete, clear, unambiguous, and up-to-date information to prospective students, and education agents. This information should meet all applicable legal and regulatory obligations. In accordance with the National Code, the following information will be provided to prospective students:

- a. IHNA's CRICOS number, name (Institute of Health and Nursing Australia Pty Ltd.), addresses, and contact details. These should appear on all marketing materials, including business cards.
- b. Requirements for acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required, and any applicable course credit policies.
- c. Course content, duration, qualification offered (if applicable), modes of study, and assessment methods.
- d. Campus locations and a general description of facilities, equipment, learning resources, and library resources available to students.
- e. Details of any arrangements with other registered providers, individuals, or businesses to provide the course or part of the course.
- f. Indicative course-related fees, including information on the potential for fee changes during the student's course and applicable refund policies.
- g. Information about grounds on which a student's enrolment may be deferred, suspended, or cancelled.
- h. For overseas students, a description of the ESOS framework and relevant information on living in Australia, including indicative costs of living and accommodation options.
- i. Where relevant, information on schooling obligations and options for school-aged dependents of intending students, including the potential for school fees.
- j. Procedures for assessing applicants' qualifications, experience, English language proficiency, and ability to meet entry requirements.

7. Translation of Marketing Material

7.1 Where marketing materials or other communication materials are to be provided to prospective students, either directly or through an education agent or media channel, the following procedure will be followed:

- a. An English language version of the materials is drafted and approved in accordance with IHNA's process.
- b. The English language version is sent to a translator accredited by the National Accreditation Authority for Translators and Interpreters and all text and spoken audio are translated into the target language.
- c. The translated words are incorporated into a new draft version of the marketing material.
- d. Consultation is undertaken with regard to the cultural appropriateness of any non-textual element of the materials and any forthcoming recommendations are implemented.
- e. A final approved version is published.

8. Conducting an initial discussion with a prospective student or group of students

8.1 Where an education agent or representative of IHNA Australia engages in an initial discussion with prospective overseas or offshore students regarding their study options with IHNA Australia, the following procedure will be followed, regardless of what communication medium is used:

- a. The education agent or representative thanks the prospective students for their interest in study with IHNA and greets them as appropriate.
- b. The education agent asks open questions to ascertain the nature of the prospective student's interest in study with IHNA Australia and determines whether the course(s) offered is (are) appropriate to their needs and only proceeds beyond this step if this is confirmed.
- c. The education agent or representative describes the (most appropriate) course(s) of study and offers the prospective student all of the information set out in the principle of provision of information prior to enrolment as set out in this document. The student may choose to receive this information in either print or electronic form and may seek any additional information or clarification.
- d. The prospective student is offered time to peruse the information before making a decision and invited to ask any further questions, having been informed of the cut-off date for applications for the soonest intake and.
- e. If the prospective student determines in the affirmative, the education agent or representative offers the student assistance in completing the procedures for application and enrolment.

4. Review Process

- 8.2 Changes in the Training and Assessment Strategy for any course in IHNA's scope shall be reflected in updates to marketing and advertising materials.
- 8.3 The National Training Manager is responsible for ensuring updates are completed in a timely manner.
- 8.4 IHNA conducts an ongoing review of its website.
- 8.5 An audit is conducted once every 6 months, and required actions are recorded in the Continuous Improvement Register.

5. Responsibility

- 8.6 The Chief Operations Officer (COO) and Marketing Department have responsibility for all domestic and international marketing and advertising activities.
- 8.7 The IHNA Marketing Team, in close co-operation with other departments within IHNA, is responsible for the implementation of this Procedure, including compliance in regard to domestic and international marketing and advertising.

SECTION 3

6. Associated Information

Related Internal Documents	<ul style="list-style-type: none"> • Admission and Enrolment Policy • Admission and Enrolment Procedure • Advertising and Marketing Policy • Continuous Improvement Register • Privacy policy • Social Media Policy • Communication with Regulators and Accreditation Agencies Policy • Communication with Regulators and Accreditation Agencies Procedure
Related Legislation, Standards, and Codes	<ul style="list-style-type: none"> • National Vocational Education and Training Regulator Act 2011 • Standards for Registered Training Organizations 2015 • Education Services for Overseas Students Act 2000 (ESOS Act) • National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code) • Australian Core Skills Framework • Enrolled Nurse Accreditation Standards 2017 • Relevant State and Territory funding contracts and eligibility documents • VET Student Loan Rules 2016 • VET Student Loans Manual for Providers, Version 4.2 • 2021 Standard VET Funding Contract, Skills First Program • ISO 9001:2015 Standard • Relevant State and Commonwealth contracts and eligibility documents (VET Student Loans, Skills First Program, Department of Training and Workforce Development (DTWD), Smart and Skilled)
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IHNA DocID	IHNA-AAMP2-3.0
Department	Marketing and Sales
SRTO2015 Stds and sub-standards	Standards of RTOs 2015 - Standard 4 Clause 4.1

7. Change History

Version Control		Version 3.0
Version No.	Date	Brief description of the change, incl. version number, changes, who considered, approved, etc.
V.1.0	10/07/2023	Separated policy and procedure and added procedure content.
V.2.0	13/02/2024	Updated in new template and logo
V.3.0	14/06/2024	Added information about translation of Material Added information about Provision of Material prior to enrolment Added information about Material Use and Version Control of Documents shared Updated in new template and logo