

unepartnerships
creating professional success

Policy

Marketing and
Communication

RTO-007



Contents

1. Purpose and Objective.....	2
2. Scope	2
3. Policy.....	2
4. Definitions.....	4
5. Related Information	5
6. Document Information	5
Schedule 1: Admission Guidelines.....	Error! Bookmark not defined.

1. Purpose and Objective

- 1.1 This policy outlines the principles which guide UNE Partnerships' external communications with students, clients, agents and the general public.
- 1.2 The objective of this policy is to ensure that external communications by and on behalf of UNE Partnerships is consistent with UNE Partnerships' values and corporate brand identity, as well as any relevant regulatory obligations.
- 1.3 This policy addresses the need to provide clear, current and accurate information about UNE Partnerships, as a Registered Training Organisation (RTO), its performance, and the training and assessment offered.

2. Scope

- 2.1 This policy applies to all external communications including forms, print and electronic templates, advertising, media releases, broadcast messages, digital publishing and print publications created by UNE Partnerships staff as part of their work.
- 2.2 This policy applies to the marketing and promotion of all courses offered by or on behalf of UNE Partnerships, whether accredited or non-accredited under the Australian Qualification Framework.

3. Policy

- 3.1 The UNE Partnerships brand is a valuable intangible asset that expresses its mission and values, strategic vision, culture and purpose, helping to distinguish its courses and services in a competitive tertiary education environment.
- 3.2 All external communications are designed to build the brand and reputation of UNE Partnerships, with the aim of:
 - 3.2.1 attracting domestic and international students to study with UNE Partnerships;
 - 3.2.2 encouraging corporate clients to engage UNE Partnerships to develop their workforce;
 - 3.2.3 developing and managing industry linkages; and
 - 3.2.4 proactively engaging with other external stakeholders, including regulators.
- 3.3 UNE Partnerships recognises that the key to establishing a brand known for its reputation and quality is to ensure that all forms of communication and marketing adhere to the highest standards of ethical practice.
- 3.4 UNE Partnerships upholds twelve (12) core principles in relation to marketing and communication that underpin its standards of practice:

Item	Principle	
1	Honesty	in all marketing and communication, ensuring that information provided to prospective students and ongoing communication with students during the course of their study, is accurate, relevant, timely and consistent with its scope of registration and does not imply any guaranteed outcomes in terms of successful completion, employment, employability or migration outcomes. This extends to honest and ethical competition practices between RTOs and the publication of relevant UNE Partnerships policy, procedure and fee and refund information.
2	Responsibility	for honouring all commitments made in marketing materials or promotions are current at the time of commitment and ensuring that no undue inducement to study or partner with UNE Partnerships is made.
3	Accessibility	through the use of plain English and non-technical terminology to maximise understanding and comprehension of messaging.
4	Fairness	for all by ensuring that all information relevant to making a decision to study with or partner with UNE Partnerships, including ongoing obligations, is made available prior to making a financial or legal commitment.
5	Transparency	in relation to consumer rights and commercial arrangements between UNE Partnerships and third-party providers, including recruitment via agents.
6	Respect	for the privacy of marketing leads, prospective students, students, staff, partners and other stakeholders.
7	Privacy	by seeking written permission to use the image, likeness or testimonial of any student, client or partner for the purpose of promotion.
8	Dignity	for all by ensuring that marketing and communications are not offensive to any population group or target audience and are inclusive of age, race and gender within the confines of the target market.
9	Freedom	for members of staff, external members of governance boards, students and other affiliates to freely contribute to public debate in their capacity as academic or subject experts as long as they do not purport to represent or speak on behalf of UNE Partnerships unless formally authorised to do so.
10	Accountability	for ongoing performance monitoring and corrective action in relation to marketing and communication undertaken on behalf of UNE Partnerships

Item	Principle	
		by third parties, including student recruitment agents and lead generation services.
11	Sustainability	In term of the environmental, social, financial and reputational impact of marketing decisions.
12	Compliance	<p>via robust procedures and templates addressing professional accreditation requirements and relevant legislation and standards, including the:</p> <ul style="list-style-type: none"> • Standards for Registered Training Organisations; • Education Services for Overseas Students Act 2000 and associated legislative framework; • VET Student Loads Act 2016 and associated Rules; • NSW Smart and Skilled Pre-Qualified Supplier Contract and Operating Guidelines • Qld VET Skills Assure Contract and Policies

3.5 UNE Partnerships uses the Marketing and Communication Procedure and the Marketing Materials Checklist to ensure that these principles are upheld in the creation of specific promotional materials and campaigns.

4. Definitions

Term	Definition
Agent	An accredited person or organisation with the authority to promote the UNE Partnership's programs and services to students or prospective students in nominated regions
Agent agreement	The agreement between UNE Partnerships and the Agent: including the Schedules
External communication	All forms of engagement with students and stakeholders external to UNE Partnerships such as print advertising, leaflets and brochures, forms, websites, banner advertising, posters, handbooks, corporate display material, letters, formal emails, media releases and media
International student	A non-resident of Australia or New Zealand studying at UNE Partnerships in Australia on a student visa or another type of visa

Term	Definition
Prospective student	A person who is considering attending UNE Partnerships but has not yet officially enrolled
Student	<p>An admitted or enrolled student of UNE Partnerships</p> <p>Admitted student means a student who has been admitted to a UNE Partnerships program of study and who is entitled to enrol in a unit of study.</p> <p>Enrolled student means a student who has been admitted to a UNE Partnerships course of study who is enrolled in a unit of study at UNE Partnerships</p>

5. Related Information

Related legislation	<ul style="list-style-type: none"> Standards for Registered Training Organisations (RTOs) 2015 ESOS Act (Education Services for Overseas Students) VET Student Loan Act 2016
Related documents	<ul style="list-style-type: none"> NSW Smart and Skilled Pre-Qualified Supplier Contract and Operating Guidelines Qld VET Skills Assure Contract and Policies VET Student Loans Rules VET Student Loans Provider Handbook

6. Document Information

Version	Version 2
Owner	Director of Marketing and Sales
Approver	Board of Directors
Date of initial approval	3 August 2020
Date of most recent approval	17 April 2023
Date of next review	16 April 2024



1800 066 128 | unep.edu.au