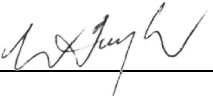


<b>Policy Name</b>	<b>MARKETING AND ADVERTISING POLICY</b>
<b>Policy Number</b>	<b>G011_PO (Governance)</b>
<b>Purpose</b>	<p>The purpose of this policy is to outline approach by the Whitehouse Institute of Design, Australia (Whitehouse) to:</p> <ul style="list-style-type: none"> <li>developing marketing and advertising collateral and</li> <li>ensuring that advertising and marketing activities are ethical and accurate.</li> </ul>
<b>Scope</b>	<p>This policy applies to all Whitehouse staff and stakeholders across campuses and for all courses offered by the institute.</p>
<b>Policy Statement</b>	<p>When marketing and advertising Whitehouse products, the institute will:</p> <ul style="list-style-type: none"> <li>always accurately represent its products and services in its advertising and marketing material to all its clients</li> <li>only market the AQF qualifications that Whitehouse is approved to deliver</li> <li>not market VET courses with HE courses on the same document</li> <li>not market non-accredited courses with accredited courses</li> <li>include the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) Code in all advertising material used to market courses to overseas students</li> <li>include information about registration and accreditation approvals</li> <li>obtain written permission from any person or organisation for use of any marketing or advertising material that refers to that person or organization Whitehouse will abide by any conditions of that permission.</li> </ul> <p>The printing and publishing of marketing and advertising material can only be authorised by the Executive Director(s) with the exception of information used on websites and social media sites which may be approved by the National Marketing Manager.</p>
<b>Relevant Legislation</b>	<ul style="list-style-type: none"> <li><a href="#">Higher Education Standards Framework (Threshold Standards) 2015</a></li> <li><a href="#">2016 Higher Education Support Act (2003)</a></li> <li><a href="#">Education Services for Overseas Students Act 2000 (ESOS)</a></li> <li><a href="#">Commonwealth Register of International Courses for Overseas Students (CRICOS)</a></li> <li><a href="#">Standards for Registered Training Organisations (RTOs) 2015*</a></li> <li><a href="#">The National Employment Standards</a></li> <li><a href="#">Privacy Act (Cwlth) 1988</a></li> <li><a href="#">Privacy and Personal Information Protection Act 1998 (NSW)</a></li> <li><a href="#">State Records Act 1998 (NSW)</a></li> <li><a href="#">Information Privacy Act 2000 (Victoria)</a></li> <li><a href="#">Copyright Act 1968 (Cwlth) and the Copyright Amendment (Digital Agenda) ACT 2000 (Cwlth)</a></li> <li><a href="#">Telecommunications Act 1997 (Cwlth) and associated Acts</a></li> </ul>

	<ul style="list-style-type: none"> <li>• <a href="#">Crimes Act 1914 (Cwlth)</a></li> <li>• <a href="#">Broadcasting Services Act 1992 (Cwlth) and associated Acts</a></li> </ul> <p>*(NVR Standard 24: Accuracy and Integrity of Marketing</p> <ul style="list-style-type: none"> <li>• The NVR registered training organisation must ensure its marketing and advertising of AQF and Vet qualifications to prospective clients is ethical, accurate and consistent with its scope of registration.</li> <li>• The NVR registered training organisation must use the NRT logo only in accordance with its conditions of use.</li> </ul>
<b>Key Related Documents</b>	<p>Code of Conduct</p> <p>Privacy Policy</p> <p>Staff Handbook</p> <p>Student Handbook</p> <p>Access and Equity Policy</p> <p>Access and Equity Procedure</p> <p>Privacy Policy</p> <p>Privacy Procedure</p> <p>Waivers/Permissions for use of work, photographs Forms</p> <p>Whitehouse Website</p> <p>Social media sites used by Whitehouse including but not limited to Facebook, Instagram and Twitter</p> <p>All Promotional Materials for Accredited Courses</p> <p>Advertisements</p> <p>Promotional Material Development Checklist</p>
<b>Definitions</b>	<p>Marketing and advertising includes:</p> <p>The website (www.whitehouse -design.edu.au) including the homepage</p> <p>Social Media such as Facebook, Twitter, Instagram etc</p> <p>Course Prospectus</p> <p>Correspondence such as Emails and Letters</p> <p>Course Application Forms</p> <p>Flyers and Brochures</p> <p>Magazine Advertisements</p>
<b>Responsible Officer</b>	Executive Director
<b>Approval Authority/ Authorities</b>	Board of Governors
<b>Date Approved</b>	10/04/2017
<b>Date of Commencement</b>	11/04/2017

<b>Date for Review</b>	11/04/2020		
<b>Documents superseded by this Procedure</b>	0014 - Governance - Marketing and Advertising Policy & Procedure August 2016 001.008 The implementation of the latest version of this policy Supersedes all previous versions of this policy		
<b>Amendment History</b>	<p><b>05/2018</b> Re-branding – Header &amp; Footer only</p> <p><b>12/2016</b> Policy and Procedures separated. Updated formatting and minor amendments Changed formatting Updated hyperlinks, updated documents</p> <p><b>08/2016</b> Title Change from Managing Director to Executive Director. Removal of Chief Executive Officer. (p.1, p.2, p.3, p.4, p.5) Removal of VET program Manager (p.3)</p> <p><b>12/2012</b> Changed formatting – included procedure and policy in one document Minor adjustments and inclusions to policy wording</p> <p><b>19/09/2012</b> Approved by Board (p.16 of the Board Papers)</p> <p><b>10/2009</b> Revision of 2007 version Prior approval Board of Governors – October 2009</p>		
<b>Signed and dated for Whitehouse Institute Pty Ltd</b>		Les Taylor	30/05/2018
	<b>Signature</b>	<b>Name</b>	<b>Date</b>

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INFORMAITON FOR PUBLISHING ON POLICY REGISTER	
Category	Governance
Stakeholders	Board of Governors Academic Board Executive Management Academic Staff Administration Staff Applicants to HE Programs Students