

## Marketing Policy and Procedure

### 1. Purpose

The purpose of this policy and procedure is to manage all of the Institute's publically accessible print and online publications, including marketing, advertising, branding and recruitment activities. All marketing and communication activities must:

- align with the Institute's strategic priorities;
- be factually accurate and ethical;
- enhance the Institute's reputation; and
- be compliant with the applicable legislative/regulatory requirements.

This policy is intended to amplify and expand upon the principles contained within the MIT Brand Guidelines.

### 2. Scope

This policy and procedure applies to the entire Institute marketing and communication activities including but not limited to:

- MIT brand;
- Corporate identity;
- Advertising;
- Recruitment;
- Website;
- Email signoff;
- Promotional Material, publications and graphic design;
- Campus Events; and
- Sponsorship

### 3. Definitions

Term	Definition
<b>Advertising</b>	To announce a program, product or service in a paid public medium of communication.
<b>Educational Agent</b>	An accredited agent approved and appointed by the Institute.
<b>Content Manager</b>	The person(s) assigned by the Institute to create and maintain content of the MIT website by gathering up-to-date and accurate content for publishing.
<b>Corporate identity</b>	The way in which the Institute visually presents itself to the public thereby influencing the image that people have of the Institute.
<b>Marketing and communication</b>	Includes advertising, branding, recruitment, and the use of the Institute's name, logo and key marketing messages.

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Term	Definition
<b>MIT brand</b>	Creating a unique and consistent name and image in the public's mind of what the Institute stands for. Branding aims to establish a significant and differentiated presence in the market, which creates and retains loyalty from the market.
<b>MIT Brand Guidelines</b>	Designed to create a consistent tone across all facets of Institute communication, as contained in the MIT Brand Guidelines document published June 2011, or as updated.
<b>MIT logo</b>	the symbol and name, which represents the Institute.
<b>National Code</b>	National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2017, as amended.
<b>Promotional Material</b>	Any combination of media that provides participants with descriptive information regarding the Institute. It can include brochures, email announcements, website and direct mail amongst others.
<b>Reputation</b>	The estimation in which the Institute is held, especially by the community or the public generally.
<b>Social Media</b>	Social networking websites used to share information, ideas, personal messages, and other content via electronic communication.
<b>Student Recruitment</b>	The act of identifying potential students, informing them of the opportunities available at the Institute, evaluating them for their fit with the Institute's offerings, and providing a range of materials and activities to assist them to decide if the Institute is the correct educational destination for them.

#### 4. Policy Statement

- 4.1. The Institute will conduct marketing and communication activities to promote the Institute to prospective students and the general public.
- 4.2. The Admissions and Marketing Department will manage all aspects of the Institute's corporate identity, brand management and marketing activities including advertising, student recruitment through various Educational Agents, student recruitment events, promotional publications, online and social media marketing, branding and design of corporate materials and templates (as outlined in the MIT's Brand Guidelines).
- 4.3. All marketing and communication materials must comply with the MIT Brand Guidelines and be authorised for publication by the Managing Director or nominee.
- 4.4. All information is provided with accuracy and integrity, is not false or misleading and is consistent with the ESOS Act, the National Code and Australian Consumer Law.

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## 5. Procedure

### 5.1. MIT brand

Elements of the Institute brand include its corporate identity, distinctive style and consistent tone and manner across all internal and external communication. Use of the logo, print, typefaces and web-based visual communication must comply with the standards outlined in the MIT Brand Guidelines.

### 5.2. Corporate identity

5.2.1. The corporate identity includes the MIT logo, logo positioning, logo variations, slogan, corporate colours, typography and other elements of visual identity. The rules governing corporate identity are contained in the MIT Brand Guidelines.

5.2.2. The corporate identity aims to:

- create a single, consistent and clear visual identity for MIT;
- project the Institute as reliable, caring, attentive and focused on graduate outcomes; and
- standardise the Institute's visual presentation in all communication, hence increasing efficiency.

5.2.3. Approval for use of the corporate identity, all aspects of branding, advertising template and collateral use are managed by the Managing Director through the Admissions and Marketing Department and must comply with the MIT Brand Guidelines. Use of the corporate identity must be uniform, accurate, consistent and informative and meet the requirements of the relevant regulatory requirements.

### 5.3. Advertising

5.3.1. The Managing Director, through the Associate Director, Admissions and Marketing is responsible for approving all advertising material for compliance with the corporate identity.

5.3.2. All advertising costs must be approved by the Managing Director.

### 5.4. Student Recruitment

5.4.1. Student recruitment must be undertaken in a professional manner to maintain the integrity and reputation of the Institute.

5.4.2 No students will knowingly be recruited where the recruitment would conflict with the National Code and relevant MIT policies and procedures, including the Institute's Admissions Policy and Procedure. Where an international student wishes to transfer to the Institute, all reasonable steps must be taken to check whether the student is enrolled with another provider before completing the enrolment, including:

- asking the student;
- checking the student's visa;
- using PRISMS (Provider Registration and International Student Management System).

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5.4.3 The Institute gives specific consideration to recruitment of Aboriginal and Torres Strait Islander peoples.

5.4.4 Educational Agents are required to:

- be ethical and knowledgeable;
- be up-to-date with current visa requirements, Institute programs and the education environment;
- monitor visa refusals, student feedback and application activity; and
- adhere to the terms and conditions of their agreement with the Institute.
- Educational Agents will be listed on the Institute's website.

## 5.5. Website and Promotional Material

5.5.1. There will be three content managers for the Institute website and promotional material:

- the Managing Director for marketing, and promotion;
- the Executive Dean for academic content; and
- the Group General Manager for all other content

5.5.2. The Managing Director holds overarching authority for the Institute website, registration of domain names and social media where a recipient might reasonably believe the information is written on behalf of the Institute.

5.5.3. Printed and other institute's promotional materials including the MIT website must clearly identify the Institute's TEQSA registered provider name and CRICOS number and contain accurate information and advice.

5.5.4. Promotional material and merchandise for gifts or sale must comply with corporate identity standards as specified in the MIT brand guidelines.

5.5.5. The Institute will make every reasonable attempt to inform individuals who participate in Institute photo shoots or videos, including graduations and other functions, that the material may be used for marketing purposes.

## 5.6. Campus Events

5.6.1. All campus events must be budgeted and approved by the relevant Campus Director.

5.6.2. The staff member proposing the campus event must submit a fully costed proposal for approval prior to the event to the relevant Campus Director.

## 5.7. Sponsorship

Proposals for sponsorship will first be assessed by the relevant staff member and, if supported, will be recommended to the Managing Director for final approval.

# 6. Responsibilities

## 6.1. The Institute's Board of Directors

The Institute's Board of Directors is responsible for approving the Institute's corporate identity, which will be managed by the Managing Director.

6.2. The Admissions and Marketing Department is responsible for ensuring that marketing strategies and related promotional materials are:

- accurate and ethical;

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- maintain integrity;
- comply with relevant legal and regulatory requirements; and
- contribute to the reputation of the Institute.

6.3. The Admissions and Marketing Department is also responsible for reviewing and updating the MIT Brand Guidelines as required.

## **7. Implementation and communication**

This policy and procedure will be implemented and communicated throughout the Institute via:

- the Institute's internal portal;
- Internal circulation to staff; and
- Staff professional development.

## **Supporting documents and References**

### **Government legislation/regulations:**

Australian Consumer Law

Copyright Act

Education Services for Overseas Students Act 2000 (ESOS)

DOH (Department of Home Affairs)

National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018 (National Code)

### **Institute documents:**

Admissions Policy and Procedure

MIT Brand Guidelines

MIT Social media Policy and Procedure

MIT Terms and Conditions of enrolment, Fee payment and Refund Policy

### **Other:**

Australian Universities policies

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