



Marketing and Promotion Policy

1. Purpose

King's Own Institute (KOI) ensures that marketing of its education and training services is professional, accurate and compliant with the Australian regulations for higher education providers. Maintaining the integrity and reputation of Australian higher education is a priority.

The purpose of this policy is to ensure that KOI's marketing and promotion is compliant with the Higher Education Standards Framework 2021, the National Code of Practice for Providers of Education and Training for Overseas Students 2018 and the Australian International Education and Training Agent Code of Ethics and to set high standards of quality for KOI's marketing, advertising, branding and recruitment activities, both in print and online.

All marketing and communication activities must:

- align with the KOI's strategic priorities;
- be factually accurate and ethical;
- be compliant with the applicable legislative and regulatory requirements, and
- position KOI as a leading higher education provider.

2. Scope

This policy applies to all KOI staff, stakeholders and agents, to all forms of promotion and to all material using the KOI logo.

3. Supporting documents and References

3.1 Related Documents

- Agent Management Policy)
- Agency Agreement
- KOI Agency Booklet
- KOI Branding Guidelines

3.2 Related Legislation

- Higher Education Standards Framework (Threshold Standards) 2021
- Education Services for Overseas Students Act 2000 (ESOS Act) as amended
- DHA (Department of Home Affairs) website
- National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code)
- Competition and Consumer Act 2010 as amended
- Privacy Act 1988 as amended

4. Definitions

Term	Definition
Agent	An individual, company or organisation that provides services, whether or not on a commercial basis, to prospective international students who wish to study at KOI.



Student	An individual who is formally enrolled to study at KOI and whose name appears on KOI's documents such as enrolment, admission and payment documents and who is assigned an individual student ID.
Corporate identity	Corporate identity reinforces KOI messages, creating a unified, strong, institute-wide identity. It is the way in which KOI visually presents itself to the public thereby influencing the image that people have of the Institute.
KOI brand	The KOI brand is a powerful expression of our identity and it needs to be protected with the greatest attention to detail. It is important that all KOI communications are clear and effective across all channels. Branding aims to establish a significant and differentiated presence in the market which creates and retains loyalty.
KOI logo	The symbol and name, which represents KOI. It gives KOI an identity and recognition and also communicates professionalism and builds trust.
KOI branding guidelines	The branding guidelines are a toolkit comprising the institutional logo, colours and typefaces associated with the KOI brand. The guidelines are designed to create a consistent tone across all facets of KOI communication.
National Code	National Code of Practice for Providers of Education and Training to Overseas Students 2018.
Promotional material	Any combination of media that provides participants with descriptive information regarding KOI. It can include brochures, email announcements, website and direct mail amongst others.
Content manager	The person(s) assigned by KOI to create and maintain content of the KOI website by gathering up-to-date and accurate content for publishing.

5. Policy Statement

KOI is committed to providing a clear and accurate description of the programs, services and educational experience offered to international and domestic students. This approach must be evident in all KOI's marketing material and on the KOI website, and in the way information is communicated through all marketing channels, including agents, exhibitions, events and articulation pathways.

6. Responsibilities and procedures

KOI will clearly identify its business and trading name, TEQSA Provider Number and CRICOS number in all marketing materials, including in material disseminated electronically. KOI's name and CRICOS provider number will be included in the footer on each page of its website and in all materials directed to the public.

KOI will ensure that it does not give false or misleading information or advice in relation to:

- claims of association between KOI and other providers or government bodies;
- the employment outcomes associated with a course;
- automatic acceptance into another KOI course;
- possible migration advice; or
- any other claims relating to KOI, its courses, or outcomes associated with completion of courses.

6.1 Student recruitment

Prior to accepting a student, KOI will provide the student with the following information:

- the requirements for acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required, prerequisites and assumed knowledge and whether course credit may be applicable;



- course content and design, duration, modes of study and assessment methods;
- campus locations and a general description of facilities, equipment, and learning and library resources available to students;
- pathways to employment and further study;
- indicative course-related fees including advice on the potential for fees to change during the student's course and applicable refund policies;
- information about the grounds on which a student's enrolment may be deferred, suspended or cancelled;
- (for international students) relevant information on living in Australia, including: indicative costs of living, accommodation options, and where relevant, schooling obligations and options for school-aged dependents of intending students, including the possibility that school fees may be incurred.

6.2 KOI brand and corporate identity

Behind every influential brand is a recognisable logo. Elements of the KOI brand include its corporate identity, distinctive style and consistent tone and treatment 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 KOI Brand Guidelines.

The corporate identity includes the KOI logo, logo positioning, logo variations, tagline, corporate colors, typography and other elements of visual identity. The rules governing corporate identity are contained in the KOI Brand Guidelines. The corporate identity aims to:

- create a single, consistent and clear visual identity for KOI;
- minimise risk from the misuse of the brand.

Use of the corporate identity must be uniform, accurate, consistent and informative and comply with the relevant regulatory requirements.

6.3 Advertising

The Marketing Director must approve all advertisements (except those for staffing appointments) for editorial, brand and legal compliance prior to dispatch and the CRICOS provider number must appear on all advertising both locally and internationally. Advertisements that are not paid by KOI or are partially paid by KOI (for example, in conjunction with an offshore/onshore agent or partner) and which carry the KOI logo must be approved by the Marketing Director. This requirement must be stipulated in any agreement negotiated with third parties.

For non-English materials, before giving approval, the Marketing Director will ensure that the materials are checked by a person with a good command of the relevant language to verify that the content is appropriate.

6.4 Agreements with the agents

All KOI education agents must hold a valid KOI agreement and be listed on the KOI website prior to the enrolment of any student recruited by them. All KOI educational agents are required to:

- be ethical and knowledgeable;
- be up-to-date with current visa requirements, KOI programs and the education industry;
- monitor visa refusals, student feedback and application activity; and
- adhere to the terms and conditions of their agreement with KOI.

Refer to the Agent Management Policy for further details.

6.5 Website and Promotional Material

The Vice-President (Student Affairs) holds overarching authority for the KOI website and registration of domain names and social media sites where a recipient might reasonably believe the information is written on behalf of KOI.

There are three content managers for the KOI website:

- the Vice-President (Academic) for academic content;



- the IT Director for administrative content; and
- the Marketing Director for marketing and promotion content.

For non-English materials, before giving approval, the content manager will ensure that the materials are checked by a person with a good command of the relevant language to verify that the content is appropriate.

All printed promotional material must clearly identify KOI's TEQSA provider number and CRICOS number and contain accurate information and advice.

KOI will inform individuals who participate in KOI photo shoots or videos, including graduations and other functions, that the material may be used for marketing purposes.

6.6 KOI events

All KOI events must be budgeted and approved by the CEO and President, or delegated authority as appropriate. The staff member proposing the event must submit a fully costed proposal for approval prior to the event.

Proposals for marketing and promotion events will first be assessed by the Marketing Director and, if supported, will be recommended to the CEO and President for approval.

6.7 Sponsorship

Proposals for external sponsorships will first be assessed by the Marketing Director and if supported, will be recommended to the CEO and President for approval.

7. Responsibilities

The Council of Directors is responsible for approving KOI's corporate identity.

The Marketing Director is responsible for ensuring that marketing strategies and related promotional materials are accurate. The Marketing Director is responsible for managing KOI's brand and corporate identity and for the operational implementation of this policy.

The Marketing Director is responsible for approving all advertisements, except advertisement for staffing appointments, for editorial, brand and legal compliance. The HR Manager is responsible for approving advertisements for staffing appointments.

Document control

Policy title	Marketing and Promotion Policy
Policy owner	Director, Marketing
Policy approver	Council
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Changes in this version	KOI Branding Guideline version updated. Update position titles (Marketing Manager, IT Manager) Update HESF 2015 to HESF 2021

***** END OF POLICY *****