



SECTION 3.1: **MARKETING AND COMMUNICATIONS POLICY**

The Australian Ballet School

RESPONSIBLE: Development Committee (DC)

VERSION 1 APPROVED BY THE BOARD: December 2021

LATEST VERSION: February 2024 (internal review)

REVIEW DATE: February 2025 (to be reviewed annually or earlier if new legislation is enacted)

POLICY ACCESS LOCATION: Staff Portal, Student Portal and The Australian Ballet School website

1. OVERVIEW

Marketing and communications bring together business, planning and strategy along with the creative elements of advertising, branding, public relations and social media and is an essential adjunct to the role of Development.

2. PURPOSE

The purpose of this policy is to provide guidelines for the management of marketing and communications, so they reflect the Statement of Purpose and Values of The Australian Ballet School (School) and are compatible with the School's business strategies. Effective marketing and communications strategies raise public awareness, capture identified external audiences and enhance and protect the School's reputation as a unique provider of professional training to young dancers. This policy is designed to ensure marketing and communications comply with the requirements of the Australian Skills Quality Authority (ASQA) www.asqa.gov.au and the *Education Service for Overseas Students Act 2000* (ESOS Act) www.internationaleducation.gov.au, the National Code of Practice for Providers of Education and Training to Overseas Students (the National Code), Vocational Education Training Legislation (VET), VET Student Loan Legislation and other relevant legislation.

Related Policies: This policy should be read in conjunction with the Media Relations Policy (3.1.1), Social Media Policy (3.1.2), Development Policy (3.2) and Photography Film and Recording Policy (4.3.2).

3. WHO DOES THIS POLICY APPLY TO

The policy applies to **Board Members**, **Staff Members** and students and other individuals working on behalf of the School, where funds and resources are being used to represent the School to external audiences.

4. DEFINITIONS

The **Australian Skills Quality Authority (ASQA)**: the national regulator of Australia's Vocational Education and Training (VET) sector. ASQA regulates courses and training providers through the Australian Qualifications Framework (AQF) in accordance with nationally approved quality standards.

Commonwealth Register of Institutions & Courses for Overseas Students (CRICOS): CRICOS lists all Australian education providers that are approved to teach overseas students and the courses that they offer. As an ASQA RTO that also enrolls and trains international students, the School is also a nationally registered CRICOS training provider.

ESOS Act: the *Education Service for Overseas Students Act 2000* which establishes legislative requirements and standards for the provision of quality assurance of education and training institutions, offering courses to international students who are in Australia on a student visa.

Executive Team: means the Artistic Director & Head of School (AD/HoS), the Executive Director and the Director of Development.

National Code: the ESOS Act, revised *National Code of Practice for Providers of Education and Training to Overseas Students 2018* which commenced from 1 January 2018.

Registered Training Organisation (RTO): deliver industry specific nationally accredited training programs and support services to students, resulting in accredited qualifications or statements of attainment that are recognised and accepted throughout Australia.

VET Student Loan Provider: The School is an accredited VET Student Loans provider to eligible students enrolled in the Diploma of Dance, Advanced Diploma of Dance and the Graduate Diploma of Classical Ballet.

VET Student Loan (VETSL Debt): an Australian Commonwealth Government assistance loan that helps eligible students studying for a diploma qualification or higher to pay their tuition fees.

5. POLICY

The Marketing and Communications team, in consultation with the Executive Team, identify key opportunities, threats, strengths and weaknesses, set objectives and develop action plans to achieve marketing goals which align with the business strategies of the School. The Marketing and Communications team also provides direction on the correct voice and tone of all internal and external communications.

As an RTO, the School is committed to marketing its training and assessment services in an accurate, factual, ethical and responsible manner ensuring that all students and prospective students are provided with timely and necessary information. See: Section (6.2) - *Marketing and Advertising Information and Materials provided to Students and Prospective Students*.

The Marketing and Communications team will work with the RTO Lead to ensure communications

will meet the School's obligations as an RTO and a CRICOS Provider and pursuant to the ESOS Act.

All marketing must comply with the requirements of ASQA, CRICOS, the ESOS Act and VET Legislation, noting:

- With respect to VET Legislation, where the School mentions the possible availability of a VET student loan, it does so clearly and prominently stating, "*VET student loans will not be approved for students who do not meet eligibility requirements*":
 - o refer School homepage under "Policies" for **VET Student Loan Policy and Procedure** for comprehensive eligibility requirements.

Under the guidance of the Head of Marketing and Communications, marketing and communications material must be approved in advance by the Executive Team and in all matters in relation to RTO compliance, CRICOS, ESOS and VET Student Loans (VETSL), the RTO Lead Manager. All such material must comply with relevant business strategies, meet all compliance requirements and be within the scope of the allocated budget.

All marketing and communications material must reflect the corporate image of the School and must comply with all procedural guidelines for accreditation of publications, including photographs.

The School's relationship with corporate partners and affiliated organisations must be regulated by written agreements, contracts or Memoranda of Understanding.

6. PROCEDURES

6.1 Promotional Campaigns and Advertising Material:

The Marketing and Communications team appoints and manages external agencies to provide professional advice, media and creative services for corporate branding and key marketing campaigns and projects. All agency briefs are managed through the Development Department.

The Director of Development and the Head of Marketing and Communications approve all promotional campaigns and promotional material for editorial, brand and compliance.

The Executive Director approves all recruitment campaigns and recruitment material.

The RTO Lead approves all aspects of RTO and VET compliance for any promotional or advertising material.

6.2 Marketing and Advertising Information and Materials provided to Students and Prospective Students:

Where marketing assets and activities relate to RTO courses, all marketing, including on the School's website, and all materials and promotions for nationally recognised training, must comply with the requirements of the National Code, CRICOS, ESOS Act and VET Legislation. All such content must:

- State the legal or trading name of the School;
- Include the School's Training Organisation ID 3132;
- Include the School's CRICOS Training Provider Code 00253A;
- Use the Nationally Recognised Training (NRT) logo in accordance with its Conditions of

Use outlined in Schedule 4 of the *Standards for Registered Training Organisations (RTOs) 2015* for ASQA Registered RTOs;

- Include the full name and code of the relevant Training Product(s) (i.e., qualification, accredited course, unit);
- Maintain consistency with the School's Training Assessment Strategies (TAS) for each of the accredited courses being delivered;
 - Declare all relevant cost information (Student Fees & Charges), potential debts incurred (e.g., from a VETSL Debt).

The School must not promise overseas students any migration outcome from undertaking any course it offers. The School must not guarantee a successful education assessment outcome for a student or prospective student.

The School will not knowingly enrol/recruit a student seeking to transfer from another provider before the student has completed six months of their principal course except in circumstances permitted in the National Code, Standard 7 (Overseas Student Transfers).

6.3 Provision of Written Agreements to Students and Prospective Students:

In accordance with *Standards for Registered Training Organisations (RTOs) 2015* (Clause 4.1), in any written agreement (contract) provided to a student or prospective student, the School must:

- Declare and disclose its association with any other persons or organisations with which it has arrangements for the delivery of its courses in which the student intends or may apply to enrol;
- State any prerequisites including English language proficiency (including for International Students, the required International English Language Literacy Test Score (IELTS) for entry to the course; and attainment of an LL&N (Language, Literacy & Numeracy) "Pass" result as regenerated using the School "**LLN Robot**" application tool;
- Provide any other information relevant to the School, its courses or outcomes associated with those courses.

6.4 Auditing of the School's Website:

The School's website is critical to its marketing and communications activities. Any substantive changes to the School's website must be approved in advance by a member of the Executive Team. Only pages that are relevant for compliance will require input from the RTO Lead. The website must be audited annually by the Marketing and Communications team in consultation with the RTO Lead and the Head of Boarding.

6.5 Permission to use externally sourced material:

The School must not use any person or organisation as a source of comment, testimonial or image for any marketing and/or other material without first obtaining their written permission. All such permissions must be maintained in a Permissions Register which is overseen by the Director of Development. Where this relates to a student at the School, a copy of the written permission must also be placed on the student's file.