



MARKETING POLICY

Authorised By:	President (CEO)	Revision: 2.12
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Related Documents:		
Responsible Officer:	Registrar	
Review:	Executive	

Any person who requires assistance in understanding any aspect of this document should contact the Responsible Officer

1. Overview

Tabor is committed to ensuring that its marketing and advertising of AQF qualifications and other services are ethical, accurate and consistent. Pursuant to this commitment, this policy has been developed to guide all communication and promotional activities carried out by its Faculties and Departments.

2. Scope and Applications

This policy applies to any Tabor staff member who is involved in the marketing and advertising of Tabor qualifications or courses. This policy also applies to marketing or promotional activities associated with joint ventures involving Tabor and other groups or agencies.

3. Policy Principles

- 3.1. Staff members are not authorised to, and will not enter into formal agreements with Agents to recruit overseas or domestic students.
- 3.2. Tabor will ensure that marketing and advertising of its services are undertaken with integrity and accuracy and, pursuant to this Tabor staff will ensure that marketing materials and activities:
 - 3.2.1. Clearly and accurately describe the institution and its operations
 - 3.2.2. Clearly and accurately represent the service or product being offered
 - 3.2.3. Clearly and accurately display its TEQSA registration number
 - 3.2.4. Make no false or misleading comparisons which can be drawn with any other institution or its courses.
 - 3.2.5. Are compliant with this policy in instances where Tabor is the approved institution in a partnership in which a course is delivered with another entity
 - 3.2.6. Include a consistent brand and image for Tabor.
 - 3.2.7. Adhere to Tabor's marketing strategy

3.3. Compliance Requirements

- 3.3.1. All marketing material must be approved by the Marketing Manager in consultation with the Registrar, and Deans of Faculties / Departments who take responsibility to be familiar with the College's programs and its accreditation/registration status, as well as the requirements in related legislation.
- 3.3.2. Written permission will be obtained from any person or organisation for use of any marketing or advertising material which refers to that person or organisation, and the college will abide by any conditions of that permission.
- 3.3.3. Where an external marketing advertising agency is used, such agency will comply with all legal and ethical requirements to which Tabor is subject and all marketing and advertising materials will be approved by the Marketing Manager and Registrar prior to use.
- 3.3.4. Full contact details and the logo for the College/Campus will be included in any written marketing and other material for students, including electronic form.
- 3.3.5. All marketing information and material will clearly state whether it is applicable to International onshore students, or Australian resident students or both.

4. Procedures

- 4.1.1. All proposed promotional activities must gain approval by the Marketing Manager at each stage of development as detailed below. A 4 – 6 weeks turnaround time must be allowed for.

Concept Stage:

- 4.1.1.1. The idea proposed by the Faculties or Departments must attain approval in terms of:

- Content
- Audience
- Medium
- Appeal
- Timing / deadlines
- Quote

Design Stage:

- 4.1.1.2. Once approved and signed off by the Marketing Manager and the Registrar the information goes to a graphic designer who will work collaboratively with the Marketing Manager to ensure that the promotional material meets all the required design criteria. This includes: styling, graphics, formats, fonts, logo's.

Evaluation Stage:

- 4.1.1.3. Once the design process is complete and the graphic designer and the Faculties and Departments heads are satisfied with the outcome, the promotional piece goes to the Marketing Manager for sign-off.

Dissemination Stage:

- 4.1.1.4. Once the Marketing Manager is satisfied and has approved the quality and graphic standards of the proposed material, the information is disseminated externally.
- 4.1.1.5. Faculty or Department heads will follow undertake the following procedures before promotional material is disseminated in accordance with compliance requirements outlined in 3.2 above

5. Definitions

5.1. Marketing Manager

The Marketing Manager, in conjunction with the Recruitment Manager, is the person responsible for the development and delivery of all marketing operations at Tabor. The combined roles include, but are not

limited to Faculty and denomination visits, advertising, writing promotional literature, market research, dealing with media interest, brand imaging, planning future marketing strategies for new product launches or special events.

5.2. Marketing and promotional material, activities and information

Includes but is not limited to: prospectuses, handbooks, brochures, and other printed materials; audiovisual material; Tabor website or other website; communications strategies; events; broadcasting; multi-media; stationary; Corporate literature; displays and signage.

See also [Global Definitions](#)

6. Communication / Training

6.1. All new staff will be made aware of this policy at induction.

6.2. Current staff will be made aware of amendments to this Policy via email notification