

Marketing Policy Version 1.0

1. Purpose

This policy outlines the principles and guidelines governing the marketing activities of Nexus Institute of Higher Education. The objective is to ensure transparency, ethical conduct and alignment with the Institute's mission, values and strategic goals. The policy complies with the Higher Education Standards Framework (Threshold Standards) 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.

The policy should be read in conjunction with

- Education Agent Management Policy
- Information and Records Management Policy
- Marketing and Student Recruitment Plan

2. Scope

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

3. Definitions

Corporate identity. Corporate identity reinforces marketing messages, creating a unified, institute-wide identity. It is the way in which Nexus Institute presents itself to the public.

Brand. Branding aims to establish a significant and differentiated presence in the market which creates and retains loyalty. The brand needs to be protected with the greatest attention to detail. All communications should be clear and effective across all channels.

Nexus Institute logo. The symbol and name, which represents Nexus Institute, gives the Institute an identity and recognition, communicates professionalism and builds trust.

4. Policy statement

All marketing initiatives must align with the Institute's mission and values. Marketing campaigns should emphasise the commitment to academic excellence, student support and wellbeing and industry engagement.

The Nexus Institute website is the public repository of information which provides accessible, accurate, relevant and timely information for students, including access for students with special needs, to enable informed decision making about educational offerings and experiences.

All promotional materials and communications must be accurate, truthful and transparent. The Institute commits to providing clear and honest information regarding programs, accreditation, fees and any other details to prospective students and other stakeholders.

The Institute will regularly review and update marketing materials to ensure compliance with the legislative and regulatory requirements and this policy.

5. Procedures

All advertisements and any use of the institute's brand must be approved by the Marketing Manager.

Nexus Institute will clearly identify its business and trading name, TEQSA Provider Number and CRICOS number in all marketing materials, including in material disseminated electronically. The Nexus Institute 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. **Courses will not be described as accredited until such accreditation is obtained.**

Nexus Institute will ensure that marketing material does not give a false or misleading information or advice in relation to **acceptance and credit into another course of study and employment and other outcomes associated with a course or possible migration advice.**

Prior to accepting a student, Nexus Institute 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 is 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 schooling obligations and options for school-aged dependants of intending students, including the possibility that school fees may be incurred.

Digital marketing, including website content, social media, and online advertising must be ethical and contribute positively to the institute's reputation. **The Nexus Institute website contain current information that includes:**

- the registered name and trading names of Nexus Institute, regulatory status and authority to provide courses of study to international students studying on an Australian student visa
- the instrument establishing the entity
- the members of the governing body and senior executive
- the financial standing of the provider
- indicative total student enrolments
- a high-level organisational chart that includes the organisational units that deliver courses of study, such as schools or faculties
- the locations at which higher education is offered
- an overview of teaching campuses, facilities, learning resources and services provided for students

- a list of all higher education courses of study that are offered, including their accreditation status, recognition in the Australian Qualifications Framework, authority to offer the course to international students, duration, arrangements for credit transfer and indicative estimated annual enrolments
- third party arrangements to deliver courses of study
- how to lodge a complaint about the higher education provider
- contact details.

All Nexus Institute education agents must hold a valid agreement with Nexus Institute and be listed on the Nexus Institute website prior to the enrolment of any student recruited by them. Nexus Institute will regularly monitor and assess the performance of its agents, ensuring they align with the institute's values and contribute to the overall student experience.

Nexus Institute will regularly assess the effectiveness of marketing strategies and use feedback from students, staff and other stakeholders to continuously improve marketing efforts.

6. Roles and responsibilities

The Board of Directors is responsible for approving Nexus Institute's corporate identity.

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

The Marketing Manager is responsible for approving all advertisements (except those for staffing appointments) for editorial, brand and legal compliance.

7. Related information

- Higher Education Standards Framework (Threshold Standards) 2021
- National Code of Practice for Providers of Education and Training for Overseas Students 2018
- Australian International Education and Training Agent Code of Ethics

8. Document control

Category	Operational
HESF Standard	7.2, 7.3
Policy name	Marketing Policy
Policy owner	CEO
Policy approver	Board of Directors
Date of approval	20 June 2025
Date of next review	1 February 2027
Change log	Version 0. Original version created on 4 February 2024 and approved by the BOD.
	Version 1 (9 May 2025). Link to Information and Records Management Policy and Marketing and Student Recruitment Plan and align with HESF 7.1.1 and 7.3.1 and 7.3.2.