

POLICY C4.1

MARKETING AND INFORMATION POLICY

1.0 INTRODUCTION

1.1 Context

The Australasian College of Health and Wellness (ACHW) is a nationally accredited institute of higher education and approved FEE-HELP provider and has obligations regarding marketing collateral and promotional activities under the Higher Education Threshold Standards Framework 2021 (HESF), the Higher Education Support Act 2003 (HESA) and Australian Consumer Law.

The same obligations apply to ACHW Third Party Partners and ACHW is responsible for ensuring compliance with these.

The Australian Consumer Law continues to apply to any non-AQF award programs offered by ACHW.

1.2 Purpose

This policy aims to ensure that ACHW marketing collateral and promotional activities (including collateral and activities by Third Party Partners) are ethical, current, accurate, accessible and comply with relevant legislative requirements.

1.3 Scope

This policy applies to all ACHW accredited and non-accredited marketing and promotional collateral used for student recruitment, Third Party Partners and ACHW staff.

1.4 Scope Exceptions

None.

2.0 RESPONSIBILITIES

1. ACHW staff and Third Party Partners are responsible for following and complying with this policy and its procedure.

3.0 POLICY

3.1 Principles

1. ACHW is committed to ensuring its marketing collateral and promotional activities are ethical, current, accurate accessible and maintain the integrity and reputation of the Australian education sector.
2. ACHW makes a range of information publicly available in order to assist prospective students to make an informed choice.
3. ACHW ensures its marketing collateral and promotional activities comply with requirements set by the HESF, HESA and any other relevant legislation, such as Australian Consumer Law legislation.
4. ACHW provides inductions and training on this policy and its procedure to relevant ACHW staff and Third Party Partners.
5. All marketing collateral and promotional activities are quality assured prior to being used in the marketplace.
6. ACHW will ensure that the use of third party logos, including government logos are used in line with written authorisation or published guidelines.
7. ACHW will ensure it does not:
 - a. Make statements that are incorrect, or likely to create a false impression.
 - b. Offer inducements to prospective students that contravene regulatory or legislative requirements.
 - c. Use third party contact lists unless these comply with the requirements of subsection 19-36C (3) of the HESA.
 - d. Make any false or misleading comparisons with any other provider or their courses, nor any inaccurate claims about ACHW's association with any other provider or organisation.
8. ACHW undertakes reviews of its marketing collateral to ensure compliance requirements are met and reports outcomes to the ACHW Corporate Board via the Audit and Risk committee.

4.0 DEFINITIONS

- **Third Party Partner** means an organisation, other than ACHW, providing education services to students on behalf of ACHW via a written agreement.

5.0 REFERENCES AND ASSOCIATED INFORMATION

- ACHW Marketing and Information Procedure
- ACHW Third Party Policy and Procedure
- [Higher Education Threshold Standards Framework 2021](#)
- [Higher Education Support Act 2003](#)
- [Competition and Consumer Act 2010](#)

6.0 POLICY OWNERSHIP

Policy Owner	Chief Quality Officer
Status	Reviewed September 2025
Approval Authority	ACHW Corporate Board
Date of Approval	11/09/2025
Effective Date	15/09/2025
Implementation Owner	Chief Marketing Officer
Maintenance Owner	Senior Compliance Manager Higher Education
Review Due	October 2027

7.0 AMENDMENTS

Version	Amendment Approval (Date)	Amendment Made By (Position)	Amendment Details
C4.0	18 October 2022	Corporate Board	New Policy established.
C4.1	11 September 2025	Senior Compliance manager Higher Education	Minor administrative changes <ul style="list-style-type: none"> • Update to staff titles • Template slightly revised following benchmarking