

ADVERTISING POLICY

Version Control

Approved	Standing Committee of Academic Board Standing Committee of Council
Approval Date(s) (from most recent)	27/01/2017, 01/04/2015, 15/04/2009
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Responsible Officer	Dean
Author(s) and Role(s) from most recent	Diane Speed (Dean)
Related Documents (explicitly cross-referenced)	Higher Education Standards 2015 SCD Student Grievance Policy
Higher Education Standards (2021)	7.1, 7.2, 7.3
National Code (2018) (if directly relevant)	1.1, 1.2, 1.3, 1.4

1. SCD is responsible for the advertising of its awards and related material directly by the Office of the Dean, the SCD Graduate Research School, and the SCD Korean School of Theology, and also by its Member Institutions (MIs).
2. MIs must comply with SCD guidelines.
3. In its direct advertising SCD will follow the highest principles in respect of honesty, accuracy, clarity, and timeliness in advertising, in any medium.
4. SCD expects its MIs, in line with their obligations under the Memorandum of Understanding, to follow the same principles and exercise due care in observing current SCD policies and procedures in their advertising.
5. The Office of the Dean will conduct regular audits both of the SCD website and printed advertising and also of the websites, social media, and printed advertising of its Member Institutions.
6. The SCD will ensure that all advertising associated with SCD programs of study complies with the current Higher Education Standards.
7. The SCD will manage its website to allow appropriate levels of access to the public and to specific groups within its community.
8. The SCD will advertise its programs of study and other events and place notices only in reputable publications.
9. Korean advertising on the SCD website will be accompanied by an English translation.

10. Korean translations of key information for students will be immediately available or easily located through clear directions in Korean.

RELATED DOCUMENTS

Communications Policy
Overseas Students Policies
Student Support and Welfare Policy

NOTE: ADVERTISING REQUIREMENTS FOR MEMBER INSTITUTIONS

The Higher Education Standards (2015), Standards 7.2 and 7.3, set out the information requirements that will underlie SCD advertising from 1 January 2017.

The principles set out above as SCD policy should inform MI advertising, including the following:

1. As soon as relevant awards are mentioned, it must be made clear that the responsible Higher Education Provider to whom the awards are accredited and by whom they are conferred is the Sydney College of Divinity.
2. The SCD CRICOS Code should be provided at the same time, and the individual CRICOS codes for each course as delivered by the individual MI (if relevant) should be provided alongside the course information.
3. The SCD website should also be provided for reference.
4. All information provided in the advertisement must be clear, accurate, and in line with SCD policy in respect of:
 - (a) regulations and requirements for the awards;
 - (b) details of units of study;
 - (c) fees and charges, refunds, and tuition assurance; and
 - (d) available support for fees, learning, and welfare.
5. Information for students about lodging a grievance must be easily accessible and include:
 - (a) the full Student Grievance Policy, including forms; and
 - (b) the names and contacts for the MI's Grievance Handler and Student Advocacy Officer.
6. In the case of brief advertisements, summary information should be accompanied by a direction to full information to cover the matters referred to above or hyperlinks in websites.
7. The SCD logo for advertising may be accessed on request to the Office of the Dean.