

ADVERTISING POLICY

1. The SCD will follow the highest principles in respect of honesty, accuracy, clarity, and lawfulness in advertising, in any medium it uses.
2. The SCD expects that its Member Institutions will follow the same principles and will exercise due care in observing current SCD policies and procedures.
3. The Office of the Dean will conduct regular audits of the SCD website and printed advertising and also of the websites and printed advertising of its Member Institutions. Such audits will take place at least twice a year.
4. The SCD will ensure that all advertising associated with SCD programs of study complies with State and Commonwealth Government regulations. In respect of websites, relevant considerations were set out in the SCD document 'Website Design and Contents' of 22.11.2006; the SCD will continue to be compliant with subsequent State and Commonwealth Government regulations.
5. The SCD will manage its website to allow appropriate levels of access to the public and to specific groups within its community.
6. The SCD will advertise its programs of study and other events and place notices only in reputable publications.

RELATED DOCUMENTS

Overseas Students Policies

Student Support and Welfare Policy

Website Design and Contents (presented to Council 22.11.06, evidence of acceptance by Member Institutions in report to Council 11.04.07)