

Document title:		Ethical Marketing and Advertising Policy
Approving authority:		Board of Directors
Related policies:		Public Relations and Reputation Management Policy Branding and Logo Usage Policy Pre-enrolment Information Policy Client Interaction and Service Excellence Policy Digital Communication Policy Media Relations and Communications Policy Regulatory Requirements Policy
Next review:		01/06/2026
Version	Release date	Comment
V1.0	01/06/2023	Initial release

1. Purpose

The purpose of this Ethical Marketing and Advertising Policy is to guide ITAC in its marketing efforts, ensuring that all activities are ethical, professional, and compliant with relevant VET standards and government contract requirements. The policy aims to promote ITAC's brand and services in a manner that upholds trust, respect, and integrity.

2. Scope

This policy applies to all ITAC employees and contractors involved in marketing, advertising, and promotional activities on behalf of the organization.

3. Policy Statement

ITAC is committed to conducting its marketing and advertising activities responsibly, adhering to the highest ethical standards, and complying with all applicable laws, regulations, and guidelines. Our marketing materials and strategies must accurately represent our services and training offerings without exaggeration, omission, or deception.

4. Ethical Marketing and Advertising Practices

To ensure ethical marketing and advertising practices, ITAC will:

- Ensure all marketing and advertising materials are accurate, truthful, and not misleading.

- Avoid making false, misleading, or unsubstantiated claims about our services, competitors, or industry.
- Comply with VET regulations, industry standards, government contract requirements, and other relevant guidelines.
- Obtain the CEO's approval for all marketing and advertising materials.
- Regularly review and update marketing materials to ensure continued accuracy and relevance.

5. Responsibility and Compliance

All ITAC employees and contractors involved in marketing and advertising activities are responsible for familiarizing themselves with this policy and adhering to its guidelines. Any concerns or potential breaches of this policy should be reported to the CEO or designated manager for appropriate action.

6. Review and Modification

This policy will be reviewed periodically to ensure compliance with relevant legislation, industry standards, and best practices. Any changes to the policy will be communicated to all employees and contractors involved in marketing and advertising activities.
