



AUSTRALIAN SCHOOL OF ABU DHABI

MARKETING POLICY

1. SCHOOL VISION

Australian School of Abu Dhabi (ASAD) fosters globally minded graduates through inclusive education, nurturing a sense of belonging, understanding, and respect. We empower students with skills, empathy, and awareness to contribute locally and globally.

2. SCHOOL MISSION

Australian School of Abu Dhabi (ASAD) provides a diverse curriculum with global perspectives to all students. We foster inclusion, embrace diversity, promote understanding, and empower students to excel academically and socially. Our commitment to inclusivity ensures every student feels valued and supported.

3. INTRODUCTION

The Australian School of Abu Dhabi (ASAD) recognises its responsibility to ensure that all marketing activities and materials reflect the values and regulations of the Abu Dhabi Department of Education and Knowledge (ADEK) and the laws, morals, customs, and traditions of the United Arab Emirates.

This policy outlines the principles and standards that guide the creation, approval, and use of all marketing content produced by the school. It ensures that all marketing materials — including advertisements, social media posts, website content, printed publications, and public communications — are accurate, transparent, respectful, and aligned with ADEK's core values.

4. PURPOSE

The purpose of this policy is to ensure that all marketing materials at the Australian School of Abu Dhabi are clear, accurate, current, and compliant with ADEK's regulations. It aims to promote a truthful and respectful image of the school that reflects its values, supports its long-term development goals, and upholds the morals and cultural expectations of the United Arab Emirates.

5. SCOPE

This policy applies to all marketing and communication activities of the Australian School of Abu Dhabi (ASAD), including materials produced by staff or external representatives. It covers all forms of marketing, such as print, digital, social media, and public promotions, to ensure every message about the school is accurate, professional, and compliant with ADEK's requirements.

6. DEFINITIONS

TERM	DEFINITION
Non-Fee Income	Any source of revenue for the school other than tuition fee and other fee, including but not limited to donations, grants, sharia-compliant endowments in accordance with the Federal Decree Law No. (5) of 2018 on WAQF (Endowment) and its amendments, the Federal Decree Law No. (18) of 2020 on Private Education and its amendments, Federal Decree Law No. (3) of 2021 Regarding Regulating Donations , crowdfunding, rental income from school buildings, grounds, facilities, etc.

Owner	An individual or entity (local or foreign) with legal ownership rights of a school.
School Marketing Material	Any communication materials used to advertise or promote the school, its activities, and services to the wider public. These include all verbal, written, and visual means of communication such as school websites, prospectus, advertisements (on newspapers, leaflets, boards, etc.), interviews on TV or radio, posters on school buses, and school profiles on social media outlets (Facebook, X, etc.).

7. POLICY

7.1 Obligations and Accountability

7.1.1 [Vetting of School Marketing Materials](#)

The Governing Board and Senior Leadership of the Australian School of Abu Dhabi (ASAD) shall monitor, review, and approve all marketing and advertising materials to ensure full compliance with ADEK's core values, policies, and the *ADEK School Cultural Consideration Policy*.

All marketing materials must be accurate, ethical, and lawful, particularly in relation to the use of copyrighted material. The school shall ensure compliance with Federal Decree Law No. (38) of 2021 on Copyrights and Related Rights, and all other applicable UAE regulations governing intellectual property and public communication.

7.1.2 [Accurate Communication of Information Regarding ADEK](#)

ASAD shall ensure that any information referencing or attributed to ADEK is accurate and verifiable. ASAD shall not make or imply any false claims of ADEK endorsement for its events, publications, or marketing materials. Furthermore, ASAD shall obtain prior written approval from ADEK before using the ADEK logo or any other official branding in its communications or promotional materials.

7.2 Marketing Materials

7.2.1 [Obligations](#)

The Australian School of Abu Dhabi (ASAD) shall ensure that all marketing materials are clear, accurate, and appropriate for the educational context, in full alignment with ADEK's *Marketing Policy*, the *ADEK School Values and Ethics Policy*, and the *ADEK School Cultural Consideration Policy*.

All school marketing materials must:

1. Be clear and consistent, without contradictory or misleading messages. Disclaimers, footnotes, or small print must not conflict with the main message, and all information must be easily readable, visible, or audible.
2. Be accurate and truthful and must not contain any false or misleading representations of the school's curriculum, facilities, achievements, or assessment results.
3. Clearly display the school's official name and registration number as approved by ADEK.
4. Be appropriate and culturally sensitive, reflecting the school's approved license, the values of ADEK, and the customs and traditions of the United Arab Emirates.

5. Present relevant and verifiable information about the school's offerings and outcomes, including infrastructure, curriculum, extracurricular activities, student outcomes, inspection ratings, satisfaction surveys, and fees.

7.2.2 Usage

ASAD shall ensure that all marketing materials are used responsibly and in compliance with the following ADEK guidelines:

1. Marketing materials shall be used primarily to provide accurate information to current or prospective students, parents, and staff.
2. Marketing materials may be used for the purpose of raising non-fee income only after obtaining ADEK's prior written approval.
3. Marketing materials shall not be used to support or promote third-party stakeholders (such as publishers, service providers, or sponsors) in exchange for benefits or incentives of any kind

8. COMPLIANCE

The Principal and Governing Board are responsible for implementing and monitoring adherence to this policy. Regular internal reviews shall be conducted to confirm that all marketing materials and activities meet ADEK's requirements, reflect the school's values, and comply with UAE laws and regulations.

Failure to comply with this policy may result in legal accountability and the application of penalties in accordance with ADEK's regulations, policies, and requirements, as well as Federal Decree Law No. (31) of 2021 Promulgating the Crimes and Penalties and other relevant legislation.

ADEK reserves the right to intervene where the school is found to be in breach of its marketing obligations or in violation of any applicable standards.

9. REFERENCES

- Department of Knowledge and Education, Abu Dhabi (ADEK), 2024 (September) ADEK_School_Marketing Policy_v.1.1
- Federal Decree Law No. (3) of 2021 Regarding Regulating Donations
- Federal Decree Law No. (5) of 2018 on WAQF (Endowment) and its amendments
- Federal Decree Law No. (18) of 2020 on Private Education and its amendments
- Federal Decree Law No. (31) of 2021 Promulgating the Crimes and Penalties and its amendments
- Federal Decree Law No. (38) of 2021 on Copyrights and Related Rights

10. RATIFICATION AND REVISION HISTORY

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