

Policy Title

Use of the NEAS Brand and Quality Marks

Policy Category

Quality Endorsement

Policy Objective

Providers that have:

- Two or more centres in their portfolio of English language teaching operations and NEAS Quality Endorsement for a sub-set of their total number of centres
- Two or more Endorsed Courses in their portfolio of courses and NEAS Quality Endorsement for a sub-set of their total number of courses

are required to limit the use of NEAS Quality Endorsement to only those centres or courses that have qualified for its use, with the objective to ensure and maintain clarity of its brand association with that of NEAS.

The intent is to ensure that the NEAS brand is only and clearly linked to centres and courses that have been through the Quality Assurance process.

Policy Statement

- Use of the “NEAS” and “NEAS Quality Endorsed” brands by providers is restricted to the brand and location of the centres and those specific courses which have undertaken the Quality Assurance process.
- Where there are multiple centres owned by an ultimate holding entity (UHE) and only some of those centres engage with the NEAS stakeholder driven feedback model, NEAS maintains brand identity with the engaging centres only.
- Where there are multiple courses conducted by an ultimate holding entity (UHE) or centre and only some of those courses have been approved by NEAS, NEAS maintains brand identity with the NEAS approved courses only. This applies to all promotional, marketing and course materials.
- Where some centres decline to engage with the NEAS stakeholder driven feedback model and cease NEAS membership, NEAS branding must be used in a manner that clearly indicates those centres and courses that are not NEAS quality endorsed. This applies to all promotional, marketing and course materials.
- Where a UHE has a mixture of centres and courses which are NEAS Quality Endorsed and others that are not, it must demonstrate that brand association confusion or contagion does not occur, i.e. the NEAS brand is not affected by, or associated with, any centre or course that has ceased or not undertaken NEAS membership and/or endorsement.

- If the UHE is unable to demonstrate use of the NEAS brand that is consistent with this policy, it risks the cessation of NEAS membership of all centres and courses.