

## **WAYS THAT THE IARC AND YOUR ORGANISATION MIGHT WORK TOGETHER**

IARC may be able to work with you in many ways: some possibilities are:

- ***Internet Promotion***

A web site has been developed for the International Accreditation & Recognition Council. It is planned to extend the sites as the Council gets larger. The web site address is:  
<http://www.acs.edu.au/iarc>

It is common practice for charges to be made for listings on sites that have such a good exposure.

The IARC is happy to list your organisation, display your logo, and contact details. The IARC can provide links to email addresses or web sites if you wish. This information can be provided either within one of the IARC existing web pages or as a separate page hosted by the IARC existing domain address.

These are just some of the possibilities of how the IARC might help you to promote your organisation through the Internet. If you are interested in pursuing this, you should contact and talk with either:

Iain Harrison - Phone: +613 9736 1882

Or

Paul Plant - Phone: +617 5530 4855

- ***Promotion through literature***

Where appropriate, the IARC and institutions recognised by the IARC will list your organisation's name in their literature.

- ***Listing of your organisation with other Affiliates***

The IARC is developing a list of organisations with which it has affiliated. This is to be distributed among members and displayed on the Internet.

The IARC would be pleased to include your organisation on this list upon receipt of the completed Affiliation Agreement Form (attached).

- ***Encouraging people we talk with to deal with or join your organisation***

Members will be encouraged to instruct members of their staff who interact with the public or students, to refer people to whom they speak, to relevant groups listed as IARC affiliated organisations. In doing this, the IARC has put in place a procedure to ensure that its Members will promote your organisation whenever and wherever the opportunity arises.

## Appendix 1

- ***Student Awards***

An opportunity exists for your organisation to participate in some type of student award amongst IARC Members

This may offer a great opportunity to publicise both your organisation and the IARC, without requiring any significant cost on the part of your organisation.

It may be that you wish to give your organisation's name to a periodical award (e.g. best student in your subject area).

Either your organisation or the IARC member(s) may select the awardee from students within a predetermined category (as you so choose).

The award may be as simple as a title and certificate, which the IARC could produce in consultation with you, but at no cost to you. The award may or may not have other benefits attached to it, as you so choose.

The IARC would produce and distribute a press release whenever the award is made. In addition, our Marketing Officer, Amanda Moss, would discuss and pursue with you, any other promotional opportunities associated with the scheme.