

## MARKETING TO DOMESTIC AND OVERSEAS STUDENTS POLICY

<b>Approved</b>	Academic Board
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<b>Responsible Officer</b>	Dean
<b>Author(s) and Role(s) from most recent</b>	Les Gainer (Academic Registrar)
<b>Related Documents (explicitly cross-referenced)</b>	
<b>Higher Education Standards (2021)</b>	2.2.2, 7.1, 7.2
<b>National Code (2018) (if directly relevant)</b>	1.1-5, 2.1

### Introduction

The College entrusts the marketing of its courses to potential domestic or overseas students to the Member Institutions at which the students will study. In their advertising and promotion of courses the Member Institutions are required to adhere to the principles which follow.

**1) Every Member Institution to have procedures on marketing to both domestic and overseas students**

Every Member Institution of the College shall have procedures on marketing that conform to the College Policy on Marketing to Domestic and Overseas Students.

**2) Those authorised to advertise and promote**

Member Institutions are authorised to advertise and promote College courses to domestic and overseas students. No agents are used for this purpose.

**3) Fair disclosure**

In marketing to domestic and overseas students Member Institutions are required to make fair disclosure. This requires that

- a) all materials identify the College as the registered provider and state the provider number;

- b) there be no deceptive, false or misleading statements in any material which may include;
  - i) false or misleading comparisons with other providers and their courses;
  - ii) inaccurate claims of association with other organisations;
  - iii) inaccurate advice as to acceptance into another course;
- c) particularly for potential overseas students, advice be given on the requirement that school-aged children accompanying the student will have to pay full fees if they are enrolled in school in Australia.

#### **4) Compliance with Australian Consumer Law**

The Australian Consumer Law is existing legislation administered by the Australian Competition and Consumer Commission. All marketing and promotional material must be compliant with the Australian Consumer Law.

#### **5) Course information**

All information about courses must be clear, unambiguous and accurate and includes:

- a) a description of the course which includes:
  - i) a general description of the content and assessment;
  - ii) the qualification gained on completion;
  - iii) the duration;
  - iv) any prerequisites for entry (including language requirements);
  - v) any compulsory units;
  - vi) the teaching methods used;
  - vii) the assessment methods used;
  - viii) information on any other provider that may be involved in the delivery of the course;
  - ix) any work-based training requirements;
  - x) details of arrangements with other providers for recognition of the course or completed components of it;
- b) particularly for potential overseas students, a statement on the requirements to study full time and attend classes;
- c) an itemised list of all fees payable;
- d) information on the environment and location of the campus which includes:
  - i) the local area in which the campus is located;
  - ii) some information of the general cost of living for that area;
  - iii) a general description of the facilities, equipment and learning resources available;
- e) an indication of living costs;
- f) a statement on the policy regarding refunds which may include either
  - i) a copy of a refund agreement; or
  - ii) a written statement to the effect there is no refund agreement;
- g) a statement on the minimum level of English proficiency and educational qualifications required for the course and how that level of proficiency might be obtained;
- h) information with regard to applications for Recognition of Prior Learning and the consequences for a successful application.

#### **6) Enrolment of Overseas Students**

When enrolling an overseas student, the Member Institution should do so on the basis that the student:

- a) may only enroll in full-time courses;
- b) must maintain adequate course progress to complete the award within the duration listed on the CoE;
- c) cannot exceed the allowable limit (33⅓% of overall program) of distance or online learning;
- d) must study at least one unit not by distance or online learning per semester;
- e) must achieve a satisfactory academic result;
- f) may defer their current studies if they encounter exceptional circumstances during their course.
- g) may study part-time under particular circumstances such as where compassionate or compelling circumstances exist, or as part of an intervention strategy (see 'Monitoring course progress Policy - reporting breaches for overseas students' policy).

Education agents are not used to administer overseas students.

## **7) Means of promotion**

Member Institutions may use whatever means they choose to promote College courses to possible domestic or overseas students, provided they are in accord with the principles detailed above and below:

- a) all promotional material should identify the College as the provider when College courses are being offered;
- b) a copy of all promotional material should be available to the Director of Compliance upon request;
- c) any Member Institution's Prospectus, Student Handbook or website should conform to the principles detailed above;
- d) all promotional material must be of such a nature that it does not offend the culture of the country or countries where it is being marketed;
- e) all promotional material must comply with the regulatory systems of the country or countries where it is being marketed.
- f) education agents are not used for recruitment of overseas students

## **8) Support Services**

Students should be advised of the support services available to them as students of the College. These support services include:

- a) independent grievance/dispute resolution procedures;
- b) access to information or counselling on
  - i) orientation;
  - ii) academic progress;
  - iii) accommodation;
  - iv) health services;
  - v) further study;
- c) accommodation/welfare arrangements;
- d) advise regarding school aged dependants and the need to pay full school fees if enrolled in either a government or non-government school
- e) contact officers responsible for the provision of support services.

## **9) Reporting**

The Member Institutions should advise both domestic and overseas students that

- a) personal information may be made available to Commonwealth and State agencies.

- b) personal information for overseas students may be made available to the ESOS Assurance Fund;
- c) the Department of Immigration and Border Protection (DIBP) will be advised of changes to overseas student's enrolments and any breaches of visa conditions.

**10) Monitoring – *Overseas students***

The College will receive from each Member Institution that teaches overseas students a report which includes information on

- a) any concerning course progress and academic performance of students;
- b) any disciplinary difficulties with a student in areas that are not in breach of visa conditions or the *National Code of Practice*.

**11) Restrictions**

Students are not recruited –

- a) by using Education Agents;
- b) where there is a conflict with the overseas student's obligations under Standard 7 (Overseas students transfer).