

POLICY AND PROCEDURE DOCUMENT

MARKETING POLICY – INTERNATIONAL STUDENTS

1 Purpose and Scope

The College ensures that marketing and promotion of its courses and education services is professional, accurate and maintains the integrity and reputation of the industry.

This policy sets out these legislated requirements.

Scope:

- All current and prospective international students
- Admissions and Marketing Teams
- Registry
- International Student Liaison Staff

2 Policy Statement

The College must give current and prospective international students a clear and accurate description of the services and educational experience it provides. This approach must be evident in the College's marketing material and website and in the way information is communicated through all marketing avenues, including agents, exhibitions, events and articulation pathways.

2.1 Responsibilities

ACPE ensures that the marketing and promotion of its courses and services relevant to the recruitment of international students or prospective international students, including through its agents, is not false or misleading and is consistent with Australian Consumer Law.

ACPE must clearly identify its name and CRICOS number in all marketing materials for international students, including in material disseminated electronically. The College's name and CRICOS provider number must be included in the footer of its website and all materials

outward facing to the public that are determined as possibly to be used by international students.

ACPE will not give false or misleading information or advice in relation to:

- claims of association between the College and another provider;
- any work-based training required to undertake as part of a course
- pre-requisites for entry to course, including English Language proficiency
- the employment outcomes associated with a course;
- automatic acceptance into another course;
- possible migration outcomes; or
- any other claims relating to the College, its courses or outcomes associated with completion of courses.

Prior to accepting an international student ACPE will provide international students with the following information:

- the requirements for acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required and whether course credit may be applicable;
- course content and duration, qualification offered if applicable, modes of study and assessment methods;
- campus locations and a general description of facilities, equipment, and learning and library resources available to students;
- details of any arrangements with another registered provider, person or business to provide the course or part of the course;
- indicative course-related fees including advice on the potential for fees to change during the student's course and applicable refund policies;
- information about the grounds on which a student's enrolment may be deferred, suspended or cancelled;
- a description of the ESOS Framework;
- relevant information on living in Australia, including: indicative costs of living, accommodation options, and where relevant, schooling obligations and options for school-aged dependants of intending students, including that school fees may be incurred; and
- the services and provisions offered to international students, the costs of study and living, as well as the admission requirements for international students.

ACPE will not actively recruit an international student where this conflicts with the College's obligations under the ESOS National Code (Standard 7 – Overseas Students Transfers).

3 Definitions

- **Agent** - An individual, company or other organisation that provides services, whether or not on a commercial basis, to prospective international students who wish to study at the College.
- **ESOS** – Education Services for Overseas Students Act 2000 and related regulations and amendments. A legislative framework, administered by the Government, addressing the responsibility of education institutions towards overseas students.
- **International Student** – a student who is not an Australian citizen or permanent resident or a New Zealand citizen or a permanent visa holder. This definition includes students studying onshore on a range of temporary visas (working holiday visa, tourist visa, student visa etc) or offshore as an online student. Information that applies only to students studying on specific visa classes (e.g. Student Visa) is specified when relevant. It should be noted that all international students pay fees specified for international students, regardless of visa subclass.
- **National Code** – National Code of Practice for Providers of Education and Training to Overseas Student. Nationally consistent standards and procedures, under the ESOS Act, for registered providers who deliver education services.
- **Student** – An individual person who is formally enrolled to study at the College. The individual person is that who appears on the College's documents such as enrolment, admission and payment documents, and who is assigned an individual student ID.

4 Related Documents

- Admissions Policy
- English Proficiency Policy
- Student Support Services Policy – International Students
- Fees Policy

- Deferring, Suspending or Cancelling Enrolment Policy – International Students

Related Legislation:

- Education Services for Overseas Students Act 2000
- National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018
- Australian Consumer Law

5 Policy Administration

| Policy Name & Code: | | | Marketing Policy - International Students (POL-33) |
|--------------------------------|-----------------------|----------------|---|
| Policy Owner: | | | Marketing and Student Recruitment Manager |
| Approval Authority: | | | Board of Directors |
| Next Review: | | | September 2023 |
| Approval Date | Effective Date | Version | Summary of changes |
| 10 Aug 17 | 11 Aug 17 | 1 | Policy harmonised and approved on 10 Aug 2017 by Executive Director. |
| 11 Jun 19 | 15 Aug 19 | 2 | Revision date: 20 May 2019 <ul style="list-style-type: none">• Policy format updated in line with new ACPE template for policy and procedures.• Policy content revised to reflect current College's practices and ensure compliance with the ESOS Act 2000 and National Code 2018, as well as the Australian Consumer Law. |

* Unless otherwise indicated, this policy will still apply beyond the review date.