
Marketing Policy – International

Policy Code: INT-006 **Version:** 6.0 **Effective Date:** 25 October 2012

Purpose:

The College ensures that marketing of education and training services is professional, accurate and maintains the integrity and reputation of the industry. This Policy sets out these legislated requirements.

Definition of “College” – *In the higher education sector, the Australian College of Natural Medicine Pty Ltd (ACNM) trades as Endeavour College of Natural Health, and Wellnation. For the purpose of this Policy, any reference to ‘College’ or ‘the College’ should be considered a reference to each or any of these respective trading names.*

Definition of “International students” – *The College defines an International Student as someone **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.*

Scope:

- All current and prospective international students
- Admissions and Marketing teams
- International student support teams

Policy Statement:

The College must give 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.

Responsibilities

The College 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.

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

- claims of association between the College and another provider;
- 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 the College will provide the student 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.

Related Procedures:

Not applicable.

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.

Student – is 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.

Further Information:

Related Policies: [Admission and Enrolment Policy - International](#)
[English Proficiency Policy - Higher Education](#)
[Fees Policy - International](#)
[Refund Policy - International](#)

Benchmarking: Charles Sturt University

Supporting Research and Analysis: Not applicable

Related Documents: [International Education Agent Agreement](#)

Related Legislation: **The ESOS Framework comprising of:**

- [The Education Services for Overseas Students \(ESOS\) Act 2000](#)
- [National Code of Practice 2007](#)
- Education Services for Overseas Students (ESOS) Regulations 2001
- Education Services for Overseas Students

(Registration Charges) Act 1997

- Education Services for Overseas students (Assurance Fund Contributions) Act 2000
- Education Services for Overseas Students Legislation Amendment (Tuition Protection Service and Other Measures) Act 2012
- Education (Overseas Student) Regulation 1998 (plus amendments)
- Competition and Consumer Act 2010
- In-country regulations relevant to the recruitment or marketing to prospective students

Guidelines: Not applicable

Policy Author:	Quality and Compliance Coordinator
Policy Owner:	National Compliance Manager
Contact:	National Compliance Manager danielle.marshall@endeavour.edu.au
Approved by:	College Council Date: 10 August 2017
Policy Status:	Revised
Responsibilities for Implementation:	Head of Marketing National Compliance Manager
Key Stakeholders:	Digital Acquisition Manager Head of Marketing International Students National Compliance Manager National Sales and Admissions Manager Senior Graphic Designer