Marketing Information and Practices Procedure

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Purpose

To ensure the marketing of the University's education and training services for onshore international students is professional, ethical, and accurate. This procedure will also ensure the University maintains the integrity and reputation of the Australian education industry.

Scope

This procedure applies to all international marketing materials whether produced by the University or its onshore Partner Providers for international students intending to study in Australia.

Definitions

Term	Definition
CRICOS	Commonwealth Register of Institutions and Courses for Overseas Students.
ESOS Act	Education Services for Overseas Students Act 2000 of the Commonwealth of Australia, as amended from time to time.

International Student	A person holding an Australian student visa and is defined as an 'Overseas Student' in the ESOS Act
National Code 2018	The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018.
Onshore Partner Provider	Educational institution providing courses and units of the University through an approved Education Agreement.
Course	A full-time registered course of education or training registered on CRICOS for the attainment of a testamur or certificate. Defined as Course in the ESOS Act. Also known as Course in TAFE sector.
Prospective Student	A person who intends to become, or who has taken any steps towards becoming, an 'overseas student' or 'intending overseas student' as defined by the ESOS Act.
TEQSA Act	Tertiary Education Quality and Standards Act 2011 (TEQSA Act) TEQSA provider ID: TEQSA PRV 12151 Australian University

Actions

This Procedure should be followed for the production of marketing materials by the University and its onshore Partner Providers for prospective international students intending to study in Australia. These materials may be produced in print or digital formats.

It covers the ESOS Requirements for Marketing Materials specifically the National Code of Practice for Providers of Education and Training to Overseas student 2018, Part B – Standard 1 – Marketing information and practices and the TEQSA Act.

Federation University Australia's CRICOS provider code is **00103D**. It applies to Higher Education and TAFE teaching locations in Australia where Federation University Australia's courses are offered to international students. The correct configuration to be used is as follows:

- In short: CRICOS 00103D | RTO 4909 | TEQSA PRV12151 Provider Category: Australian University or
- In long: CRICOS Provider No. 00103D | RTO Code 4909 | TEQSA Provider ID: PRV12151 Provider Category: Australian University

Requirements for Marketing Materials

All marketing material produced must adhere to National Code of Practice for Providers of Education and training to Overseas Student 2018, Standard 1 – Marketing information and practices.

Please note the following for ESOS requirements for marketing materials:

- All marketing material must align to the University's branding guidelines including the use of the University's logo, brand colouring and templates.
- CRICOS provider code, RTO Code and TEQSA provider ID should appear in **all** University written and electronic publications, materials and correspondence which may be viewed by a prospectiveinternational student, or the material must indicate is not intended for use by international student. This includes but is not limited to:
  - Every page of the website that is pertinent to international students.
  - Prospectus and pre-application information (if in booklet form).

- Application Form. (Digital or hardcopy)
- Business cards of key personnel e.g., marketing staff.
- Email signature blocks of key personnel e.g., marketing staff.
- Letterhead / e-mails or footer used in letters making offers to students, promoting courses or for other marketing purposes.
- Marketing tools, such as banners, PowerPoint template, flyers, etc.
- Removable section of pull out or tear away sections of promotional material.
- Pull up banners or flyers. e.g., used at Education exhibitions
- An advertisement for courses for international students in an Australian or foreign newspaper.
- Online social media advertising.
- Student Handbooks, Information Guides and the like.

- All international marketing material pertaining to the recruitment of international students to Federation University Australia requires approval through the Global Professional School.
- If CRICOS registration has been applied for and has not been received, then a course must not be promoted or published until Federation University Australia has been advised that CRICOS registration has been approved to relative staff on-campus and at partner teaching locations.
- The University will only promote full-time study options to international students. When a publication is aimed at both domestic and international students and part-time study options are be listed, a reference to international students being expected to complete their course within the duration specified on their CoE or undertake full-time study while enrolled in a course.

In addition, for all onshore Partner Providers:

- All promotional materials for the University partner providers will carry the registered business name, CRICOS provider number and TEQSA number of the University and if applicable the provider's own Provider Code (if CRICOS registered).
- Onshore Partner Providers must adhere to National Code of Practice for Providers of Education and training to Overseas Student 2018, Standard 1 – Marketing information and practices and the branding guidelines of the University.
- All marketing material pertaining to Federation University Australia and its courses, must be approved by the University prior to use.
- Promotional material will clearly indicate that the course is being delivered by the onshore partner provider institute and must include details about the location and facilities of partner provider institute. If the partner provider has several teaching sites at which the course/s are offered, the partner provider should include information specific to the that campus and its location.

Responsibilities

- Global Professional School, Federation University Australia.
- Onshore Partner Providers.
- Chief Learner Experience Officer (as the Approval Authority) is responsible for monitoring the implementation, outcomes and scheduled review of this procedure
- Director, Marketing and Growth (as the Document Owner) is responsible for maintaining the content of this procedure as delegated by the Approval Authority.

Legislative context

- ESOS Act 2000.
- The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018.
- Standard 1 of the National Code 2018.
- Tertiary Education Quality and Standards Agency Act 2011

Associated documents

- Global Partners and Community Engagement Policy
- Quality Framework.
- CRICOS Registration of Higher Education and VET Programs Procedure
- Federation University Australia website

Record keeping

Title	Location	Responsible Officer	Minimum Retention Period
University Publications - hardcopy	Forward to Records Management Services for archiving	Marketing Officer	Retain one copy permanently
University Publications - electronic	Store in corporate Records Management System	Marketing Officer	Retain one copy permanently

Implementation

This Procedure will be implemented using the following strategies:

1. An Announcement Notice under FedNews website and on the *'What's New'* page on the *'Policies and Procedures @ FedUni'* website to alert the University-wide community of the approved Procedure.