

International Marketing Material Approval Process Procedure

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Policy owner:	Manager, International and Strategic Compliance
Approval authority:	Deputy Vice-Chancellor (Global and Engagement)
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Table of Contents

Purpose	1
Scope	1
Definitions	1
Actions	2
.....	2
Marketing Material Produced by Partner Provider for Policy & Quality Assurance Services Approval	2
.....	3
Timelines	3
Responsibilities	4
Policy Base	4
Associated Documents	4
.....	4
Forms/Record Keeping	4
Implementation	4

Purpose

To ensure the University marketing materials targeted at international students are produced in accordance with ESOS compliance.

Scope

This procedure applies to:

1. University staff who produce marketing materials with the purpose of using them to recruit international students onshore; and
2. Partner providers onshore in Australia delivering Federation University Australia units at onshore locations.

Definitions

Term	Definition
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ESOS	The Education Services for Overseas Students framework sets out the legal framework for the delivery of education to overseas students.
Global Professional School	<ul style="list-style-type: none"> Global Professional School to review and approve academic unit content contained in marketing material, (such as: unit outline, entry requirements, RPL, unit objectives, requirements, application method, content, teaching resources, delivery methods, learning facilities, career opportunities and assessment). P&QAS will only approve marketing material following approval of academic related content by Global Professional School.
Marketing Materials	All material that promotes the University, including but not limited to: brochures, banners, advertisements, video footage, websites, Course Finder, Social Media content, etc.
Partner Provider (PP)	Educational institution providing courses and units of the University through an approved Education Agreement.

Actions

Marketing Material Produced by Partner Provider for Policy & Quality Assurance Services Approval

	STEPS	WHO IS RESPONSIBLE?	COMMENTS
1.	Review Marketing Information and Practices Procedure	PP	Located on University policy website
2.	Produce marketing material artwork.	PP	
3.	Submit marketing material content to Policy & Quality Assurance Services via ServiceNow for review & approval	PP	
4.	For material requiring academic course content approval, P&QAS will liaise with relevant Institute/School.	P&QAS	Academic course content, such as: <ul style="list-style-type: none"> unit outline entry requirements RPL unit objectives teaching resources delivery methods learning facilities career opportunities and assessment.

5.	Forward marketing material to Global Academic Services in Global Professional School for review.	P&QAS	
6.	Marketing materials academic content is checked and approved by Global Academic Services with Global Professional School.	GPS	Academic course content, such as: <ul style="list-style-type: none"> • unit outline • entry requirements • RPL • unit objectives • teaching resources • delivery methods • learning facilities • career opportunities and • assessment.
7.	P&QAS is advised of approval via email.	GPS	
8.	Marketing material is reviewed for ESOS Compliance.	P&QAS	
9.	Where branding approval is required the marketing material will be forwarded to Manager, Brand Marketing.	Manager International and Strategic Compliance, Policy & Quality Assurance Services	
10.	Partner is advised of approval or required changes.	Manager International and Strategic Compliance, Policy & Quality Assurance Services	
11.	Where required partner sends updated marketing material to the Manager, International and Strategic Compliance, P&QAS for final approval.	PP	

Timelines

Below is an estimated timeline on the approval process for all Federation University Marketing Material:

Responsible	Type of Marketing Material	Est. Duration
P&QAS approval	Marketing material does not contain content requiring approval by School.	1 week
GPS & P&QAS approval	School to approve marketing material if it includes academic unit content, such as: unit outline, entry requirements, RPL,	4 weeks

	unit objectives, requirements, application method, content, teaching resources, delivery methods, learning facilities, career opportunities and assessment. P&QAS then approves marketing material after the School has approved content.	
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Responsibilities

- Deputy Vice-Chancellor (Global and Engagement) (as the Approval Authority) is responsible for monitoring the implementation, outcomes and scheduled review of this procedure.
- Manager, International and Strategic Compliance (as the Document Owner) is responsible for maintaining the content of this procedure as delegated by the Deputy Vice-Chancellor (Global and Engagement).

Policy Base

- [Global Partners and Community Engagement Policy](#)
- [Education Services for Overseas Students Act 2000](#).
- [Education Services for Overseas Students Regulations 2001](#).
- The National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018.

Associated Documents

- [Marketing Information and Practices Procedure](#).

Forms/Record Keeping

Title	Location	Responsible Officer	Minimum Retention Period
University Publications- hard copy	Forward to Records Management Services for archiving	Manager, International and Strategic Compliance, P&QAS	Retain one copy permanently
University Publications - electronic	Store in Corporate Records Management System	Manager, International and Strategic Compliance, P&QAS	Retain one copy permanently

Implementation

This procedure will be implemented using the following strategies:

1. An announcement notice on the FedNews website.
2. Inclusion in the University's online Policy Library.
3. Manager, International & Strategic Compliance Federation University to email all Partner Providers to announce the new procedure and implementation date.

