



ESOS National Code Standard addressed: Part D Standard 1

Intent:

This policy underpins all marketing activity by Emmaus Bible College (EBC) to overseas markets and applicants to ensure compliance with the *National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2007* (the National Code). EBC will not ever knowingly falsify or provide misleading information about its location, courses or benefits of study at EBC in any way, nor will it intentionally misrepresent any aspect of study in Australia or EBC.

Scope:

All Overseas students undertaking a course of study within the VET sector at EBC.

Objectives:

1. To provide clear guidelines for marketing EBC courses to overseas markets and applicants.
2. To comply with the National Code 2007.
3. To safeguard against unethical marketing practices.
4. To provide EBC processes to ensure all marketing is based on accurate course information. See *Supporting Procedures and Guidelines 1*.

Policy Provisions:

1. General

- 1.1 All marketing information and practices must be professional and ethical.
- 1.2 EBC will not make false comparisons with other providers.
- 1.3 All EBC marketing will be edited with care and will reflect the knowledge and specialisation of EBC as an education provider.
- 1.4 EBC's Provider Name and CRICOS Provider Code must be clearly identified on all material used to market EBC and its courses to applicants. This includes:
 - 1.4.1 staff email tags;
 - 1.4.2 all EBC publications;
 - 1.4.3 all other correspondence with overseas enquirers, applicants and students;
 - 1.4.4 the EBC website.
 - 1.4.5 any advertising material on websites other than EBC's own website, in newspapers or magazines;
 - 1.4.6 the removable section of any material that contains a pull-out or tear-away section.

¹ EBC does not currently use any agents to recruit applicants and/or students. Should this situation change, EBC will institute a quality assurance process to ensure the ethical and professional practice of the agent

1.5 EBC will not provide any information or advice to overseas enquirers, applicants or students which is false or misleading including advice in relation to:

- 1.5.1 claims of association with other providers;
- 1.5.2 employment outcomes associated with a course;
- 1.5.3 automatic acceptance into another course;
- 1.5.4 possible migration outcomes; or
- 1.5.5 any other claims relation to EBC, its course or outcomes associated with the course.

1.6 EBC will not knowingly enrol a student¹ wishing to transfer from another provider before the student has completed six months of their principal course except in circumstances outlined in Standard 7 of the National Code 2007. These restrictions also apply to courses taken before the principal course in a package of courses.

1.7 EBC will ensure any agents who are engaged to assist EBC in the recruitment of overseas applicants are operating in an ethical and professional manner.¹

2. Preparation of marketing materials

- 2.1 Within the annual cycle, EBC will prepare the marketing material following the process outlined in Section 1 of the *Supporting Procedures and Guidelines*.
- 2.2 Any material to be used for marketing EBC and/or any of its courses must be jointly signed off by the General Manager and the Registrar.
- 2.3 EBC will approve any marketing materials produced by any partner colleges should any such partnerships be entered into.

Supporting Procedures and Guidelines:

1. Procedure for the preparation of EBC marketing materials.

- 1.1 In February of each year the Registrar and the General Manager check the schedule of EBC courses covered through ACPET for the purpose of Tuition Assurance Scheme to ensure that all courses to be offered to overseas applicants and students in the following academic year and all courses with current enrolments by overseas students are included in the schedule
- 1.2 The General Manager liaises with the Registrar's Office regarding changes that have occurred in terms of the courses that are available to overseas students (additions, deletions) and the application processes that apply to overseas students.
- 1.3 The General Manager liaises with the Academic Dean and Principle to determine any changes they wish to be included in the marketing materials.
- 1.4 Changes as applicable are included in draft materials which are submitted to the Registrar for approval.
- 1.5 Approval for the changes is given by the Registrar, or further changes (as applicable) are suggested.
- 1.6 The approved changes are returned to the General Manager for inclusion in the published material. The process of 1.4 – 1.6 continues until all changes are approved by the Registrar.
- 1.7 The General Manager is informed throughout the process as required and/or applicable.
- 1.8 The General Manager and the Registrar co-sign off the approved marketing materials for publishing either in hard copy or on the EBC website.

2. Procedure for the preparation of partner college marketing materials.

- 2.1 EBC does not currently have any partnerships in place with other providers. Should EBC enter into any such agreements this marketing policy and associated procedures will be amended to reflect changes necessary to ensure timely approval of any relevant marketing materials issued by the partner college.

General Manager
Registrar
Principal

FURTHER POLICY INFORMATION

Relevant Commonwealth & State Legislation:

ESOS Act 2000
ESOS Regulations 2001
National Code 2007
Education (Overseas Students) Act 1996
Education (Overseas Students) Regulation 1998

Definitions and Acronyms:

ACPET – Australian Council for Private Education and Training
EBC – Emmaus Bible College
CoE – Confirmation of Enrolment (accessed through PRISMS and used to obtain a student visa)
PRISMS – Provider Registration and International Students Management System
TAS – Tuition Assurance Scheme