

# Marketing to International Students

**Policy**

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## 1. PURPOSE

The Marketing to International Students Policy is designed to ensure that AFTT's marketing to international students is professional, clear, accurate, and maintains the integrity and reputation of the industry.

## 2. SCOPE

The Marketing to International Students Policy applies to all prospective and current international students of AFTT.

## 3. DEFINITIONS

All definitions are located in the *AFTT Glossary*.

## 4. POLICY

- 4.1. The International Services Office will work with the Marketing and Brand Department, and other external service providers including graphic designers, web developers, and agents to ensure:
  - Compliance with CRICOS requirements,
  - Information accuracy,
  - Providing information to accepted students,
  - Recruitment and management of education agents,
  - Approval and review of the marketing material.
- 4.2. AFTT will clearly identify its CRICOS registered name and CRICOS number in marketing materials for international students, including materials disseminated electronically.
- 4.3. AFTT's CRICOS registered name and CRICOS number will be included in the footer of its website and materials outward facing to the public that are determined as possibly to be used by international students.
- 4.4. AFTT will not give false or misleading information and advice in relation to:
  - Claims of association between AFTT and another provider,
  - The employment outcomes associated with a course,
  - Automatic acceptance into another course,
  - Possible migration outcomes, or
  - Other claims relating to AFTT, its courses or outcomes associated with completion of courses.
- 4.5. Prior to accepting international students, AFTT will provide applicants with the following information:
  - 4.5.1. 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,
  - 4.5.2. Course content and duration, qualification offered if applicable, modes of study and assessment methods,
  - 4.5.3. Campus locations and a general description of facilities, equipment, and learning and library resources available to students,
  - 4.5.4. Details of any arrangements with another registered provider, person or business to provide the course or part of the course,
  - 4.5.5. Indicative course-related fees including advice on the potential for fees to change during the student's course and applicable refund policies,

- 4.5.6. Information about the grounds on which a student's enrolment may be deferred, suspended, or cancelled,
  - 4.5.7. A description of the ESOS Framework,
  - 4.5.8. 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
  - 4.5.9. Services and provisions offered to international students.
- 4.6. The recruitment, training and management of education agents is subject to the *AFTT Management of Education Agents Policy and Procedure*.
  - 4.7. All international marketing, promotional and recruitment activities must be approved by the Director of International Services or nominee. This includes but is not limited to any information or material that is accessible by international students, whether in Australia or overseas such as:
    - Print and broadcast advertising,
    - Leaflets and brochures,
    - Display material,
    - Posters,
    - Forms,
    - Newsletters,
    - Digital material,
    - Videos,
    - Information on websites, and
    - Multimedia presentations.
  - 4.8. An appointed Education Services for Overseas Students (ESOS) Officer will conduct an annual audit of all international marketing materials.

## **5. RELATED DOCUMENTS**

- 5.1. AFTT Glossary
- 5.2. Management of Education Agents Policy and Procedure

## **6. RELEVANT LEGISLATION**

- 6.1. Education Services for Overseas Students (ESOS) Act 2000 (Cth)
- 6.2. National Code of Practice for Registration Authorities and Providers of Education and Training to Overseas Students 2018

## **7. POSITIONS RESPONSIBLE**

- 7.1. Director of International Services
- 7.2. Director of Marketing and Brand
- 7.3. International Admissions Officer
- 7.4. International Programs and Student Support Officer
- 7.5. International Communications Manager
- 7.6. International Agency Support Manager

## 8. APPROVAL INFORMATION

<b>Approval Authority</b>	Governing Council
<b>Health Check approval authority</b>	AFTT CEO
<b>Review date</b>	15/11/2024

Version	Approved by	Approval date	Effective date	Modifications	Status
2.0					
2.1	N/A	N/A	14/09/2018	Reformatted, added and amended related documents and related legislation sections	Superseded
2.2	Governing Council	8/10/2018	8/10/2018	Edited section 5, Complaints and Appeals, to reference its new policy and procedures	Superseded
2.3	AFTT CEO	28/10/2021	15/11/2021	Reformatted, positions updated.	Current