

## MARKETING AND PRE-ENROLMENT INFORMATION POLICY AND PROCEDURE

<b>Approving authority</b>	School Council
<b>Purpose</b>	This policy and procedure has been developed to sets out the marketing process to ensure that Ozford College complies with VRQA Minimum Standards, the ESOS Act, the National Code 2018 and the Guidelines for the Enrolment of Overseas Students Aged Under 18 Years.
<b>Responsible Officer</b>	Principal and Academic Director
<b>Associated documents</b>	<p>Ozford Education Group Marketing and Education agent Policies and Procedures</p> <p>Admissions and Enrolment Policy and Procedure</p> <p>Anti-Bullying and Harassment Policy and Procedure</p> <p>Anti-Discrimination and Harassment Policy and Procedure</p> <p>Diversity, Cultural Safety and Equity Policy and Procedure</p> <p>Education Agent Policy and Procedure</p> <p>Refusal, Deferral, Suspension and Cancellation of Student Enrolment Policy and Procedure</p> <p>Student Support and Services Policy and Procedure</p> <p>Younger Students and Homestay Policy and Procedure</p> <p>Transfer between Registered Providers Policy and Procedure</p> <p>Student Complaints and Appeals Policy and Procedure</p> <p>Records Management Policy and Procedure</p>

### 1. RATIONALE

This Ozford College (the College) policy has been developed to meet the requirements of the VRQA Minimum Standards, the ESOS Act, the National Code and the Guidelines for the Enrolment of Overseas Students Aged Under 18 Years.

The purpose of this policy is to describe the procedures for the College to ensure its marketing and advertising are professional, accurate and ethical. This ensures that accurate and accessible information about Ozford College, its services and performance is available to inform prospective and current learners and clients.

### 2. SCOPE

This policy applies to all staff and contractors (including education agents) involved in the promotion of education, training and assessment products and services.

### 3. POLICY

#### Marketing

- 3.1 Marketing and advertising materials refers to all materials printed or published relating to the College.
- 3.2 The College ensures that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent, is not false or misleading, and is consistent with Australian Consumer Law.

### 3.3 All marketing material must:

- clearly identify the registered provider's name (Ozford College Pty. Ltd), trading name (Ozford College), school number (2016) and CRICOS number (02427A) in any written or online material that it disseminates or makes publicly available for the purposes of:
  - providing or offering to provide a course to an overseas student
  - inviting a student to undertake or apply for a course, or
  - indicating it is able or willing to provide a course to overseas students.
- set out any associations with any other persons or organisations the College has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enrol.
- set out any work-based training a student is required to undertake as part of the course.
- clearly set out the prerequisites, including academic, English language proficiency, age requirements, for entry to the course.
- accurately provide all information relevant to the College, its courses or outcomes associated with those courses.
- satisfy all regulatory and legislative requirements;
- be professionally developed and appropriately approved;
- provide publicly available information to assist students in making informed choices about selecting a course of study including students with special needs;
- not give false or misleading information or advice in relation to:
  - making claims of association about other providers;
  - guaranteeing a successful education assessment outcome;
  - making statements about automatic acceptance into another course;
  - possible migration outcomes including claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered; or
  - any other claims relating to the registered provider, its course or outcomes associated with the course

*(Note: The National Code requirements in respect to employment outcomes and professional accreditation are not applicable to the College as it is a secondary course provider)*

### International Student Pre-enrolment information

3.4 Prior to accepting an international student or intending international student for enrolment in a course, the registered provider must make comprehensive, current and plain English information available to the student or intending student on:

- the requirements for an overseas student's acceptance into a course, including
  - the minimum age
  - the minimum level of English language proficiency
  - educational qualifications required
  - course credit based on the VCAA course credit process

- Minimum age for homestay arrangements
- Student transfer requirements include that there must be no welfare gap
- the CRICOS course code, course content, modes of study for the course including compulsory online and/or work-based training, placements, other community-based learning and collaborative research training arrangements, and assessment methods
- course duration and holiday breaks
- the Victorian Certificate of Education (VCE) and the Victorian Certificate of Education Vocational Major (VCE VM) course qualification, award or other outcomes
- for the Victorian Certificate of Education Vocational Major (VCE VM) courses, current and accurate information about the course, including specific advice in plain language:
  - understand the impact on their post-VCE study and Australian visa options
  - provide informed consent for a VCE enrolment that does not receive an ATAR.

The College must keep records of providing this advice and evidence of informed consent by the student and their parent or guardian.

- campus locations and facilities, equipment and learning resources available to students
- the details of any arrangements with another provider, person or business who will provide the course or part of the course
- indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course, and the registered provider's cancellation and refund policies
- the grounds on which the overseas student's enrolment may be deferred, suspended or cancelled
- the ESOS framework, including official Australian Government material or links to this material online
- where relevant, the policy and process the registered provider has in place for approving the accommodation, support and general welfare arrangements for younger overseas students (in accordance with National Code Standard 5)
- accommodation options and indicative costs of living in Australia.

#### **4. PROCEDURE**

- 4.1 Students will be provided with information about the College services, the admission requirements and their accommodation options as part of their pre-enrolment materials before applying for enrolment at the College.
- 4.2 All marketing, advertising and pre-enrolment information materials is to be submitted to the Principal.
- 4.3 Staff submitting material to the Principal must ensure that:
- Material is accurate and approved by the Head of Marketing.
  - Written permission has been obtained prior to using any marketing or advertising material which refers to any person or organisation
  - Training products and services that lead to AQF qualifications or statements of attainment are accurately represented to prospective clients and that advertised outcomes are consistent with these qualifications
  - That only those qualifications on Ozford College's scope of registration are advertised

- Makes it clear where a third party is recruiting prospective learners for the College on its behalf
  - Distinguishes where it is delivering training and assessment on behalf of another education provider or where training and assessment is being delivered on the College's behalf by a third party
  - Marketing and advertising material identifies training and assessment services leading to AQF qualifications and/or statements of attainment separately from any other training/assessment services.
  - Details about any government funded subsidy or other financial support arrangements associated with the provision of training and assessment are supplied
  - There is no guarantee that:
    - a learner will successfully complete a training product on its scope of registration; or
    - a training product can be completed in a manner which does not meet the accreditation and regulatory requirements; or
    - a learner will obtain a particular employment outcome where this is outside the control of the College.
- 4.4 A copy of the authorised marketing and advertising material, together with any approvals are to be kept on file by the Head of Marketing.
- 4.5 The printing and publishing of marketing and advertising material can only be authorised by the Principal.
- 4.6 The Head of Marketing will ensure correct use of logos, course titles, codes, clear statements regarding anticipated outcomes, fees and refunds arrangements, and the promoted courses.
- 4.7 The Head of Marketing will ensure that Ozford College courses are not misrepresented or open to be misconstrued as leading to an AQF qualification or recognition.
- 4.8 The Head of Marketing and the Compliance team will conduct regular reviews of the website and all marketing materials to confirm their ongoing suitability and compliance with all regulatory and legislative requirements.

## 5. Feedback

Feedback or comments on this policy and procedure is welcomed by the listed responsible officer.