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3.4 OVERSEAS STUDENTS MARKETING INFORMATION AND PRACTICES POLICY AND PROCEDURES

Document Management

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Related legislation	NSW legislation: *Education Act 1990* ('the Education Act') Commonwealth legislative framework: *Education Services for Overseas Students (ESOS) Act 2000 (Cth)* ('the ESOS Act') *Education Services for Overseas Students Regulations 2019* ('the ESOS Regulations') *National Code of Practice for Providers of Education and Training to Overseas Students 2018* ('the National Code') *Education Services for Overseas Students (TPS Levies) Act 2012*

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1. Background

Kincoppal-Rose Bay School of the Sacred Heart ('the School/KRB') is listed on the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS). The School's CRICOS Provider Code is 02268M. As a CRICOS provider, the School is registered to deliver Primary (Kindergarten-Year 6), Junior Secondary (Years 7-10) and Senior Secondary (Years 11 and 12) courses to overseas students. Any references in this document to the 'registered provider', 'provider' or 'school provider' means the School or the School as a CRICOS provider, or vice versa.

The School Principal is the Principal Education Officer (PEO) under the legislation. Any references in this document to the PEO or the School Principal mean the School Principal.

When recruiting overseas students, registered providers must uphold the integrity and reputation of Australia's education industry by ensuring that the marketing and promotion of their courses and education services is not false or misleading and is consistent with Australian consumer law, in accordance with the National Code of Practice for Providers of Education and Training to Overseas Students 2018 ('National Code') Standard 1. This includes marketing and promotion undertaken directly by the School and through any education agent, in accordance with Standard 1 and Standard 4 of the National Code, and any current legal requirements relating to education agent conduct and onshore student transfers.

2. Purpose

The purpose of this policy and procedures is to demonstrate how the School complies with all legislative requirements in relation to marketing information and practices to overseas students.

3. Policy

3.1 The school is committed to providing accurate and transparent information to prospective and current overseas students, maintaining proper records, and ensuring that all staff involved in the recruitment and support of overseas students are adequately trained and informed about their responsibilities under the ESOS Act the ESOS Regulations and the National Code, as amended from time to time.

3.2 The School will:

- 3.2.1 ensure that the marketing and promotion of its courses and education services is not false or misleading
- 3.2.2 include its Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) registered name and registration number in all written and online materials
- 3.2.3 make comprehensive, current and plain English information available to the overseas student or intending overseas student on:
  - 3.2.3.1 the requirements for an overseas student's acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required, and course credit if applicable
  - 3.2.3.2 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

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3.2.3.3 course duration and holiday breaks
3.2.3.4 the course qualification, award or other outcomes
3.2.3.5 campus locations and facilities, equipment and learning resources available to students
3.2.3.6 the details of any arrangements with another provider, person or business who will provide the course or part of the course
3.2.3.7 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
3.2.3.8 the grounds on which the overseas student's enrolment may be deferred, suspended or cancelled
3.2.3.9 the ESOS framework, including official Australian Government material or links to this material online
3.2.3.10 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)
3.2.3.11 accommodation options and indicative costs of living in Australia
3.2.3.12 maintain records of marketing and other material used in relation to overseas students including marketing material which is part of the School's website, prospectus, application forms and overseas student handbooks or information packages.

3.2.4 The School will not:
3.2.4.1 in seeking to enter into written agreements with overseas students or intending overseas students, provide any false or misleading information about:
3.2.4.1.1 its association with any other persons or organisations the registered provider has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enrol
3.2.4.1.2 any work-based training a student is required to undertake as part of the course
3.2.4.1.3 prerequisites - including English language proficiency - for entry to the course
3.2.4.1.4 any other information relevant to the registered provider, its course or outcomes associated with those courses.
3.2.4.2 commit to securing migration outcomes for overseas students
3.2.4.3 guarantee a successful education assessment outcome for the student or intending student
3.2.4.4 recruit students if it conflicts with its obligations under National Code Standard 7 (Overseas Student Transfers) including current legal restrictions on education agent commissions for onshore student transfers.

4. Procedures

4.1 Information for students

4.1.1 The School will make comprehensive, current and plain English information available to the overseas student or intending overseas student for the requirements listed in Policy 3.2.3 through the following methods:
4.1.1.1 The *Overseas Students Handbook*

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4.1.1.2 The orientation program (see the School's *3.9 Overseas Students Support Services Policy and Procedures*)

4.1.1.3 The School's website.

4.2 Marketing Materials

4.2.1 All written and online materials marketing materials will be audited by the Admissions Team and the Marketing Team to ensure that the School's Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) registered name and registration number are included.

4.2.2 Content of marketing materials will be approved by the PEO prior to publication and checked for compliance with Standard 1 of the National Code, Australian Consumer Law, and any current legal requirements relating to education agents and onshore student transfers.

4.2.3 The Admissions Team will ensure that any education agent engaged by the School receives a copy of updated marketing materials when changes are made (see the School's *3.7 Overseas Students Education Agents Policy and Procedures*).

4.3 Student recruitment

4.3.1 The Admissions Team will ensure that the School does not recruit students in a way that conflicts with its obligations under National Code Standard 7 (Overseas Student Transfers) or any current legal restrictions relating to education agent commissions for onshore student transfers.

4.3.2 The PEO will ensure that any education agent or their representative does not recruit students, and is not paid or given a commission or other benefit by the School where prohibited by law, in circumstances that conflict with National Code Standard 7 (Overseas Student Transfers) or current legal requirements relating to onshore student transfers.

4.3.3 See the School's *3.10 Overseas Students Transfers Policy and Procedures*.

4.4 Compliance

4.4.1 The PEO or their delegate will check all written and online marketing materials to ensure that they

4.4.1.1 are not false or misleading

4.4.1.2 do not infer or imply that the course will assist in securing migration or successful education assessment outcomes for overseas students.

4.4.1.3 include the School's CRICOS registered name and registration number in all written and online materials.

4.5 Communication with students

4.5.1 The Admissions Team will make comprehensive, current and plain English information available to the overseas student or intending overseas student on the School's website https://www.krb.nsw.edu.au/about-us/our-policies/.

4.5.2 The School will provide information to overseas students through the *Overseas Students Handbook*.

4.5.3 See also the School's *3.9 Overseas Students Support Services Policy and Procedures* for information about the Orientation Program.

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4.6 Written Agreements

4.6.1 The PEO will check the Written Agreement (see the School's *3.6 Overseas Students Enrolment Policy and Procedures*) to ensure that it does not contain any false or misleading information on:

4.6.1.1 its association with any other persons or organisations the registered provider has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enrol

4.6.1.2 any work-based training a student is required to undertake as part of the course

4.6.1.3 prerequisites - including English language proficiency - for entry to the course

4.6.1.4 any other information relevant to the registered provider, its course or outcomes associated with those courses.

4.6.2 The Admissions Team will ensure that hard copies of the Fee Schedule will be provided to the student when formalising the Written Agreement.