

015-PP-MGS

Marketing, Promotional and Advertising Material Policy and Procedure

1. Purpose and Scope

This policy aims to ensure that marketing/promotional materials, including advertising, is accurate and complete, and enables students and their parents to make an informed choice about study in Australia.

It deals with most* of the requirements of:

- National Code 2018 Standard 1 / NESA Guidelines, Requirement 3.5: Marketing information and practices
- National Code 2018 Standard 2 / NESA Guidelines, Requirement 3.5: Providing information to students prior to enrolment
- National Code 2018 Standard 4 / NESA Guidelines, Requirement 3.7: Providing marketing information to education agents
- ESOS Act Section 107

It covers all material used for the promotion of the CRICOS-related aspects of MGS, including the website, brochures and flyers, promotional emails and social media pages, advertisements and any correspondence with prospective students including application forms and letters of offer. This policy applies whether or not the materials are intended for use overseas or in Australia. If any material includes sections designed to be torn or pulled off, then the removable section must also comply with this policy.

**The requirements related to 'poaching' students from other providers within the early stages of their course – National Code Standard 1 - are dealt with in 025-Student Engagement before Enrolment and 070-Application/Admissions Procedure.*

2. Responsibilities

The PEO/Headmaster has overall responsibility for ensuring that all promotional materials that are in use present the right image of the school and are honest, compliant and current. The Admissions Officer (AO) will be responsible for managing the day-to-day aspects of this policy.

All staff involved in promotional activities must use only material from the files of **approved** promotional materials.

3. Process for Creating and Updating Marketing/Promotional Material

Preparation of promotional material, whether from scratch or an update of existing material, should follow this procedure:

1. Before writing commences, approval must be given by the International Relations Officer.
2. Anyone writing the marketing material should ensure they are familiar with the relevant National Code requirements, referring to them as necessary during the writing process.
3. Drafts should be circulated to relevant staff members such as the PEO/Headmaster (for course content) or Student Services Officer (for student services). Significant items such as the school brochure or sections of the website should be circulated to all managers for comment.

4. The Admissions Officer is responsible for final approval. This should only occur after the document has been checked against the checklist below by someone not involved in its writing (this person could be the Admissions Officer).
5. Once approved, the Admissions Officer will sign off on the paper version, and place it in a file of approved marketing material. An electronic version should be placed in a similar electronic file. Master copies of any previous versions should then be archived, and other copies destroyed to avoid any confusion.

One implication of this is that materials not designed for promotional purposes, such as handbooks and policies/procedures, should not be used for promotional purposes.

4. Checklist for approval of marketing/promotional material

All marketing/promotional material must meet the following requirements before approval.

- ☐ MGS is represented as a highly professional manner: the material should be free from typos, from awkward or naïve-sounding expression, and formatting and style should give a positive, professional impression.
- ☐ All claims are truthful; nothing can be implied from the wording that would be dishonest or against school policy. This includes pictures as well as words – for example, images of famous city sites should not suggest that the school is located where it isn't, and pictures of classrooms should not suggest that the school's facilities are different from how they in fact are.
- ☐ The names of MGS and any other provider mentioned (e.g. in the event of pathway courses being developed in the future) are stated accurately; the full name of the legal entity should be easily found, even where each organisation is usually referred to by its trading name.
- ☐ MGS's CRICOS provider code and provider name as registered on CRICOS (and any other provider, e.g. if pathway courses are mentioned) is stated clearly in a place it can easily be seen.
- ☐ The material mentions ONLY those courses for which MGS currently has approval.
- ☐ The material ensures that all the information in List 1 (below) is provided to each student prior to provision of the letter of offer (or, in the case of course-specific information, at the same time as providing the letter of offer); the information can be spread amongst more than one marketing/promotional item, including electronic or online information.
- ☐ The material has a version number within the text (usually in small point text at the end of the document) that clearly distinguishes it from any previous versions. This is to enable marketing staff to check that they are using the correct version, and so that remaining stock of previous versions can be destroyed to avoid it being inadvertently issued.

List 1

- ☐ Entry requirements, including minimum level of English language proficiency, and required educational qualifications
- ☐ How the year of entry (e.g. Year 10) will be determined
- ☐ Course content, assessment methods and qualification(s) offered
- ☐ Course duration and modes of study

- ☐ Locations of all premises on which students might be expected to study
- ☐ General description of facilities, equipment, learning resources and library resources available to students
- ☐ If applicable, details of any arrangements with another registered provider, person or business to provide any part of the course, including details of premises at which the student may be required to study, if known. If the course may involve work experience of any kind, then information about what this entails and the fact that it will be conducted off-campus (though still within New South Wales)
- ☐ Indicative fees, including any potential for fees to change during the course (e.g. annual review of fees)
- ☐ Refund policy
- ☐ Information on the grounds on which a student's enrolment may be deferred, suspended or cancelled. This includes the types of student misbehaviour that may trigger this (e.g. cheating on assessments, repeated plagiarism, acts of violence), and that student or parent requests for deferment or suspension of studies due to compassionate or compelling circumstances will be considered consistent with 014-Deferring, Suspending or Cancelling Student Enrolment Policy. Note that if this information is not included, it will be impossible to cancel the student's enrolment due to misbehaviour.
- ☐ That change of providers is restricted until six months of the student's principal (not necessarily first) course is completed – see 099-Transfer of international students between registered providers
- ☐ The description of the ESOS framework as provided electronically by the Federal Government's department responsible for international education – this may be by providing a link to the document on the AEI website, or to a copy of the document on the MGS website
- ☐ Information about living in Australia, including indicative cost of living
- ☐ Accommodation provision (homestay), including how it works and where responsibilities lie
- ☐ Information about school attendance requirements in New South Wales

5. Review of marketing/promotional material

Any important changes to courses, application processes, etc should be reported to the Admissions Officer, who will then organise for any relevant promotional material to be reviewed and adjusted accordingly. The procedure above for updating promotional material should be followed.

The Admissions Officer will ensure that each item of promotional material is reviewed at least once every two year to ensure its continued accuracy. The review will involve checking by relevant staff (the PEO/Headmaster for education-related matter, the Student Services Officer for student services issues, the Admissions Officer for the application process, etc). If the review shows that changes are necessary, the procedure for updating promotional material, given above, should be followed.

The Admissions Officer will also ensure that marketing material is reviewed at least once every two years to ensure that the pre-enrolment information required by National Code Standard 2 is provided fully and accurately. List 1 above will be useful for this.

6. Courses Not Yet Approved

It is a strict requirement that only courses currently registered on CRICOS can be promoted. If a course is being considered for registration, this fact may be mentioned to students provided that (a) no implication is given that approval is definite; and (b) the mention is purely informative and not promotional. It is usually safest not to mention any pending applications to students unless directly asked, and then to be careful how the answer is phrased. It is then OK to take the student's details and contact them in the event of registration being granted.

7. Promotion by Agents

Agents should only use marketing material approved by MGS. Whenever new promotional material is supplied to agents, they should be asked to destroy all their copies of any previous versions.

If it is suspected that any agent is acting dishonestly in their use of promotional materials or otherwise, the matter should be brought to the attention of the Admissions Officer immediately. The Admissions Officer will then inform the PEO/Headmaster and make sure that steps are taken to stop accepting students from that agent, and if the agent is creating eCoEs for MGS through PRISMS, then the PRISMS help desk will be contacted urgently to request that the agent's access be removed. See 010-PP-MGS Agent Engagement for further details.

8. Revision history

Review date: 28 Feb 2017

Version	Date	Description of modifications
8.0	30 Sept 2015	Full review and update. Removal of Section 2.0 (Marketing Travel Procedure) to separate document.
8.1	30 Oct 2015	Additional item in List 1 to provide consistency with newly revised 099-Transfer of international students between registered providers
8.2	6 Nov 2015	Minor adjustment to List 1 during the comprehensive review of 014-Deferment, Suspension and Cancellation of Enrolment
8.3	28 Feb 2015	Marketing Manager changed to International Relations Manager
8.4	28 Feb 2015	Roles, titles and Procedures
8.5	18 Mar 2018	Update, Titles and Procedures
9.0	22 Mar 2023	Reviewed Titles and Procedures