

J STANDARDS FOR REGISTERED PROVIDERS

Standard 1 – Marketing information and practices

Legislation

National Code of Practice

Standard 1 – Marketing information and practices

Outcome of Standard 1

Registered providers ensure that marketing of their education and training services is professional, accurate and maintains the integrity and reputation of the industry.

1.1 The registered provider must ensure the marketing of its education and training services is undertaken in a professional manner and maintains the integrity and reputation of the industry and registered providers.

1.2 The registered provider must:

- a. clearly identify the registered provider's name and CRICOS number in written marketing and other material for students, including electronic form, and
- b. not give false or misleading information or advice in relation to:
 - i. claims of association between providers
 - ii. the employment outcomes associated with a course
 - iii. automatic acceptance into another course
 - iv. possible migration outcomes, or
 - v. any other claims relating to the registered provider, its course or outcomes associated with the course.

ESOS ACT

s. 107

The provider in written material (and electronic form) must identify the provider and provider code when making an offer to an overseas student or intending student to provide a course, inviting an overseas or intending student to undertake or apply for a course, or claiming ability or its willingness to provide a course to overseas students.

Universities Australia (AVCC) Code of Ethical Practice

Clause 10

The university has a clearly enunciated policy for the promotion, marketing and delivery of its education services.

Compliance Requirements

Standard 1.1 Marketing services undertaken in a professional manner and with integrity

The marketing of courses for international students must be conducted in a professional manner and with integrity and accuracy. This is the central requirement of standard 1 of the Code. It means that marketing activities maintain the quality and reputation of the industry and marketing materials do not contain any false or misleading information.

Advancement, Faculties, Monash College Pty Ltd (MCPL) and Monash approved Agents have the responsibility to market courses on behalf of the University and MCPL to

prospective international students. Overall responsibility for managing this area rests with Central Marketing.

In order to assure the professionalism and integrity of international marketing, the University marketing business practices should include references to: inclusion of provider name and CRICOS number at the front of publications; recording of version number and date on stock (to assist with identifying outdated stock) and cross referencing between Monash University and Monash College Pty Ltd provider names and codes where publications refer to pathways between the two providers.

Standard 1.2 (a) Clearly identify provider name and CRICOS Code

Monash has an obligation to ensure that it clearly identifies the Monash name and CRICOS provider code in written marketing and other materials for students. Monash must ensure that the provider name (Monash University) and provider code (00008C) is displayed on written material for courses offered to international students it is promoting and conducting. For MUELC and Monash College courses the Monash College Pty Ltd (MCPL) provider name and code 01857J must be displayed.

Per DEEWR ([explanatory guide](#)), publications (written and electronic) which must contain this information include:

- information about courses for overseas students including course outlines if they are used to market courses and recruit students,
- the homepage of a provider website,
- information about living in Australia if it is used as a tool to market to and recruit students,
- an advertisement for courses for international students in an Australian or foreign newspaper,
- provider handbooks if they have been issued before the student enrolls,
- a letter that makes an offer to potential students,
- information about the outcomes of courses if it is used to market to and recruit students,
- a letterhead which is used in letters making offers to students or promoting courses or other marketing purposes, and
- email footers that are attached to email sent to students and which make offers of enrolment or inform students of course.

Where any material contains a pull out/tear away section, the removable section should also comply.

DEEWR also provides the following advice in its explanatory guide about websites:

‘The home page of the provider should include the CRICOS number in a prominent position (ie, not hidden away in tiny text in a corner). All pages relating to marketing, recruitment, services and information for overseas students should include the CRICOS registration details. While not required on every page of downloadable materials, the CRICOS number should appear somewhere on each document. Best practice would be to include the CRICOS number in the footer of the provider’s website’.

Standard 1.2 (b) Not give false or misleading information

Information or advice to students relating to the registered provider, its course or outcomes associated with the course must not be false or misleading eg to give inaccurate information about the location of campuses at which courses will be provided or making false comparisons with other providers.

Standard 1.3 Not actively recruit students where conflicts with standard 7 obligations

Under standard 7 students can only transfer between registered providers within the first 6 calendar months of their principal (main) course where a [release letter](#) has been provided. Monash recruitment staff who are dealing with prospective Monash students should engage in no active recruitment activity where it is apparent that a student is seeking to transfer within the first six months of the student's principal course.

Evidence of compliance

- Samples of promotional material used to market and recruit students.
- Letters or email used to send students course offers.
- Evidence of arrangements with other providers and the materials used to promote courses that are taught by them.
- A letter of release to demonstrate that the student has the provider's permission to move within the first six months.
- Where a student has applied for a letter of release, a letter in the student's file showing that a valid enrolment offer has been made.

Monash also recommends

- Include the CRICOS Code at the front section of the publication in an appropriate font size
- Maintain a record of ESOS training that all Marketing staff have attended
- Build training into performance management
- Monash University and or MCPL provider codes should be included in all onshore and offshore advertising for courses conducted in Australia, not just newspaper advertising.

Compliance Obligations

Marketing and Student Recruitment

Ensure that

- the provider name (Monash University) and provider code (00008C) is displayed on all written materials for prospective international students undertaking courses provided by Monash University
- the provider name (Monash College Group Pty Ltd) and provider code (01857J) is displayed on all written materials for prospective international students undertaking courses provided by Monash College Group
- no false or misleading information is given as per standard 1.2 (b)
- no students are enrolled from another provider in the first six months of their principal course or in any preliminary course in a package of courses unless the exceptions outlined in standard 7 apply
- all new Marketing staff have attended [ESOS training](#) in the first six months of the commencement of their role and completed the ISANA online tutorial within the first month of commencement of their role

Monash College Pty Ltd (MCPL)

Ensure that

- the provider name (Monash College Pty Ltd) and provider code (01857J) is displayed on all written materials for prospective international students undertaking courses provided by Monash College Group
- no false or misleading information is given as per standard 1.2 (b)
- all new Marketing staff have attended ESOS training in the first 6 months of the commencement of their role and completed the ISANA online tutorial within the first month of commencement of their role.

Faculty

Ensure that:

- the provider name (Monash University) and provider code (00008C) is displayed on all written materials for prospective international students undertaking courses provided by Monash University
- no false or misleading information is given as per standard 1.2 (b)
- all new Marketing staff have attended ESOS training in the first 6 months of the commencement of their role and completed the ISANA online tutorial within the first month of commencement of their role.

International Recruitment Services

Ensure that:

- the provider name (Monash University) and provider code (00008C) is displayed on all written materials for prospective international students undertaking courses provided by Monash University
- the provider name (Monash College Pty Ltd) and provider code (01857J) is displayed on all written materials for prospective international students undertaking courses provided by Monash College Group
- that no false or misleading information is given as per standard 1.2 (b)
- no students are enrolled from another provider in the first 6 months of their principal course or in any preliminary course in a package of courses unless the exceptions outlined in standard 7 apply
- all new International Recruitment Services staff have attended ESOS training in the first 6 months of the commencement of their role and completed the ISANA online tutorial within the first month of commencement of their role.

Monash documentation

Policies and Procedures

Brand Identity Policies and Procedures

Business Rules

Work instructions to ensure student has not transferred within first 6 calendar months unless in allowable circumstances eg check visa and PRISMS (pre existing CoE).

Guidelines

See 'Compliance Requirements'