

MARKETING AND STUDENT RECRUITMENT POLICY AND PROCEDURE

1. Purpose

The purpose of this policy is to indicate relevant information to be provided to all students prior to enrolment to enable them to make an informed decision to study at SMART English Melbourne.

This policy supports Standards 1, 2 and 7 of the ESOS National Code 2018.

2. Policy Statements

- 2.1. SMART English Melbourne endeavours to provide relevant information to all students prior to enrolment enabling them to make an informed decision to study at SMART English Melbourne.
- 2.2. SMART English Melbourne 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.
- 2.3. SMART English Melbourne, in seeking to enter into written agreements with overseas students or intending overseas students, does not provide any false or misleading information on:
 - a) its association with any other persons or organisations SMART English Melbourne has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enrol
 - b) prerequisites—including English language proficiency—for entry to the course
 - c) any other information relevant to SMART English Melbourne, its courses or outcomes associated with those courses.
- 2.4. SMART English Melbourne does not:
 - a) claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by SMART English Melbourne
 - b) guarantee a successful education assessment outcome for the student or intending student.
- 2.5. SMART English Melbourne includes its CRICOS registered name and registration number in any written or online material that it disseminates or makes publicly available for the purposes of:
 - a) providing or offering to provide a course to an overseas student
 - b) inviting a student to undertake or apply for a course, or
 - c) indicating it is able or willing to provide a course to overseas students.
- 2.6. SMART English Melbourne does not actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).
- 2.7. Prior to accepting an overseas student or intending overseas student for enrolment in a course, SMART English Melbourne makes comprehensive, current and plain English information available to the overseas student or intending overseas student on:
 - a) the requirements for an overseas student's acceptance into a course, including the minimum level of English language proficiency, or educational qualifications required.



- b) the CRICOS course code, course content, modes of study for the course
- c) course duration and holiday breaks
- d) the course qualification, award or other outcomes
- e) campus locations and facilities, equipment and learning resources available to students
- f) the details of any arrangements with another provider, person or business who will provide the course or part of the course if applicable
- g) indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course, and the SMART English Melbourne's cancellation and refund policies
- h) the grounds on which the overseas student's enrolment may be deferred, suspended or cancelled
- i) the ESOS framework, including official Australian Government material or links to this material online
- j) accommodation options and indicative costs of living in Australia.

3. Scope

This policy applies to:

- Prospective ELICOS students of SMART English Melbourne
- SMART English Melbourne Marketing, Enrolment, Academic, Student Support, Finance and Administration staff.

All staff are made aware of the requirements of this policy through staff induction, regular meetings, staff updates and continuous improvement practices. Students are made aware of this policy through Student Brochure, the SMART English Melbourne's website, Student Handbook, and during the enrolment and orientation processes.

4. Procedure

- 4.1. SMART English Melbourne designates a person who shall ensure that all marketing information and practices are conducted in a professional manner and maintains the integrity and reputation of industry and registered providers. This person is currently the General Manager.
- 4.2. The General Manager authorises all new marketing information and practices using the Marketing/Promotional Material Checklist. The General Manager ensures the following:
 - All materials used by the Windsor for marketing and promotion of its courses (both in print and electronic form) adheres the requirements above. (This includes, but not limited to newspaper and magazines advertisements, email used to promote courses, SMART English Melbourne's website, Student Brochure, Student Handbook, offer letters, application form, etc.).
 - Where the General Manager has approved a new document or practice, the appropriate implementation plan will be developed to ensure all old versions are replaced and staffs are made aware of the changes.
 - The General Manager also ensures any promotional material or practices and changes developed are communicated to all associated agents and representatives of SMART English Melbourne.
 - Updated third party arrangements/education agents list will be published on SMART English Melbourne's website. This is done automatically when agents' details are entered/updated in the student management system.



4.3. Upon student initiated contact, SMART English Melbourne Enrolment Officer will provide the relevant information (listed below) by means of Student Brochure and by directing students to SMART English Melbourne’s website, Student Handbook, and through education consultants. The information provided is not just limited to the following:

- The CRICOS course code (for international students)
- Course content, modes of study
- Learning outcomes and expected level of English
- Course duration and holiday breaks
- A general description of facilities, equipment, and learning and library 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 if applicable
- Indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course, and the SMART English Melbourne’s cancellation and refund policies
- Information about the grounds on which the student’s enrolment may be deferred, suspended or cancelled (for international students)
- The ESOS framework, including official Australian Government material or links to this material online (for international students)
- Accommodation options and indicative costs of living in Australia (for international students)
- SMART English Melbourne’s refund policy
- Complaints and Appeals Policy and Procedures
- Transfer between registered providers (for international students)
- The SMART English Melbourne’s obligations
- Students’ rights and obligations
- Policies and procedures

All students are encouraged to contact the SMART English Melbourne Enrolment Officer at any time to clarify any doubts and seek more information.

