

# Marketing to Prospective Students Policy

Version number	3
Approved by	Corporate Governance Board
Date of approval	18/01/2021

## Purpose

Sydney Institute of Higher Education (SI) is committed to ethical marketing practices, in particular ensuring that the representation of SI in marketing and student recruitment material is completely accurate and up to date. Ensuring that SI is accurately represented in its marketing material reflects SI's dedication to fully informing student choice and maintaining the integrity of the SI. It is essential to ensuring that potential students are able to make well-informed decisions about the programs of study offered at the SI.

This *Marketing to Prospective Students Policy* establishes processes to ensure that SI and its higher education offerings are marketed with accuracy, consistency, and with oversight. It sets out ethical marketing principles and practices underpinning SI processes that enable students to fully understand all available options and implications about whether to enrol in a SI higher education program.

## Scope

This policy applies to all positions and bodies involved in the marketing and communication of SI's higher education services to prospective students.

## Principles

SI is committed to upholding principles of ethical marketing in all marketing, promotional, and student recruitment activities.

SI remains fully responsible for the representation of itself, whether that representation is made through itself or through any third-party agents recruiting students on SI's behalf.

All individuals considering enrolling in one of SI's higher education program offerings are entitled to full access to detailed, up-to-date information about SI and its operations. This information will enable prospective students to make informed decisions regarding their studies and must also be made available to students in a timely manner.

SI will not omit any relevant information that may affect decision-making by prospective students.

SI will never offer inducements to attract enrolments.

SI will not disseminate any misleading or false information. It will ensure that third parties involved in

promoting SI do not provide misleading or false information.

Representation of and information about matters relating to studying at SI will be:

- Current and accurate at all times
- Publicly available where appropriate
- Of sufficient depth to allow students to make an informed decision about undertaking a program of study at SI
- Consistent with the accreditation status of SI programs (by both TEQSA and any relevant professional accreditation bodies).

## Procedures

### *Marketing and promotional material*

All marketing material will:

- Include SI's CRICOS number, if and wherever relevant
- Go to all reasonable lengths to not make vague or ambiguous statements
- Not guarantee successful program completion for all students
- Provide a dedicated student enquiry contact address or phone number for individuals to verify the information published in marketing materials
- Direct students to sources of additional information regarding content published in marketing materials
- Include a statement of the date from which the information is valid, and a commitment to inform students of changes to the information in a timely manner.

SI will not represent its higher education programs as accredited or in the process of being accredited until programs have received accreditation from TEQSA. The same restriction applies to advertise the accreditation status of any other professional accrediting bodies who may accredit SI courses in addition to TEQSA.

The Business Development Manager will have written confirmation of consent to publish marketing material that features a student photo or testimonial.

The Business Development Manager must carefully review all marketing material prior to dissemination and seek final approval from the President before publication.

### *Education Agents*

The use of education agents is one of SI's key marketing tools. It is imperative that education agents act ethically and in accordance with SI's vision and values.

Education agents must enter into formal contracts with SI and their performance will be closely monitored to ensure their compliance with the principles of ethical marketing. Education agents that breach these principles or their agreement will be subject to immediate penalties, including the termination of the contract.

For more information, refer to the *Education Agents Policy*.

### ***Maintaining accuracy***

The Business Development Manager will liaise with the *Executive Management Team* and the relevant academic management committees to ensure all information published about SI is accurate.

The Business Development Manager will maintain clear communication with SI's education agents to ensure all marketing material distributed via education agents is current and accurately represents SI and its higher education program offerings.

In the event that information published in SI's marketing material is rendered inaccurate, the Business Development Manager must ensure the distribution of out-dated material ceases immediately and is removed from the public domain as soon as is reasonably possible. The Business Development Manager will immediately inform education agents that distribution of out-dated material must cease due to changes.

### ***Notification of fee changes***

As per the *Information for Students Policy*, students must be given three months notice of changes to fees and associated costs of studying at SI.

## **Policy Implementation and Monitoring**

The *Corporate Governance Board* delegates responsibility for the day-to-day implementation of this policy to the Business Development Manager.

The *Corporate Governance Board* will review all periodic reports from the Business Development Manager, in accordance with the *Compliance Calendar*.

The *Corporate Governance Board* will review and investigate all relevant student complaints and concerns raised by staff members regarding marketing material, in accordance with the *Compliance Calendar*.

The *Corporate Governance Board* must ensure that findings from these monitoring activities are taken into account in planning, quality assurance and improvement processes.

## **Definitions**

**Australian Qualifications Framework (AQF):** The national policy for regulated qualifications in Australian education at all levels.

**Corporate Governance Board:** The SI governing body responsible for the oversight of all SI operations, including the direction-setting, quality assurance, monitoring, and improvement of academic and non-academic operations. It delegates responsibility for academic matters to the *Academic Board*.

**Education Agent:** an individual or organisation contracted by SI to promote higher education courses to,

and facilitate the application process for, prospective students overseas.

**International student:** An individual enrolled in a program who has been granted a student visa by the Department of Home Affairs to study full-time in Australia.

**Prospective student:** an individual who might consider enrolling in a SI program.

**Tertiary Education Quality and Standards Agency (TEQSA):** Australia's regulatory body that registers and evaluates the performance of higher education providers against the Higher Education Standards Framework, thus ensuring that all students studying a higher education degree in Australia receive quality education.

## Review Schedule

This policy will be reviewed by the *Corporate Governance Board* every three years.

Version History				
Version number:	Approved by:	Approval date:	Revision notes:	Next review date:
1	Corporate Governance Board	04/09/2017		
2	Corporate Governance Board	16/10/2017		16/10/2020
3	Corporate Governance Board	18/01/2021	No change. Periodic Review.	18/01/2024

End of document: "Marketing to Prospective Students Policy"

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### Related Documents

		<a href="#">Education Agents Policy</a>
		<a href="#">Information For Students Policy</a>