



Marketing to Overseas Students Policy

Policy Area: Academic Governance

Approval: Executive Principal

Signature:

Date:

1. PURPOSE

The objectives of this policy are:

- To ensure Sheridan College meets its responsibilities to act ethically and responsibly with regards to marketing its courses to overseas students.
- To provide staff, students and agents with clear guidelines regarding marketing to and recruitment of overseas students
- To ensure compliance with the Higher Education Standards Framework (2015) and the National Code of Practice for Providers of Education and Training to Overseas Students (2018) and the Competition and Consumer Act (2010).

2. CONTEXT

Sheridan College is committed to act with honesty and integrity in all operations, including the marketing towards prospective overseas students and expects all agents representing the courses of the College to prospective students to abide by these policy guidelines. The *Sheridan College Agent Recruitment and management policy* ensures that the marketing and promotion of courses by education agents is not false or misleading, and is consistent with Australian Consumer Law. Admissions Procedures are documented in the *Sheridan College Admissions Policy*.

3. RESPONSIBILITY AND ACCOUNTABILITY

Initial approval of policy and later amendments:	Board of Directors
Amendment of procedures consistent with the policy:	Executive Principal
Distribution of policy:	Executive Principal
Implementation of policy:	Executive Principal, Director of Student Services
Monitoring and compliance of policy:	Academic Council, Executive Principal, Director of Student Services
Evaluation and recommendations for amendments:	Academic Council, Executive Principal, Director of Student Services

4. POLICY STATEMENT (S)

1. Sheridan College will enter into written agreements with overseas students or intending overseas students.

2. All prospective students will be directed to the Australian Education International (AEI) website <https://internationaleducation.gov.au/Pages/default.aspx> for a description of the ESOS legislative framework. Students will be made aware of the obligations and protections afforded to overseas students in Australia.
3. Sheridan College undertakes to not provide any false or misleading information on:
 - its association with any other persons or organisations involved in the delivery of the course in which the student intends to enrol or may apply to enrol;
 - any work-based training a student is required to undertake as part of the course;
 - prerequisites—including English language proficiency—for entry to the course;
 - any other information relevant to the College, its courses or outcomes associated with those courses.
4. Sheridan College will not claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by the College or guarantee a successful education assessment outcome for the student or intending student.
5. The Sheridan College CRICOS registered name, the College provider registration number (03391M) and any relevant CRICOS Course Codes will be included in any written or online material that the College disseminates or makes publicly available for the purposes of:
 - providing or offering to provide a course to an overseas student;
 - inviting a student to undertake or apply for a course; or
 - indicating it is able or willing to provide a course to overseas students.
6. Sheridan College will not actively recruit a student where this conflicts with College's obligations under Standard 7 of the National Code regarding overseas student transfers.
7. Staff of the Sheridan College are permitted to undertake overseas marketing and recruitment activity for the recruitment of international students to Sheridan College, provided that activity has been approved and coordinated by the Executive Principal, in accordance with the college's marketing and promotions plan, and undertaken in accordance with this policy.
8. Agents will be informed every year if there are any changes to marketing and promotions materials during the annual agent contract review. These agents will either be provided most accurate materials every year to ensure that accurate information is disseminated to international students or directed to Sheridan College's online presence where these materials shall be available.

5. APPENDIX: DOCUMENT HISTORY AND VERSION CONTROL RECORD

Document Title:	Marketing to Overseas Students Policy
Source Documents:	Christian Heritage College Recruitment of an Overseas Student Policy; https://www.chc.edu.au/wp-content/uploads/Marketing-Information-and-practices-to-Overseas-Students.pdf

Marketing to Overseas Students Policy

Curtin University International Marketing Procedure;
https://policies.curtin.edu.au/local/docs/policy/International_Marketing_Procedures.pdf

Associated Internal Documents:

Sheridan College Agent Recruitment and management policy

Sheridan College Admissions Policy

Associated External Documents

Higher Education Standards Framework (2015)

National Code of Practice for Providers of Education and Training to Overseas Students (2018)

Competition and Consumer Act (2010).

Authorised Officer: Executive Principal

Approved by: Mr Darren Smith

Date of Approval: 18 April 2018

Next Review Before: April 2021

Version Number	Version Date	Authorised Officer	Amendment Details
1.01	8 April 2019	Executive Principal	Prepared for Sheridan College in compliance with the National Code for Overseas Students (2018)