



# Student Marketing and Recruitment Policy

Policy Area: Management

Approval: Executive Principal

Date: 24 Feb 2023

## 1. PURPOSE

The objectives of this policy are:

- To ensure Sheridan meets its responsibilities to act ethically and responsibly in the area of promoting the institution and its courses.
- To provide staff, students and education agents with clear guidelines in the recruitment of international students.
- To ensure compliance with:
  - the Higher Education Standards Framework (Threshold Standards) 2021
  - the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (The National Code)
  - the Competition and Consumer Act (2010)
  - Education Services for Overseas Students Act 2000 (amended in 2022)
  - Education Services for Overseas Students Regulations 2019 (amended in 2021), and
  - The simplified student visa framework (SSVF).

## 2. CONTEXT

Sheridan is committed to act with honesty and integrity in all operations, including any marketing towards prospective domestic and international students. All authorised education agents promoting the courses of the institution to prospective international students are expected to abide by these policy guidelines. The *SIHE Agent Recruitment, Monitoring and Development 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 *SIHE 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, Business Development Manager
Monitoring and compliance of policy:	Board of Directors, Executive Principal, Director of Student Services, Business Development Manager

Evaluation and recommendations for amendments:	Board of Directors, Executive Principal, Director of Student Services, Business Development Manager
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#### 4. POLICY STATEMENTS

- 4.1. Sheridan will enter into written agreements with all students or prospective students.
- 4.2. All prospective international students will be directed to the ESOS legislative framework. Students will be made aware of the obligations and protections offered to international students in Australia.

#### 4.3 Marketing to students

- 4.3.1. Sheridan undertakes to, not provide any false or misleading information regarding:
  - 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 institution, its courses or outcomes associated with those courses.
- 4.3.2. Sheridan 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 institution, neither will Sheridan guarantee a successful education assessment outcome for the student or intending student.
- 4.3.3. The Sheridan CRICOS registered name, the institution provider registration number (03391M) and any relevant CRICOS Course Codes will be included in any written or online material that the institution disseminates or makes publicly available for the purposes of:
  - providing or offering to provide a course to international students;
  - inviting a student to undertake or apply for a course; or
  - indicating it is able or willing to provide a course to international students.
- 4.3.4. Sheridan will not actively recruit a student where this conflicts with the institution's obligations under Standard 7 of the National Code concerning international student transfers.
- 4.3.5. Sheridan staff are permitted to undertake overseas marketing and recruitment activity for the recruitment of international students to Sheridan, provided that activity has been approved and coordinated by the Executive Principal, in accordance with the institution's marketing and promotions plan and this policy.
- 4.3.6. Education agents will be informed of any changes to marketing and promotions materials during the annual agent contract review and training activities. These education agents will either be provided with up-to-date materials to ensure that accurate information is disseminated to international students or directed to Sheridan's online presence where these materials shall be available.

#### 4.4 Recruitment of students

- 4.4.1. Prior to accepting students, Sheridan will provide the following information in plain English:

## Student Marketing and Recruitment Policy

- Admission requirements (see *SIHE Admissions Policy*), including English language proficiency (see *SIHE Admissions Policy, English Language Proficiency*), qualifications or work experience required, and course credit if applicable (see *SIHE Credit Transfer and RPL Policy*);
- The CRICOS course code, course content, modes of study, placements, community-based learning and collaborative research training arrangements, and assessment methods;
- Course duration and holiday breaks;
- The course qualification, award or other outcomes;
- Campus location and facilities, equipment and learning 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;
- Indicative tuition and non-tuition fees, including advice on the potential for changes over the duration of a course;
- Sheridan's cancellation and refund policies;
- The grounds on which the student's enrolment may be deferred, suspended or cancelled;
- The ESOS framework, including official Australian Government material or links to this material online; and
- Accommodation options and indicative costs of living in Australia.

## 5. APPENDIX: DOCUMENT HISTORY AND VERSION CONTROL RECORD

<b>Document Title:</b>	Student Marketing and Recruitment Policy
<b>Source Documents:</b>	<p>Curtin University International Marketing Procedure;  <a href="https://policies.curtin.edu.au/local/docs/policy/International_Marketing_Procedures.pdf">https://policies.curtin.edu.au/local/docs/policy/International_Marketing_Procedures.pdf</a></p> <p>Federation University Marketing Information and Practices;  <a href="https://policy.federation.edu.au/learning_and_teaching/general/standard_1/cho2.php">https://policy.federation.edu.au/learning_and_teaching/general/standard_1/cho2.php</a></p> <p>UniSA Guidelines on marketing information and materials for international students;  <a href="https://i.unisa.edu.au/siteassets/staff/international/documents/legislative-requirements/guidelines_on_marketing_information_and_materials_for_international_students.pdf">https://i.unisa.edu.au/siteassets/staff/international/documents/legislative-requirements/guidelines_on_marketing_information_and_materials_for_international_students.pdf</a></p>
<b>Associated Internal Documents:</b>	<p>SIHE Agent Recruitment and Development Policy</p> <p>SIHE Agent Agreement</p> <p>SIHE Admissions Policy</p> <p>Agent Application form</p> <p>Agent reference check form</p> <p>Student Survey on Agent</p> <p>Agent Info Pack</p> <p>Agent News Letter</p> <p>Monthly Email to the Executive Principal</p>
<b>Associated External Documents</b>	<p>Higher Education Standards Framework (Threshold Standards) 2021</p> <p>National Code of Practice for Providers of Education and Training to Overseas Students 2018</p> <p>Competition and Consumer Act 2010</p>
<b>Authorised Officer:</b>	Executive Principal
<b>Approved by:</b>	Mr Darren Smith
<b>Date of Approval:</b>	27 Feb 2023
<b>Next Review Before:</b>	May 2023

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)
1.02	15 April 2022	Executive Principal	Renamed "Marketing to International Students Policy" and substantially revised

## Student Marketing and Recruitment Policy

2.00	24 Feb 2023	Executive Principal	Added details from National Code Standard 2 (Student Recruitment), grammar edits, Renamed "Student Marketing and Recruitment Policy"