

<b>Department</b>	Vocational Education & Training – Education Services for Overseas Students (ESOS)		<b>Author</b>	RTO CEO and RTO Manager	
<b>Quality Controlled Document No. &amp; Title</b>	ESOS 1.0	ESOS Marketing Information and Practices Policy	<b>Approved</b>	RTO CEO	
<b>Version</b>	1.0		<b>Authorised</b>	RTO Academic Board	
<b>ESOS National Code 2018</b>	Standard 1		<b>Distribution</b>	Internal	Marketing Personnel
				External	Education Agents

Marriott Academy's ESOS Marketing Information and Practices Policy must be followed when producing any and all marketing materials targeted at overseas students. Marketing materials may be published in hard copy print or online, and may be included in Marriott Academy's student prospectus, course guides / handbook for overseas students, and/or information packages for Education Agents.

## 1.0 Mandatory Requirements for ESOS Marketing Materials

1.1 Marriott Academy's CRICOS registered name and registration number must appear in all the written and electronic publications, materials and correspondence which may be viewed by prospective overseas students. This includes, but is not limited to, the following, whether they be in print or electronic format:

- Student Handbook
- website pages relevant to overseas students
- course promotional flyers / brochures
- pre-application information and forms
- student enrolment application forms
- agreements with Education Agents
- business cards
- email signature blocks or footer
- Marriott Academy Letterhead
- advertisements for programs for overseas students in an Australian, or foreign, publications.

1.2 The RTO CEO shall be responsible for ensuring that marketing and promotion of Marriott Academy's courses and education services, in connection with the recruitment of overseas students or prospective overseas students, including through an education agent, is not false, misleading or ambiguous, and complies with Australian Consumer Law.

1.3 All Marriott Academy marketing materials shall be produced and approved in accordance with the following procedure:

- a) Proposed marketing strategies, information and materials tabled at a Marriott Academy Management meeting.
- b) Draft marketing strategies, information and materials tabled at the meeting.
- c) Approval of marketing strategies, information and materials be recorded in meeting minutes.
- d) Final versions of marketing strategies, information and materials tabled at a Management meeting.
- e) Approval of final versions of marketing strategies, information and materials will be recorded in Marriott Academy Management meeting minutes.
- f) The RTO Manager shall oversee to implementation of marketing strategies, and the publication and distribution of all marketing materials.
- g) The RTO Manager shall report any issues and/or concerns to the RTO CEO as soon as practicable.

1.4 Marriott Academy, in producing, developing and publishing all marketing information and materials must not provide any false or misleading information on:

- its association with any other persons or organisations the registered provider has arrangements with for 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 registered provider, its courses or outcomes associated with those courses.

2.0 Marriott Academy, in producing, developing and publishing all marketing information and materials must 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 registered provider
- guarantee a successful education assessment outcome for the student or intending student.
- actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).

2.1 Marriott Academy will only promote full-time study options to overseas students. When marketing materials are aimed at both domestic and overseas students, and part-time study options are be listed, the following must be included:

Note: "Overseas students are to complete their program within the duration specified on their CoE and must undertake full-time study while enrolled in their program."

3.0 Prior to accepting an overseas student or intending overseas student for enrolment in a course, Marriott Academy will make available to the overseas student, or prospective overseas student, comprehensive, current and plain English information on:

- a) the requirements for an overseas student's acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required, and course credit if applicable
- b) the CRICOS course code, course content, modes of study for the course including compulsory online and/or work-based training, placements, other community-based learning and collaborative research training arrangements, and assessment methods
- 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
- g) indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course, and the registered provider'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) where relevant, the policy and process the registered provider has in place for approving the accommodation, support and general welfare arrangements for younger overseas students (in accordance with Standard 5)
- k) accommodation options and indicative costs of living in Australia.