

### Overview

The National Code of Practice for Providers of Education and Training to Overseas Students (National Code 2018) requires UNE to demonstrate compliance with the National Code 2018 at the point of CRICOS registration and throughout its CRICOS registration period.

This compliance requirement also applies to students enrolled in courses delivered in association with another provider where UNE is the registered provider. UNE is responsible for breaches of the National Code, whatever the nature of its contractual or other arrangements with another provider.

### Scope

Standard 1 of the National Code 2018 requires compliance with obligations relating to marketing information and practices.

UNE must ensure the marketing of its education and training services is undertaken in a professional manner and maintains the integrity and reputation of the industry and registered providers.

All marketing and other material for students (in both print and electronic format) must clearly identify UNE's registered provider's name and CRICOS number. UNE courses delivered under an arrangement with an education partner must show UNE as the registered provider, together with UNE's CRICOS number and the course(s) applicable CRICOS code.

UNE must not give false or misleading information or advice in relation to:

- Claims of association between providers;
- The employment outcomes associated with a course
- Automatic acceptance into another course;
- Possible migration outcomes; or
- Any other claims relating to the registered provider, its course or outcomes associated with the course.

UNE is also prohibited from actively recruiting a student where this clearly conflicts with its obligations under UNE's procedure for *International Student Transfer Between Registered Providers*.

### Procedures

#### 1. International Marketing and Promotional Material Produced by UNE International

1.1 Promotional and marketing material must be checked for compliance against the UNE International (UNEI) International Marketing Checklist and signed off by the Director, UNE International or their nominee.

1.2 The completed International Marketing Checklist is to be filed with a copy of the marketing and promotional material and filed on TRIM.

## **2. International Marketing and Promotional Material Produced by a UNE Agent or Partner**

- 2.1. UNE education agents and partners must implement UNE operating procedures for the production and distribution of all marketing and promotional material relating to UNE and/or UNE education and training services, including material produced by partner Education Agents.
- 2.2. UNE domestic partners are to provide the Director UNEI with a draft copy of all marketing and promotional materials (both print based and electronic) for approval prior to its use. UNE agrees to approve all promotional material (including website, Prospectus and other materials) as soon as practicable and normally within two weeks of receipt.
- 2.3. The Director UNEI or their nominee will check all marketing and promotional material forwarded for accuracy and compliance with the National Code. UNE checklists are used to confirm all compliance requirements are met.
- 2.4. A final version of the marketing or promotional material is to be forwarded to the Director UNEI or their nominee for final sign-off via the International Marketing Checklist.
- 2.5. The Director UNEI or their nominee is to ensure that copies of the signed International Marketing Checklists are filed with the final draft of the marketing or promotional material and put onto TRIM.
- 2.6. UNE education partners are to forward a production copy of the marketing or promotional material to UNEI for filing with the documents specified above.
- 2.7. The Director UNEI or nominee will undertake an annual audit of UNE education partner marketing materials to ensure compliance with the National Code, UNE Operating Procedures and any other legislation.

## **3. Promotions and Marketing Practices Adopted by UNE**

- 3.1. The Director UNEI or their nominee ensures that marketing materials are produced and updated regularly and distributed to relevant education agents, partner institutions and government agencies.

## **4. Promotions and Marketing Practices Adopted by UNE's Education Partners**

- 4.1. UNE education partners agree to promote the relevant UNE Programs on their website and to continually update the website ensuring that prospective students and education agents have access at all times to up- to-date information as required under the National Code.
- 4.2. UNEI will undertake regular training sessions for relevant education partner staff involved in UNE Course marketing activity. This training will involve an update on UNE programs, key selling points, and an outline of their responsibilities in promoting UNE programs.

## Definitions

For the purposes of this policy, marketing information and practices, includes verbal statements, claims or information provided by UNE staff or staff of education partners, written or electronic promotional and other student materials, as well as the behaviour and actions of staff members of UNE or education partners in representing or promoting UNE courses.

Promotional and other student material is defined as Information or material that is directly provided to, or generally accessible by potential international students whether in Australia or overseas, for recruitment purposes.

Marketing and promotional material may include but is not limited to:

- Print and broadcast advertising
- Banner advertising
- Email
- Leaflets, brochures, posters, postcards
- Newsletters
- Videos and Multi-media presentations
- Forms
- Corporate display material, handbooks
- Websites, podcasts
- Social media feeds (for example Facebook, Twitter)
- Mobile Apps

## Administration

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Procedure

**Administrator:**

Director, UNE International

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**Responsible party for review:**

Director, UNE International

**Approved by:**

Ingrid Elliston

### Related policies or other documents:

ESOS Act (Education Services for Overseas Students) legislative framework  
National Code 2018 (National Code of Practice for Providers of Education and Training to Overseas Students 2018)  
UNE Advertising Policy  
UNE Media Policy  
UNE Visual Identity Guidelines  
International Student Transfer Between Registered Providers Rule  
International Student Transfer Between Registered Providers Procedure  
International Education Agents Operating Procedure