

MARKETING AND STUDENT RECRUITMENT POLICY AND PROCEDURE

1. Purpose

The purpose of this policy is to indicate relevant information to be provided to all students prior to enrolment to enable them to make an informed decision to study at SMEAG English.

2. Policy Statements

- 2.1. SMEAG English endeavours to provide relevant information to all students prior to enrolment enabling them to make an informed decision to study at SMEAG English.
- 2.2. SMEAG English ensures that the marketing and promotion of its courses and education services in connection with the recruitment of overseas students or intending overseas students, including through an education agent, is not false or misleading, and is consistent with Australian Consumer Law.
- 2.3. SMEAG English, in seeking to enter into written agreements with overseas students or intending overseas students, does not provide any false or misleading information on:
 - a) its association with any other persons or organisations SMEAG English has arrangements with for the delivery of the course in which the student intends to enrol or may apply to enrol
 - b) prerequisites—including English language proficiency—for entry to the course
 - c) any other information relevant to SMEAG English, its courses or outcomes associated with those courses."
- 2.4. Where the SMEAG English collects fees from the individual learner, either directly or through a third party, the SMEAG English provides or directs the learner to information prior to enrolment or the commencement of training and assessment, whichever comes first, specifying:
 - a) claim to commit to secure for, or on the student or intending student's behalf, a migration outcome from undertaking any course offered by SMEAG English
 - b) guarantee a successful education assessment outcome for the student or intending student.
- 2.5. SMEAG English includes its CRICOS registered name and registration number in any written or online material that it disseminates or makes publicly available for the purposes of:
 - a) providing or offering to provide a course to an overseas student
 - b) inviting a student to undertake or apply for a course, or
 - c) indicating it is able or willing to provide a course to overseas students.
- 2.6. SMEAG English does not actively recruit a student where this conflicts with its obligations under Standard 7 (Overseas student transfers).
- 2.7. Prior to accepting an overseas student or intending overseas student for enrolment in a course, the SMEAG English must make comprehensive, current and plain English information available to the overseas student or intending overseas student on:
 - a) the requirements for an overseas student's acceptance into a course, including the minimum level of English language proficiency, or educational qualifications required.
 - b) the CRICOS course code, course content, modes of study for the course

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- 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 if applicable
- g) indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course, and the SMEAG English'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) accommodation options and indicative costs of living in Australia.

3. Scope

This policy applies to:

- Prospective students of SMEAG English
- SMEAG English Marketing, Admissions, Academic, Student Services, Finance and Administration staff.

All staff are made aware of the requirements of this policy through staff induction, regular meetings, staff updates and continuous improvement practices. Students are made aware of this policy through Student Prospectus, the SMEAG English's website, Student Handbook, and during the enrolment and orientation processes.

4. Procedure

Upon student initiated contact, SMEAG English admission Officer will provide the relevant information (listed below) by the means of student prospectus and by directing student to SMEAG English's website through course brochures and through education consultants. The information provided is not just limited to the following:

- The CRICOS course code (for international students)
- Course content, modes of study
- Learning outcomes and expected level of English
- holiday breaks
- A general description of facilities, equipment, and learning and library 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 if applicable
- Indicative tuition and non-tuition fees, including advice on the potential for changes to fees over the duration of a course, and the SMEAG English's cancellation and refund policies
- Information about the grounds on which the student's enrolment may be deferred, suspended or cancelled (for international students)
- The ESOS framework, including official Australian Government material or links to this material online (for international students)
- Accommodation options and indicative costs of living in Australia (for international students)
- SMEAG English's refund policy
- Complaints and Appeals Policy
- Transfer between registered providers (for international students)
- The SMEAG English's obligations
- Students' rights and obligations

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- Policies and procedures

All students are encouraged to contact SMEAG English Enrolment Officer at any time to clarify any doubts and seek more information.