



# Australian Islamic College PERTH

## FULL FEE OVERSEAS STUDENT MARKETING POLICY

**Australian Islamic College (Perth) Inc**

**CRICOS PROVIDER CODE: 00992K**

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# FULL FEE OVERSEAS STUDENT MARKETING POLICY

## 1. Purpose

The College is committed to providing prospective Full Fee Overseas Students and their families with information that is professional, ethical and accurate to assist families to make informed decisions when choosing an education provider.

## 2. Scope & Responsibility

This Policy applies to all AIC staff who recruit and work with full fee overseas students and their families. The Policy also applies to all staff who prepare and disseminate marketing material.

## 3. Definitions

**ESOS:** Education Services for Overseas Students Act 2000

**National Code:** The National Code of Practice for Providers of Education and Training to Overseas Students 2018

**CRICOS:** Australian government's Commonwealth Register of Institutions and Courses for Overseas Student

## 4. Policy Details

To comply with relevant legislation, regulations and industry standards the College will ensure that all marketing material and practices relating to the recruitment of full paying overseas students is professional, ethical and accurate.

### 4.1 Ethical Marketing

Care will be taken by all staff to ensure all information provided to prospective full fee overseas students and their families is accurate, clearly stated in plain English, honest and as comprehensive as possible and consistent with Australian Consumer Law. Comparisons will not be made with other providers in any marketing material. Information or advice given to students or their families will not be false or misleading.

The College **will not:**

- Claim associations with other providers that it does not hold a formal association with regarding recruitment of students or provision of education.
- Guarantee employment or career outcomes associated with any course offered.
- Promise automatic acceptance into another course or acceptance by another provider.
- Commit to secure any migration outcomes.
- Make any other claims for outcomes associated with any course.

### 4.2 Marketing Materials

All marketing material produced by the College will be professional, ethical and accurate to protect and uphold the integrity and reputation of the College and the Australian education sector. Materials covered by this policy include print, electronic, online, course guides, all school publications and all verbal communication.

The Australian Islamic College's CRICOS code will be displayed on all material that may be used for International student promotions or enrolments. This includes, but is not limited to:

- The website/web pages relating to international students
- Information booklets relating to international students
- Application for Enrolment form
- Student agreement form
- Letters
- Advertisements specifically for international students

All marketing materials will be provided to the Executive Principal for approval before production.

### **4.3 Pre-Enrolment**

The College will ensure that a student's qualifications, experience and English language competency are appropriate for the level of enrolment being considered.

Before accepting a student, or an intending student for enrolment, the College staff will provide current and accurate information regarding:

- Requirements for acceptance into the year level proposed, including whether the student has the required level of English language proficiency and educational qualifications.
- Course content and duration, modes of study and assessment details.
- Campus locations, facilities available, equipment (where relevant), and learning and library resources available to students.
- Course related fees including possible fee changes within the student's study timeframe and refund policies and grievance process.
- Information on the grounds by which a student's enrolment may be deferred, suspended or cancelled.
- Access to the ESOS framework.
- Relevant and helpful information on living in Australia.

### **4.4 Enrolment**

Before accepting course money from a student or their parent/guardian, the College will provide documentation and enter into a written agreement with the student, or where the student is under 18 years of age, with their parent/guardian. The written agreement includes the Enrolment Application Form and Student Agreement which includes an acknowledgement of understanding and abiding by all College rules and policies which are consistent with the National Code and ESOS Framework.

The full fee overseas enrolment form, student agreement and policy handbook will:

- Identify the course in which the student is enrolled and any conditions of enrolment.
- Provide an itemised list of course money payable by the student including that 50% of the annual tuition fee is payable prior to the issuing of a Confirmation of Enrolment (CoE) and that the student may pay more than 50% of the annual course fee if they wish to do so.
- Provide information in relation to refunds of course money.

- Set out the circumstances in which personal information about the student may be shared between the College and the Commonwealth Government and designated authorities (such information includes personal and contact details, course enrolment details and changes, and the circumstances of any suspected breach by the student of a student visa condition).
- Advise the student (and/or their parents/guardian) of their obligation to notify the school of any change of contact details while enrolled in the course.
- In relation to refunds of course money in case of student or school default:
  - Amounts that may or may not be repaid to the student.
  - Processes for claiming a refund.
  - A plain English explanation of what happens in the event of a course not being delivered.
  - A statement that ‘This agreement, and the availability of complaints and appeal processes, does not remove the right of the student to take action under Australia’s consumer protection laws’.

#### **4.5 Student Transfers**

The College will not actively recruit or knowingly enrol an overseas student wishing to transfer from another registered provider’s course prior to the student completing six months of his or her principal course of study, unless any of the following apply:

- The releasing registered provider, or the course in which the overseas student is enrolled, has ceased to be registered.
- The releasing registered provider has had a sanction imposed on its registration by the ESOS agency that prevents the overseas student from continuing his or her course at that registered provider.
- The releasing registered provider has agreed to the overseas student’s release and recorded the date of effect and reason for release in PRISMS.
- Any government sponsor of the overseas student considers the change to be in the overseas student’s best interests and has provided written support for the change.

The College will take all reasonable steps to check whether a student is enrolled with another provider before completing the enrolment and issuing a Confirmation of Enrolment (CoE).

‘Reasonable steps’ could include:

- Asking the student if he or she is currently enrolled with another provider.
- Checking a student’s current visa.
- Searching the student on PRISMS

any of which would alert the College that the student is already studying with another provider.

#### **5. Relevant Legislation & Regulations**

- Education Service Providers (Full Fee Overseas Students) Registration Act 1991
- Education Services for Overseas Students Act 2000
- Education Services for Overseas Students Act 2000 - National Code of Practice for Providers of Education and Training to Overseas Students 2018

## **6. Relevant Internal References**

- Full Fee Overseas Student Application for Enrolment
- Full Fee Overseas Student Policy Handbook
- Full Fee Overseas Student Agreement

Last Reviewed: [September 2020]

Approved by: [Executive Principal]

Next review: [January 2021]