

STUDENT HANDBOOK

Section 16 – Marketing Information and practices

ALG ensures that marketing of our education and training services is professional, accurate and maintains the integrity and reputation of the industry.

When recruiting overseas students, registered providers must ensure that the marketing and promotion of their courses and education services is not false or misleading and is consistent with Australian Consumer Law.

ALG Responsibilities with Marketing

ALG will clearly identify the registered provider's CRICOS registered name and registration number in all written or online material that is distributed or made publicly available.

ALG will not give false or misleading information or advice in relation to:

- i. claims of association between providers
- ii. the employment outcomes associated with a course
- iii. automatic acceptance into another course
- iv. possible migration outcomes,
- v. not actively recruit international students where this conflicts with their obligations under Standard 7 (Overseas student transfers), or
- vi. any other claims relating to the registered provider, its course or outcomes associated with the course.

ALG CRICOS Provider Number and Trading Name

The ALG registered name and CRICOS provider numbers are clearly identified in marketing material for overseas students.

This means that all written and electronic material that is used for marketing and recruitment of overseas students lists the registered provider's legal entity and CRICOS code.

The provider's trading name is not required, but may also be included.

Examples of marketing material used for recruitment purposes could include:

- information about courses for overseas students including course outlines if used to market courses and recruit students
- the homepage of a provider's website and pages relating to international student services
- information about living in Australia if it is used as a tool to market to and recruit students and if it has been produced for or by the provider for the purpose of marketing to and recruiting students
- an advertisement for courses for international students in an Australian or foreign newspaper
- materials that promote and advertise courses with a provider (including cards which may be considered more advertisements than conventional business cards)
- a letterhead, signature block or footer used in letters making offers to students, promoting courses or for other marketing purposes; and

- emails that are sent to students offering enrolment or informing students of courses.

These materials would **not** generally be required to include the registered provider's name and the CRICOS provider number:

- envelopes
- conventional business cards that give provider contact details only
- job advertisements unless they are used to promote studying with a provider
- Student handbooks that are distributed after the student has enrolled with a provider
- general information that is relevant to domestic students only
- any other information that does not market courses to overseas students
- tourist brochures which provide information about life in Australia; and
- links to useful external websites, such as Tourism Australia.

False or misleading information

When seeking to enter into written agreements with overseas students, registered providers must not give false or misleading information on:

- any work-based training an overseas student is required to undertake as part of the course;
- prerequisites for entry to the course (including English language); or
- any other information relevant to the registered provider and/or its courses and the outcomes associated with those courses.

Registered providers must not promise overseas students any possible migration outcomes from undertaking any courses, or guarantee successful education assessment outcomes for the overseas or intending overseas student.