

# Marketing Policy - International

**Policy Code:** INT-006**Version:** 11.0**Effective Date:** 21 May 2025

## Purpose

The College ensures that marketing of education and training services is professional, accurate and maintains the integrity and reputation of the industry. This policy sets out the College's approach to meeting the legislated requirements set out in the *National Code of Practice for Providers of Education and Training to Overseas Students 2018* (the National Code).

## Scope

- All current and prospective international students
- Admissions and Marketing teams
- International student support teams

## Policy statement

The College must give international students a clear and accurate description of the services and educational experience it provides. To do this, the College will ensure that marketing and promotion of its courses and services relating to international students or prospective international students (including through an education agent) is not false or misleading, and is consistent with Australian Consumer Law.

This approach will be evident in the College's marketing material and website and in the way information is communicated through all marketing avenues, including agents, exhibitions, events and articulation pathways.

## Responsibilities

The College will clearly identify its name and CRICOS number in all marketing materials for international students, including all material disseminated electronically.

The College's name and CRICOS provider number will be included in the footer of its website and all materials outward facing to the public that are determined as possibly to be used by international students (including policies, procedures, course materials etc).

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

- claims of association between the College and another educational provider;
- any work-based training the student is required to undertake as part of their course;
- the employment outcomes associated with a course;
- pre-requisite requirements for entry to the course, including English language proficiency;

- automatic acceptance into another course;
- visa processing or acceptances;
- possible migration outcomes; or
- any other claims relating to the College, its courses or outcomes associated with completion of courses.

The Board of Directors for Australian College of Natural Medicine Pty Ltd (ACNM) will have ultimate responsibility for the accuracy and reliability of publicly-available information produced by the College. It delegates responsibility for oversight of day-to-day marketing responsibilities to the Managing Director and Head of Marketing.

- Any identified breaches of policy or law, or any risks associated with marketing will be reported by the Head of Marketing to the Board of Directors at its next meeting after the matter arises.
- The Head of Marketing will be responsible for any further actions related to the breach or risk recommended by the Board of Directors in relation to the matter.

## Information for prospective students

Prior to accepting an international student, the College will provide the student with the following information as required by the National Code:

1. the requirements for acceptance into a course, including the minimum level of English language proficiency, educational qualifications or work experience required and whether course credit may be applicable (including the process for reduction of COE time if course credit is applied);
2. the CRICOS course code, course content, qualification offered, modes of study for the course (including online learning requirements, work-based training or placement requirements), and assessment methods;
3. course duration and holiday breaks;
4. campus locations and a general description of facilities, equipment, and learning and library resources available to students;
5. details of any arrangements with another registered provider, person or business to provide the course or part of the course;
6. indicative tuition and non-tuition fees including advice on the potential for fees to change during the student's course, and applicable cancellation and refund policies;
7. information about the grounds on which a student's enrolment may be deferred, suspended or cancelled;
8. a description of the ESOS Framework, including official Australian Government material or links to the material online;
9. relevant information on living in Australia, including: indicative costs of living, accommodation options, and where relevant, schooling obligations and options for school-aged dependants of intending students, including that school fees may be incurred; and
10. the services and supports offered to international students.

## Definitions

**Agent** - An individual, company or other organisation that provides services, whether or not on a commercial basis, to prospective international students who wish to study at the College.

**College** – In the higher education sector, the Australian College of Natural Medicine Pty Ltd (ACNM) trades as Endeavour College of Natural Health and Endeavour Wellness Clinic. For the purpose of this policy, any reference to 'College' or 'the College' should be considered a reference to each or any of these respective trading names / entities.

**International student** – The College defines an International Student as someone **who is not an** Australian citizen or permanent resident or a New Zealand citizen or a permanent visa holder. This definition includes students studying onshore on a range of temporary visas (working holiday visa, tourist visa, student visa etc.) or offshore as an online student. Information that applies only to students studying on specific visa classes (e.g.: Student Visa) is specified when relevant. It should be noted that all international students pay fees specified for international students, regardless of visa subclass.

**Non-tuition fee** – Any other fee pertaining to study of the course that is not a tuition fee for the study itself, but which is required for the student to meet the requirements of the College or succeed in the course. This may include fees charged by the College (e.g. library late return fee, textbook costs), or fees charged by external service providers (e.g. Work with Children Check fee charged by State government department).

**Student** – An individual person who is formally enrolled to study at the *College*. The individual person is that who appears on the College's documents such as enrolment, admission and payment documents, and who is assigned an individual student ID.

**Tuition fee** - A fee paid for the teaching of subjects or units of study undertaken at the College. May be paid upfront, via FEE-HELP or before census date on a payment plan.

## Related procedures

*Agent Management Procedure – International*

*Course Duration and Progress Procedure – International*

*Deferring, Suspending or Cancelling Enrolment Procedure - International*

## Further information

### Related policies

[Admission and Enrolment Policy - International](#)

[Course Duration and Progress Policy – International](#)

[Deferring, Suspending or Cancelling Enrolment Policy - International](#)

[English Proficiency Policy - Higher Education](#)

[Fees Policy - International](#)

[Refund Policy - International](#)

### Related documents

[International Education Agent Agreement](#)

### Guidelines

Not applicable

### Benchmarking

Charles Sturt University

### Supporting research and analysis

Not applicable

### Related legislation

The ESOS Framework comprising of:

- [The Education Services for Overseas Students \(ESOS\) Act 2000](#)
- [National Code of Practice 2018](#)
- Education Services for Overseas Students (ESOS) Regulations 2001
- Education Services for Overseas Students (Registration Charges) Act 1997
- Education Services for Overseas students (Assurance Fund Contributions) Act 2000
- Education Services for Overseas Students Legislation Amendment (Tuition Protection Service and Other Measures) Act 2012
- Education (Overseas Student) Regulation 1998 (plus amendments)

*Competition and Consumer Act 2010*

In-country regulations relevant to the recruitment or marketing to prospective students

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## Review and approval

### Policy author

Quality and Compliance Coordinator

### Policy owner

Head of Marketing

### Contact

Head of Marketing

[yvonne.frei-spencer@endeavour.edu.au](mailto:yvonne.frei-spencer@endeavour.edu.au)

### Approval body

CEO

Date: 12 April 2023

### Policy Status

Revised – full review conducted for currency of terminology, titles

### Responsibilities for implementation

- Director of Sales and Admissions
- Head of Marketing
- National Quality, Governance and Compliance Manager

### Key stakeholders

- Communications Manager
- Digital Acquisition Manager
- International students
- Prospective International students
- Senior Graphic Designer