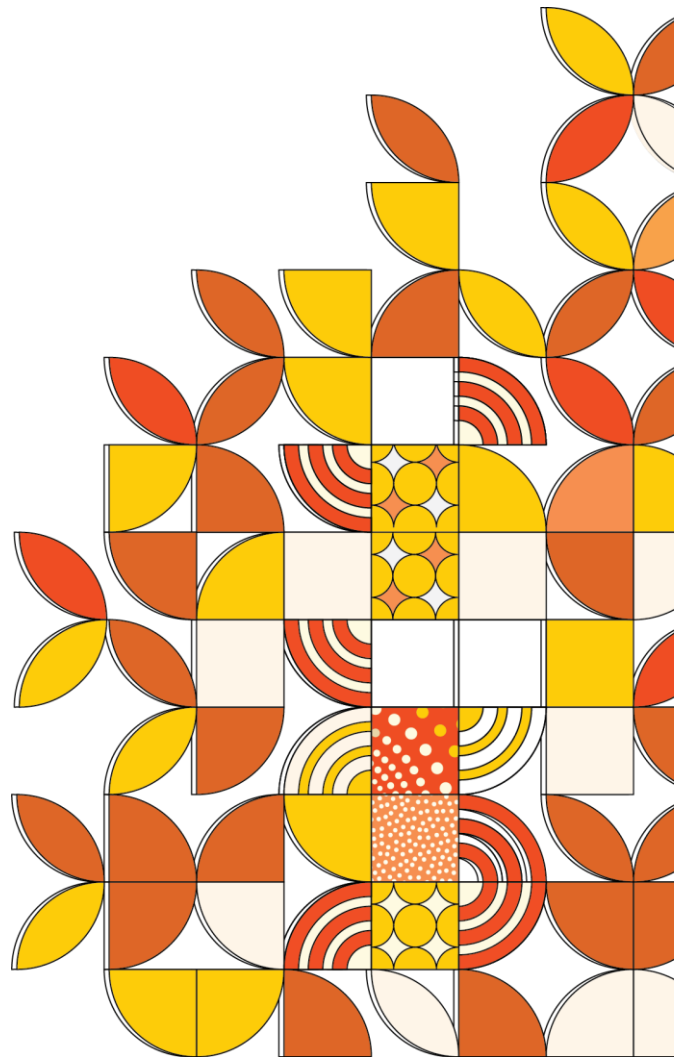


Marketing of Courses to Offshore and Overseas Students Policy



SECTION 1

Purpose

1. The purpose of this Marketing of Courses to Overseas and Offshore Students Policy and Procedure is to establish clear guidelines for the Institute of Health and Management (IHM Australia) in marketing its courses to international students, in alignment with the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS) requirements.
2. This document aims to ensure that IHM complies with the Education Services for Overseas Students Act 2000 (ESOS Act) and the National Code of Practice for Providers of Education and Training to Overseas Students 2018 (National Code) while providing accurate and transparent information, fair recruitment practices, and comprehensive support services to overseas and offshore students.
3. By adhering to this policy, IHM Australia aims to maintain the highest standards of integrity, accountability, and compliance in its marketing activities, fostering trust and confidence among international students and stakeholders.

Scope

4. This policy applies to all staff members and education agents of IHM Australia who are involved in marketing, communicating about, or developing marketing and communication materials for the purpose of marketing higher education and ELICOS courses to overseas and offshore students. It encompasses all aspects of marketing activities, including but not limited to the following (refer to the Marketing of Courses to Offshore and Overseas Students Procedure for additional detail):
 - a) Marketing Strategy and Planning
 - b) Marketing Materials and Communication
 - c) Agent Management and Training
 - d) Fair and Ethical Recruitment Practices
 - e) Complaints and Grievance Handling
 - f) Record Keeping and Documentation
 - g) Policy Review and Compliance
5. This policy applies to all stages of the marketing process, from strategy development to recruitment and support services, to ensure that IHM Australia maintains transparency, integrity, and compliance in its efforts to attract and support overseas and offshore students.

Definitions

6. Refer to IHM's Glossary of Terms.

Suite documents

7. This procedure is linked to the following documents:
 - a) Marketing of Courses to Offshore and Overseas Students Procedure
 - b) See Associated Information listed in the 'Related Internal Documents' in Section 3 below.

SECTION 2

Policy

8. Principles

- 8.1. Provision of any information to students prior to enrolment should be accurate, complete, clear, unambiguous, and up-to-date, and meet all applicable legal and regulatory obligations.
- 8.2. Translation of marketing materials for overseas and offshore students will be undertaken by a translator accredited by the National Accreditation Authority for Translators and Interpreters.
- 8.3. IHM to ensure that all education agents are provided with correct and updated marketing materials in a timely manner.

Responsibilities

9. The implementation of this policy is the responsibility of the Head of Marketing and Sales at IHM. The Head of Marketing and Sales holds the primary responsibility for overseeing and ensuring compliance with this policy. Their specific responsibilities include, but are not limited to, the following (refer to the Marketing of Courses to Offshore and Overseas Student Procedure for additional detail):
 - a) Policy Implementation
 - b) Compliance Monitoring
 - c) Stakeholder Engagement
 - d) Policy Updates and Communication
 - e) Reporting and Documentation
10. The Head of Marketing and Sales plays a vital role in ensuring that IHM's marketing activities for overseas and offshore students align with CRICOS regulations, the ESOS Act, and the National Code. By assuming responsibility for policy implementation and compliance monitoring, they contribute to maintaining the institute's integrity, transparency, and commitment to providing high-quality education and support services to international students.

SECTION 3

Associated Information

Related Internal Documents	Marketing of Courses to Offshore and Overseas Students Procedure Education Agent Information Pack Checklist
Related Legislation, Standards and Codes	National Code of Practice for Providers of Education and Training to Overseas Students 2018 Education Services for Overseas Students Act 2000 Competition and Consumer Act 2010 Freedom of Information Act 1982 Privacy Act 1988 Information Privacy Act 2000 (VIC) Privacy and Personal Information Protection Act 1998 (NSW)
Date Approved	09.11.2023
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Responsible Department	Marketing Department
IHM Doc ID	IHM-MCOSP1-2.1

Change History

Version Control		Version 2.1
Change Summary	Date	Short description of change, incl version number, changes, who considered, approved etc
Version 1.0	26/07/2021	<ul style="list-style-type: none"> • Separation of Policy and Procedure into separate documents in current template • Formatting and minor editing
Version 2.0	14/08/2023	<ul style="list-style-type: none"> • Substantive revision in the template on account of change in Logo and formal alignment.
Version 2.1	28/10/2023	<ul style="list-style-type: none"> • Transfer into new template • Definitions removed as now refer to IHM Glossary • Explicit mention of both Higher Education and ELICOS courses in the Scope